

## CO-OP Preferred Campaign Results

### Q3 Results and Benefits

CO-OP's TAKE A DRIVE ON US campaign ran during the month of August 2015. CO-OP's team used CO-OP Revelation® to identify and segment cardholders, focusing on those with low POS (SIG, PIN, PAVD) spend of \$250 or less with POS transactions during the month of June 2015. The goal was to motivate members to increase their spend in August 2015 to between \$500 and \$749 with POS transactions to earn a \$10 "You Choose" gas card or to spend \$750 or more with POS transactions to earn a \$20 "You Choose" gas card.

CO-OP simultaneously ran an optional activation campaign during the month of August 2015. CO-OP's team used CO-OP Revelation to identify and segment cardholders who were newly issued cards in May 2015 and performed no POS (PIN or SIG) purchase transactions in May or June 2015. The goal was to motivate members to make a purchase (PIN or SIG) five or more times in August 2015 in order to receive an incentive \$10 "You Choose" gas card.

Fifty-four credit unions took advantage of this turnkey usage campaign while 36 credit unions participated in the activation campaign. Those members were sent

the direct mail piece announcing the promotion. CO-OP's team handled every aspect of the program, from defining the target group for each credit union, designing the creative piece, and working with each credit union to brand the mailer, to mailing the direct mail piece to the member, tracking the results and fulfilling the incentives for those members who reached the tier.

# 98,623

TAKE A DRIVE ON US  
targeted cardholders

# 10.79% | 264%

Qualified for an  
incentive "You Choose"  
gas card

Projected ROI  
at the end of  
12 months

### About CO-OP Preferred

Every quarter, CO-OP Preferred offers targeted, fully managed, turnkey marketing campaigns. By means of CO-OP Revelation®, CO-OP's software solution that combines sophisticated business intelligence, analytics, and advanced segmentation techniques, these campaigns are easy to implement and highly effective.

Using the power of CO-OP Revelation, CO-OP Preferred delivers world-class marketing campaigns that leverage insights on every cardholder and every transaction. Powerful segmentation capabilities group members by specific criteria—such as number of card transactions and demographics—and then use that insight for highly targeted and cost-effective marketing campaigns.

To participate in the Preferred Campaigns, please remember that there are two requirements: 1) Your credit union must process your debit with CO-OP, and 2) Your credit union must be using CO-OP Revelation.

Every CO-OP Preferred campaign makes it easy to:

- Increase revenue and make the most of your potential profitability by building transactions, purchase volume and average spend.
- Satisfy and retain more members by engaging them with relevant offers and incentives.
- Minimize expenses by concentrating resources on cardholder segments you've targeted with precision.
- Operate more efficiently by relying on CO-OP's fully managed resources, and gain the freedom to concentrate on better serving your members.

**4,978**

Activation targeted cardholders

**6.41%**

Qualified for an incentive "You Choose" gas card

**241%**

Projected ROI at the end of 12 months

The results were outstanding. 5,152 members, a whopping 5.22 percent, reached the first spend target and were sent an incentive \$10 "You Choose" gas card. 5,492 members, 5.56 percent, reached the second spend target and were sent an incentive \$20 "You Choose" gas card. Additionally 319 members, 6.41 percent, activated and used their cards, reaching the transaction target to qualify for a \$10 "You Choose" gas card. But even better, thousands of other members increased their overall spend and number of transactions, making the overall performance even higher.

For the TAKE A DRIVE ON US pre-campaign, the average spend per card across all credit unions was \$111. Post-campaign, that number was \$228. More impressively, of the cardholders who qualified, spend skyrocketed to \$1,055. The activation group's pre-campaign spend across all credit unions went from \$0 to \$61, and for those cardholders who qualified, spend jumped to \$715. Historically that trend will continue with less than 5 percent attrition over time.

TAKE A DRIVE ON US  
average spend per card for all cardholders

**\$111**

Pre-campaign

**\$228**

Post-campaign

Activation average spend per card for all inactive cards

**\$0**

Pre-campaign

**\$61**

Post-campaign

The average number of POS transactions increased by 254 percent for those who qualified for an incentive "You Choose" gas card, and interchange income increased by 472 percent in that group. The break-even point for the effort is estimated to be in November 2015. This is the point at which the increased interchange revenue surpassed the cost of the campaign. From then on, all the increased revenue will be pure gain. The activation campaign break-even point is estimated to be in November 2015. The TAKE A DRIVE ON US Campaign projected a 12-month net interchange increase of \$1,215,587, which will yield an ROI of 264 percent! While the activation campaign's projected 12-month net interchange increase of \$34,791 will yield an ROI of 241 percent! A win-win for everyone.

For cardholders who qualified in the TAKE A DRIVE ON US campaign:

Spend increased by

**633%**

Spending an average of

**\$1,055**

per card

Increasing transactions from

**6.71 to 23.77**

per month

For cardholders who qualified in the Activation campaign:

Spend increased from

**\$0 to \$715**

Increasing transactions from

**0 to 18.33**



Be There. Be More.

## Great Value

Many credit unions know how to analyze data. They just don't have the time. CO-OP not only crunches the data for credit unions, but also has the knowledge and experience to define the right offer and the right target group.

CO-OP also offers economies of scale. Conducting campaigns for multiple credit unions makes it possible to get bulk rates and implement the campaigns more cost-effectively than a single credit union can.

The ability to report real metrics and results to senior management is the icing on the cake. CO-OP puts the proof in your hands, showing how a discreet group of members were targeted and the desired results achieved. And the positive financial reward makes it easy to justify doing future campaigns to continue growing your business.

## Usage Campaign

Interchange  
increased by  
**472%**  
for qualified  
cardholders

Projected one-year increase  
in interchange  
**\$1,215,587**

## Activation Campaign

Projected one-year increase in interchange  
**\$34,791**

## About CO-OP Revelation®

CO-OP Revelation helps credit unions improve the profitability of debit and ATM portfolios by uncovering hidden opportunities in their own data. It is the market-leading weapon that arms credit unions with the tools to maximize their debit portfolios by turning debit transaction and terminal data into actionable, profitability-boosting programs. Starting with executive-level summary reports and full transaction data analytical tools, through outsourced consultation expertise, CO-OP Revelation provides a complete solution to increase profitability, reduce risk, and fight fraud.