



# Connect and grow.



## How we're helping two credit unions connect with tens of millions of prospects - and redefine their member base.

There's no denying it -- credit unions are facing some headwinds. Issues like aging member demographics, liquidity challenges, growth limited by size and location, and a tricky economic environment are combining to make it hard to chart a path for sustainability, much less growth. By connecting credit unions to new, credit-worthy consumers, Union Credit is making a difference. But don't take our word for it - here are just a few of our partners' recent experiences:



### Skyrocketing new member acquisitions

#### THE PROBLEM:

A confined geographic area and lack of credit union awareness among young people meant America's Credit Union's membership was not only stagnating, it was declining.

#### THE SOLUTION:

By partnering with Union Credit, ACU started tapping into our network of well-known publishers (like Experian and Bankrate), to connect to millions of new high-value prospects, resulting in hundreds of new members in just one month.

#### THE RESULT:



**Hundreds of new members  
IN THE FIRST MONTH ALONE**

*"I don't think ACU has seen a daily volume like this in years."*

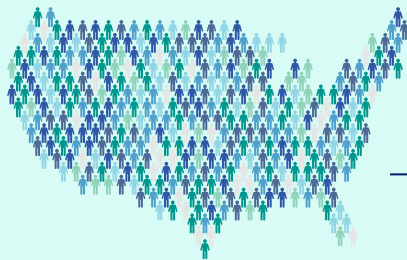
Troy Kyle, EVP



## Breaking geographic boundaries

### THE PROBLEM:

Despite its strong presence on Long Island, Jovia Financial Credit Union was facing a plateau in growth and needed an effective strategy to expand their membership beyond their local geographic area.



### THE SOLUTION:

In 2023, we started using targeted email marketing to connect Jovia with several large publishers' consumer databases NOT within their geographic region.

### THE RESULT:

**92%** increase in members outside the local region

*"We've been able to take Jovia nationwide in less than 30 days."*

Casey Mauldin,  
CRO/CLO

## Four easy steps

- 1** We'll match you up with big publishers like Experian and Bankrate
- 2** They'll market your products (along with other credit unions') to millions of new potential members
- 3** You gain new loans and members ripe for cross-selling
- 4** Once they experience the credit union difference, they're members for life

Ready to get started? Connect with us at [sales@unioncredit.app](mailto:sales@unioncredit.app)

