

What Does It Do?

What is Preferred Custom?

Preferred Custom is an extension of our quarterly CO-OP Preferred Marketing campaigns. We use CO-OP Revelation® to segment cardholders, prepare mailing lists, determine qualifications, and deliver incentives along with campaign results. So Preferred Custom looks and feels like the quarterly campaigns.

How is Preferred Custom different from the CO-OP Preferred Marketing campaigns?

Our CO-OP Preferred quarterly campaigns focus on usage and activation. The Preferred Custom campaigns will focus on events that could be disruptive to your cardholders as well as targeting other aspects of cardholder behavior to address debit life-cycle challenges. It even has custom features that let you use the campaign templates for just about any purpose.

How Does It Work?

What are Debit Life-Cycle campaigns?

Debit life-cycle segments your cardholders to find underperforming areas and target those areas with a campaign designed to produce results. Think of it as a whole portfolio approach. Some examples of the kinds of things we can target include: low usage, no usage, no debit card, high PIN low Signature, low bill pay users, high ATM users, and many others.

What are Event-Driven campaigns?

Event-driven campaigns target cardholders during any event that could be disruptive. Often disruptive events can lead cardholders to move another brand of card to the top of their wallet. Some disruptive events can have additional costs to credit unions so maintaining that top of wallet position is vital. A good example is our EMV issuance campaign. During EMV issuance there are cardholder education hurdles to overcome in addition to higher card costs. A Preferred Custom campaign for EMV would address both by providing the consumer educational materials about using their new EMV card but also make sure your card is at the top of the consumer's wallet. Other types of event-driven campaigns include things like merchant breach card reissuance, brand flips, mergers/acquisitions, and product deployments like CardNavSM by CO-OP.



How Does It Work? (continued)

What other kinds of campaigns can run using Preferred Custom?

Cardholder surveys and target savings only to drive checking adoption are two examples but these are designed to be fully customizable, fully outsourced campaigns for any purpose.

When do I have to Sign Up?

Preferred Custom campaigns are not on a quarterly basis but can be ran any time they are needed. No need to wait for months when you need a campaign now.

Who can participate in Preferred Custom?

Campaign activity requires the use of CO-OP Revelation's analytics engine to crunch through transactions and cardholder demographics. These features are available to Level 2 and 3 Revelation users. Level 1 users can still participate but would be required to upgrade to Level 2 for the campaign period.

What Will It Cost?

How much will this campaign cost?

Campaign costs are dependent on the number of cardholders you target and the number of cardholders that qualify for incentives. CO-OP can help you size your campaign using Revelation to determine the size of your target group and project qualifications.

How Do We Get Started?

How do I sign up for a Preferred Custom campaign?

To sign-up for the Preferred Custom program, go to www.CO-OPfs.org/preferredcustom. Complete the form and you will be contacted within 48 hours.

