



Targeted campaigns for top-of-wallet card performance.

BOOST REVENUE • MINIMIZE COSTS • ENGAGE MEMBERS



CO-OP Preferred Marketing helps boost card portfolio revenue through cost-effective, turnkey, quarterly and custom campaigns fully managed by CO-OP. This specialized service offers you opportunities to leverage business intelligence by launching precisely targeted consumer marketing programs.

Top Reasons to Use CO-OP Preferred Marketing

- 1 Grow revenue and maximize profitability.** Encourage member behavior that increases transactions, purchase volume and average spend.
- 2 Enhance member satisfaction and loyalty.** Reach members with relevant offers and incentives that resonate with their purchase behavior.
- 3 Reduce expenses.** Zero in on precisely targeted cardholder segments, avoiding the costs of unfocused "shotgun" marketing.
- 4 Improve efficiency.** Implement your campaign using CO-OP's fully managed resources, freeing you to concentrate on serving your members.

CO-OP Preferred Marketing Offers:

- A choice of four targeted campaigns to address your specific needs
- The potential for significant ROI by leveraging business intelligence
- Turnkey management that minimizes your workload and delivers a professional campaign
- Documentation and presentation of final results

Recent results demonstrate the revenue-building potential similar to CO-OP Preferred campaigns for debit.

141,810

Targeted Cardholders

9.11%

Qualified for an incentive gift card

142%

Projected ROI at the end of 12 months



What's In It

Each quarter, the CO-OP Preferred Marketing program provides targeted and fully managed marketing campaigns, complemented by campaigns available at any time for specific events and cardholder acquisition.

Four CO-OP Preferred Marketing Options

	Features	Requirements	Timing
Preferred Activation	Targets members who have not activated their credit or debit card, by incentivizing activation and use.	CO-OP Revelation®	Campaign available on a quarterly basis.
Preferred Usage	Targets members with low usage and spend through an incentive to use their card within the campaign period.	CO-OP Revelation	Campaign available on a quarterly basis.
Preferred Custom	Informs cardholders about events such as EMV card rollout, debit life cycle or a new-product launch through one-time, event-based campaigns.	CO-OP Revelation	Campaign available at any time.
Preferred Acquisition	Targets potential new cardholders through your credit bureau, using member data provided by your credit union.	CO-OP Credit Clients	Campaign available on a quarterly or as needed basis.

Complete campaign management including:

- Identification of the target group using available business intelligence
- Creation of the campaign
- Email marketing available as an add-on to direct mail marketing campaign
- Development of direct mail/email marketing creative
- Customization of direct mail/email marketing with your CU logo
- Management of direct mail/email marketing and incentives
- Analysis of results
- Fulfillment of incentives
- Presentation of final results to you



Is It Right for You?

Credit Union Challenges	CO-OP Preferred Marketing Solutions
I need to increase my interchange profitability and replace lost revenue.	High-yielding, targeted campaigns offer demonstrated ability to change behavior increase transaction volume, average spend and interchange.
I want to increase card usage among certain cardholders.	A Preferred Usage campaign interprets your existing cardholder data and markets the most relevant messages to the appropriate underperforming cardholders.
I want to better manage my card portfolio with limited resources.	Fully managed support minimizes your involvement in campaign administration. So you can implement offers that resonate with your members, while saving time and resources.
I want to continue to build my member loyalty.	Increasing card usage, through efforts such as an Activation Campaign that puts cards to work, strengthens your brand and encourages members to rely on your credit union as their primary financial institution.
I need to ensure that members know about events related to their cards, and new products we're introducing.	Event-based Preferred Custom campaigns let you communicate on a specific topic at any time.
I need to increase card membership among prime prospects in our existing member base.	A Preferred Acquisition campaign leverages your member data to drive card adoption.

Learn more about the current quarter's CO-OP Preferred Marketing campaign.

CO-OP Preferred Marketing **CLICK HERE** 

For more information, talk to your Relationship Manager or CO-OP Client Services at 800.782.9042 option 2 or send an email to memberservices@CO-OPfs.org.

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Be There. Be More.