

# CASE STUDY



## Personal Pages Drive Engagement for Online Banking Services and Loan Lead Generation



### CHALLENGE

5Point was searching for a way to deliver more personal and relevant member experiences across their existing members portfolio. They were looking to data to serve the best content and deliver relevant information during key financial decision-making moments.



### BUSINESS OBJECTIVES

- 1 Drive higher engagement with online banking services
- 2 Generate a continuous lead funnel for 5Point loan product adoption
- 3 Continually refine messaging based on the data and member take rate

### SOLUTION

OneClick Financial, a data-driven patented platform, delivers dynamically curated content through components that have deep links to 5Point's brand site and digital properties. Components use video, images, forms, calculators, and call to action to make a member's journey focused and contextually relevant. No searching through webpages, everything is right in front of the member in a comfortable and interactive experience, presented in the right place and at the right time to drive engagement and leads.

### RESULTS | 30-DAY SNAPSHOT

Mortgage: **33**  
Credit Card: **3**  
Personal Loan: **2**  
Auto Loan: **2**  
Saving: **3**  
Checking: **2**



**40**

Loan Leads Generated



**\$119,413**

Total Annualized Interest Revenue Value for Loans



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Connect with Don Mallory, V.P. Sales today!  
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