



SUCCESS STORY

Northern Lights and BlueRush Drive Traffic, Engage Visitors, and Boost Lead Acquisition for DUCA Credit Union



Stellar Creative and Skillful Media Strategy

A Winning Combination for the DUCA Earn More Savings Account

Business Challenge and Objective

After creating a personalized mortgage campaign with BlueRush, DUCA experienced tremendous up-take of its mortgage offering. DUCA’s new critical business challenge: grow deposits quickly to support the growth in lending.

BlueRush and Northern Lights Direct partnered to take this credit union’s offering to new heights with an integrated media strategy backed by award-winning creative.



Targeted ads drive high-intent traffic



Interactive landing page engages visitors



Personalization encourages brand affinity



Journey from prospect to lead accelerates

Results

90 Days

Duration of ad campaign

\$700 Million

Total deposits collected

100+

New contributing members per day

17 Million

Ad impressions

50,000

Visitors to microsite

14,000+

New leads for DUCA



Efficiency of media buy and a personalized, engaging landing page earned a **20%** improvement in cost of dollar deposit acquisition in just **3 months!**

Assets and Execution

Advertising: Drive Traffic

Northern Lights conducted a comprehensive and integrated digital advertising buy leveraging previously tested digital media: Google & Bing Paid Search, Display (including contextual, site specific, remarketing, custom and affinity audience targeting, and geotargeting), Email (GMAIL, contextual, custom audience), Facebook Paid Advertising (Newsfeed & Right Column ads leveraging demographic & interest-based targeting, geotargeting, lookalike targeting, life event targeting, custom audience targeting, and remarketing), DUCA organic social activity, Other Paid Display networks and properties, and DUCA In House Email Nurturing (Member targeting).

Creative: Engage and Personalize

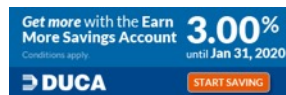
The promotion was supported by a full suite of mobile-optimized text and display creative assets.

In addition, a dedicated microsite was developed to improve the effectiveness and efficiency of lead generation. The interactive microsite included a clear call to action encouraging a phone call or online account opening designed to structure and simplify prospect interactions and drive volume.

Lead Management: Accelerate Acquisition

The online application process linked directly to DUCA's CRM system whereby any partially finished applications could be acted upon by DUCA's contact center through either e-mail or by phone. Reporting on the ongoing status of the promotion was also developed. Results, by branch and channel, were made available to leaders through CRM dashboards on a daily basis.

Reporting and analysis was carried out by Northern Lights on a weekly basis to make adjustments with a view to optimize spend and capitalize on identified opportunities. For example, expansion of geographic parameters of the advertising buy resulted in additional volume driven at an acquisition cost lower than in the core markets.



Responsive Landing page



Social Media

Animated online advertising

About Us



Northern Lights Direct

Over the last 30 years, Northern Lights Direct has driven business results in the North American financial services sector. We don't talk about awards or accolades, we guarantee results that will grow your business.

Simply put, we eat, live and breathe driving bottom-line measurable results that accelerate our clients' businesses. Our proven track record across multiple financial verticals led us to develop the Campaign Blueprint – a unique methodology that monetizes your

media investment and is powered by our NLD Data Cloud.

With offices in Chicago and Toronto, we provide direct to consumer marketing services for the North American market, including strategy, creative, digital, TV media and analytics.

Contact Northern Lights Direct for your solution:

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BLUERUSH

BlueRush Inc.

We are a group of financial services marketing and communications experts. Our solutions in lead generation and sales enablement help simplify and personalize digital experiences.

Our experts know how to navigate the compliance heavy environment of financial services to engage, empower, and educate your customers. This translates to simplified conversations that build trust and confidence in your products, making it easier for customers to choose your business.

From offices in Virginia, Montreal, and Toronto, we have partnered with some of the largest financial services brands to create custom digital experiences using our in-house platforms all while improving business bottom lines.

Contact BlueRush for your solution:

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Bluerush.com

CONTACT US TO LEARN HOW NORTHERN LIGHTS AND BLUERUSH CAN DRIVE TRAFFIC, ENGAGE VISITORS, AND ACCELERATE CONVERSIONS FOR YOUR BUSINESS

