



Maximize debit portfolio performance with CO-OP's most comprehensive and flexible omni-channel marketing program.

ENCOURAGE CARD USE • DRIVE GROWTH • OPTIMIZE CAMPAIGN TIMING



CO-OP Preferred Custom introduces a new level of cost-effective turnkey marketing for your debit portfolio. It enables you to leverage the business intelligence of CO-OP Revelation® through a combination of Event-Driven Marketing, Debit Lifecycle Marketing and CO-OP Preferred Marketing quarterly campaigns, as well as a Custom Campaigns Subscription that lets you launch tailored marketing efforts whenever the time is right throughout the year.

Top Reasons to Use CO-OP Preferred Custom

- 1 **Grow revenue** by encouraging member behavior that increases transactions, purchase volume and average spend
- 2 **Enhance loyalty** by reaching members with relevant offers and incentives aligned with their purchase behavior
- 3 **Reduce expenses** by precisely targeting cardholder segments and avoiding wasteful "shotgun" marketing
- 4 **Optimize marketing** by launching turnkey, omni-channel campaigns whenever the time is right for your credit union

CO-OP Preferred Custom offers:

- Precise targeting using the proven analytics of CO-OP Revelation®
- Event-Driven Marketing to support card issuance, adoption and utilization, including timely issues such as EMV card introduction
- Debit Lifecycle Marketing for strategic portfolio growth among Power Users, Sustained Users, Low Users and Non-Users
- Custom Campaigns for maximum creative, channel, incentive and incentive-channel flexibility
- CO-OP Preferred Marketing quarterly subscriptions discounted based on Revelation service level



What's In It

Event-Driven Marketing

- Minimizes disruption of putting a new card in members' hands
- Encourages fast activation and usage to match or surpass pre-issue card activity
- Comprehensive pre- and post-issue plan
- Multi-touch, omni-channel programs include direct mail, email and web content
- Turnkey marketing collateral
- Featured campaigns include **EMV card implementation**
 - Direct marketing including pre- and post-issuance communications
 - Electronic marketing including microsite/ landing pages and web banners
 - In-branch marketing including "take-ones," tent cards, posters and retractable banner
 - Gold, Silver and Bronze Packages offering all-inclusive, average or minimal portfolio coverage

Debit Lifecycle Marketing

- A whole-portfolio approach to cardholder education and engagement
- Creates a significant, profitable change in portfolio mix
- Ongoing multi-channel messaging employs education and incentives relevant to each segment of your card portfolio: Power Users, Sustained Users, Low Users and Non-Users
- Matrix approach matches the right set of messages and offers to the right segments of your debit portfolio

CO-OP Preferred Marketing Subscriptions

- Target underperforming cardholders with segmented Low User, Activation and Payment campaigns
- Fully managed campaigns include targeting, customized creative materials, management of direct mail/email marketing, incentives fulfillment and reporting of final results
- Elect 3 or 4 quarterly direct mail campaigns and receive a 5 or 10 percent discount respectively (Revelation Level 2 and 3 users only)

Custom Campaign Subscription

- Flexible marketing efforts you can launch at any time during the year
- Ability to customize all elements of your campaign
 - **Target Market:** Low Users & Activation; No Users & Activation; Low Payments & Activation; High-ATM & Activation
 - **Creative Theme/Concept:** Seasonal/ Holiday; Safety & Security; Merchant-focused; Convenience
 - **Marketing Type(s):** Self Mailer; Postcard; Email; In-branch
 - **Incentives:** Charitable Donation; Gas Card; Cash; Gift Card
 - **Incentive Threshold(s):** # Transactions; \$ Spend; # Payments; # POS Cash-Back
- Current Revelation Level 1 users in Tiers 4–6 must upgrade to Level 2 or 3 to obtain Custom Campaign services, but may opt to return to Level 1 after completion of their Preferred Custom campaign



Is It Right for You?

Credit Union Challenges	CO-OP Preferred Custom Solutions
I want the most precise way to increase debit card usage among certain cardholders.	CO-OP Preferred Custom applies the targeting power of CO-OP Revelation® to Event-Driven Marketing and Debit Lifecycle Marketing, as well as Quarterly and fully adaptable Custom Campaign subscriptions.
I want to increase our interchange profitability.	CO-OP's turnkey campaigns have demonstrated the ability to change cardholder behavior and increase transaction volume, average spend and interchange.
I need to maximize my debit portfolio performance while relying on my current, limited resources.	Fully managed support minimizes your involvement in campaign administration, while ensuring a professionally run program.
I need to manage our transition to EMV cards to maintain or improve usage levels by our members.	Preferred Custom Event-Driven Marketing programs include an EMV campaign offering three levels of portfolio coverage.

Click here to find more answers in our

CO-OP Preferred Custom

FAQ



For more information, contact Business Development at 800.782.9042, option 2 or send an email to sales@CO-OPFS.org

CO-OP Financial Services
9692 Haven Avenue
Rancho Cucamonga, CA 91730
CO-OPfs.org

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