

Case Study

How One Pennsylvania Credit Union Increased Email Engagement with Members

Client Overview

Allied Solutions worked with PA Central Federal Credit Union, located in Pennsylvania, to create a personalized program targeting new auto loan members and promoting their mobile application. We used SmartVideo, a dynamic video marketing solution, delivered through a 3-part email campaign series to greet new indirect members and onboard them through highlighting their auto loan payment details with the goal for them to download the PA Central Mobile App.

The mobile application SmartVideo program continues to run and onboard new auto loan members through automation. This case study represents the performance data from May 1, 2018 through March 31, 2019.

Achieving the Objective: Increasing Email Engagement

Engagement Key Performance Indicators (KPIs)	
Total Emails Delivered	363
Unique opens (counting each member who opened the email once)	239
Unique open rate	66% total, 33% mobile

Conversion Rates	
Unique clicks (counting each member who clicked on a link within the email once)	140
Unique click through rate (Percentage of members, counted once, who clicked the link within the email to watch the SmartVideo)	39%

"We wanted to differentiate ourselves from the competition in terms of establishing an impactful and memorable onboarding experience for new credit union members."

- PA Central

"We have already incorporated utilizing SmartVideo with our plans for marketing other onboarding related products and services."

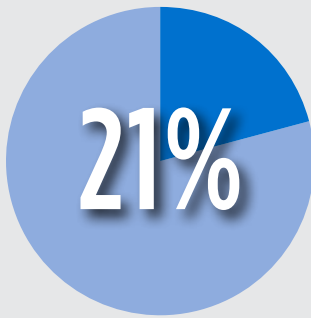
- PA Central

"Differentiation has helped us stand out successfully, a significant virtue when your organization is a David among Goliaths."

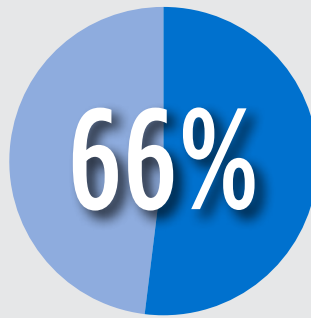
- PA Central

Email Success Comparison

OPEN RATE

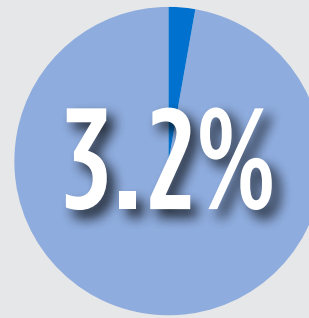


Industry Average
• Standard Email

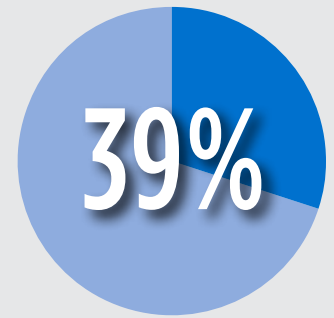


PA Central
SmartVideo Email

CLICK THROUGH RATE



Industry Average
• Standard Email



PA Central
SmartVideo Email

Greeting the Member

One factor we attribute to the high open rate of PA Central's SmartVideo is the subject line of the email. Greeting the member with the keywords "loan payment," is an incentive for them to take administrative action. Through first name personalization, we impact the member emotionally by being personally identified by their credit union. Using keywords such as "video", we engage the member by peaking their interest with the highest performing digital media today.

Email #1: Important Loan Payment Information

Email #2: Your video is waiting for you, **FirstName**

Email #3: Last call to watch your video from PA Central FCU!

SmartVideo Engagement: New member auto loan onboarding and mobile application scene

PA Central selected the Mobile Application SmartVideo scene to target new Indirect Auto Loan members. Indirect Loan members are a uniquely segmented population of total credit union membership, due to the fact that their initial connection to the institution is through the auto dealer's action, not a conscious choice on the member's part. The mobile application scene provides the new member with a complimentary product that not only provides them with an introduction to all that PA Central has to offer with their financial services, but also helps the member manage their new loan account.

Engagement Key Performance Indicators (KPIs)	
Average % of video viewed	87%
Total videos played	469 total <ul style="list-style-type: none">• PC: 469• Smartphone: 237• Tablet: 24
Unique visitors with video played (counting each member who played video once)	264 total <ul style="list-style-type: none">• PC: 208• Smartphone: 237• Tablet: 17
Video play rate (out of unique page viewed)	73%

Conversion Rate	
Unique visitors with Call to Action (CTA) clicked (counting each member who clicked the CTA once)	175 total <ul style="list-style-type: none">• PC: 76• Smartphone: 89• Tablet: 10

The mobile application scene also indirectly opens the door to services such as direct deposit, checking accounts, and other products that the member will see can all be accessed through the mobile application, so PA Central can move through the new member's lifecycle needs alongside them.

Engagement to Return of Investment (ROI)

Each Call to Action (CTA) button in PA Central's SmartVideo included the credit union's provided links to lead the member to fulfill the final ROI action. Once the new indirect member converted by clicking the link to "Download Mobile App" at the end of their personalized SmartVideo, they were directed to a PA Central landing page for their mobile application.

SMARTVIDEO CALL TO ACTION (CTA) BUTTONS



Unique visitors with CTA click - **175**
(Counting each member who visited once.)



90 members clicked,
"Download Mobile App"



29 members clicked,
"Important Loan Details"



99 members clicked,
"How to Pay"

Broken out numbers add up to more than 175 because it meant the same unique user (counted once in 175) clicked multiple CTAs

LANDING PAGE ANALYTICS



206 unique page views of landing page directly from SmartVideo
(Counting each member who viewed the page once.)



56.13% bounce rate



3:04 avg time on page



227 new users acquired
(Majority is assumed to be attributed to SmartVideo based on 206 number)

Mobile Application Landing Page | Total Visits vs. SmartVideo Visits

PA Central utilized their own Google Analytics platform to measure the success of their mobile application landing page through a breakdown of SmartVideo Users with a unique tracking code and Total Users.

Out of their 227 New Users Acquired, 206 of those (90.75%) were assumed to be directly attributed to the SmartVideo visitors.

The average session duration or time spend on the landing page for their Total Visits was 1:48 . This increased to 3:04 for the SmartVideo Visits, proving to PA Central that the SmartVideo audience is more engaged.

Through targeting their audience with a SmartVideo campaign, PA Central saw increased engagement and return of investment results from their new indirect auto loan members.

Conclusion: Campaign Return of Investment (ROI) & Comparison

The SmartVideo Mobile Application Program was not PA Central's first new member mobile application targeted campaign. Engaging with their members through personalized video instead of only email or only web proved profitable for PA Central's goals.

The data below compares the number of new, indirect members who downloaded the mobile application through PA Central's campaign in the year previous to the download results from their SmartVideo program.

	Previous Mobile App Campaign	SmartVideo Mobile App Campaign
Date	May 1, 2017 - April 30, 2019	May 1, 2018 - March 31, 2019
New Indirect Members	620	576
New Indirect Members with Virtual Branch and Mobile App	33 or 5.32%	54 or 9.38%

For more information, contact your Allied Solutions sales representative or visit our [contact us](#) page.