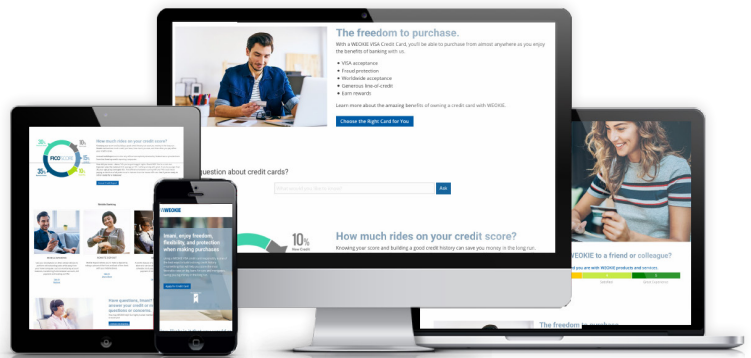


CASE STUDY

Credit Card Personal Page Drives Engagement and Adoption for WEOKIE Federal Credit Union

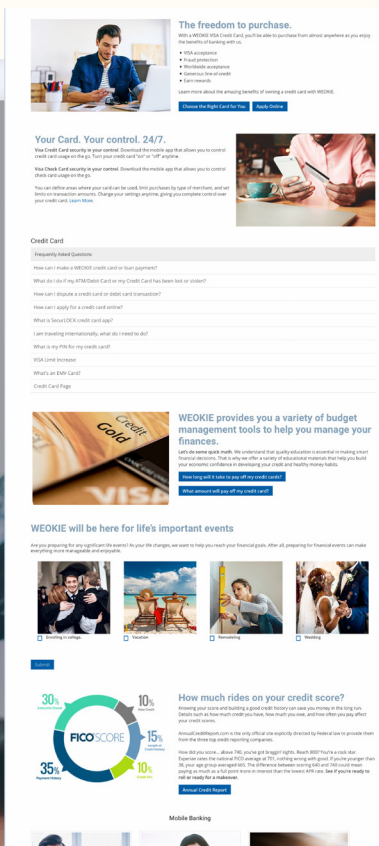


CHALLENGE

WEOKIE wanted to create more personal online experiences for its members that would provide contextually relevant information, making a difference one member at a time. ChannelNet delivers personal pages based on life stages for WEOKIE members. Each individual member interactions on their personal page are tracked and delivered in the form leads instantly to the WEOKIE business development team.

BUSINESS OBJECTIVES




- 1 Drive continuous lead funnel for WEOKIE credit card adoption
- 2 Track member actions and behaviors for predictive modeling opportunities
- 3 Continually refine messaging based on the data and their life stage



SOLUTION

OneClick Financial a data-driven patented platform that delivers curated content dynamically through components that have deep links to WEOKIE's digital properties including the brand site. Components use video, images, forms, calculators, and call-to-actions to make a member's journey focused and contextually relevant. No searching through a brand site with multiple clicks to find the related information needed to complete a goal. 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

 331 Credit Card Leads Delivered	 74 Interactive Tools Utilized	 \$77,123 Total Annualized Interest Revenue Value
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