Digital Marketing Tools Used by the Top 1,500 Credit Unions in the US

Discover which digital marketing technologies the top 1,500 credit unions in the United States are using to run their businesses, including tools for web analytics, conversion and content optimization, audience data management, display advertising, and many more.

INTRODUCTION

OVERVIEW

With the vast majority of consumers searching for homes on the internet, more and more credit unions are beginning to leverage digital marketing tools to attract, convert, and retain clients online. We've surveyed the top 1,500 credit union brands across the United States to discover which technologies and tools are fueling their success.

According to ChiefMarTec.com, there are over 5,000 marketing solutions and platforms available today. After comparing technologies of credit unions and NestReady customers, applying competitive analysis, and scanning through the digital marketing ecosystem, we've narrowed this field down to the core tools that are driving results in this industry.

We asked credit unions about 500-plus different platforms across a multitude of technology categories: web analytics; audience data management platforms (DMPs); media buying / demand-side platforms (DSPs); cross-channel retargeting; digital ad exchanges; A/B testing and content/conversion optimization; live chat; marketing automation; video platforms; tag management solutions; and social media tools. Read on to learn how US-based credit unions are using Adtech and Martech to grow their businesses.

TOP HIGHLIGHTS

- While the vast majority of credit unions have web analytics platforms, just 18% are using advanced behavior analysis tools like recorded user sessions, heatmaps, and scrollmaps.

- 60% of credit unions are leveraging a **cross-channel display advertising** platform. (Adoption in this category is higher compared to US based banks that averages around 50% adoption rates). The Trade Desk, Simpli.fi and DoubleClick Bid Manager were the most popular, with 56% of credit unions leveraging one or more of these platforms.

- 38% of credit unions on our list are leveraging a dedicated **retargeting** platform. Google's retargeting tools dominate this category, with 70% of companies actively using them for display retargeting campaigns.

- Only 8% of credit unions use a dedicated **marketing automation** tool. Adoption of content personalization, A/B testing, and conversion optimization is even lower, with just 5% leveraging tools in this category. Credit unions need to catch up in both areas.

- 54% of credit unions use a **tag management solution** to deploy various marketing technologies across their websites from a centralized location, suggesting that credit unions consider organizing and streamlining their digital marketing efforts a top priority.

- Half of all credit unions across the US use **audience data** capturing technology to gain strategic understanding of their visitors across thousands of categories.

- 30% of credit unions use **live chat** technology on their websites, with over 70% choosing solutions from either LivePerson or LiveChat.

- 1 out of 3 credit unions in US use **Facebook custom audiences** to better segment and target people on the social network.

- **Rapleaf** is the second most popular platform in the audience data category, with over 11% of credit unions using it to match email lists to audience data intelligence. If you have a large email database and are looking to do a better job at targeting and segmentation, this is the tool to consider.

MARKETING TERMS

Audience Data Management Platform (DMP)

A data management platform (DMP) collects and manages data for digital marketing purposes. It enables companies to generate audience segments, which can be used to target specific users in online advertising campaigns. A DMP may use Big Data and Artificial Intelligence algorithms to process large amounts of user data from various sources. DMPs are often licensed to global selling platforms (DSPs) to help organize and monetize data in Real-Time Bidding systems. Examples of firms developing DMP solutions include OnAudience.com, Lotame, Nielsen and Oracle.

Demand Side Platform (DSP)

A demand side platform (DSP) allows buyers of digital advertising inventory to manage multiple ad and data exchange accounts through a single interface. Using DSPs, marketers can manage audience targeting and real-time bidding for online display advertising. Like paid search platforms, DSPs allow users to optimize campaigns based on Key Performance Indicators such as effective cost per click (eCPC) and effective cost per action (eCPA).

DSPs incorporate many features previously offered by advertising networks, including wide access to inventory and vertical and lateral targeting, as well as the ability to serve, track, optimize, and bid on ads in real time. All of these functions are managed within one interface, which creates a unique opportunity for advertisers to control and maximize the impact of their ads. As time passes, DSPs are able to track more sophisticated data points, including frequency information, multiple forms of rich media ads, and some video metrics.

Behavioral Retargeting

Behavioral retargeting (also known as behavioral remarketing, or simply, retargeting) is a form of targeted online display advertising in which ads are shown to consumers based on their previous Internet actions. Retargeting ads use a pixel embedded within the target webpage or email to tag each viewer by adding a tracking cookie to their browser. Once the cookie is set, the advertiser is able to show display ads elsewhere on the internet via an ad exchange.
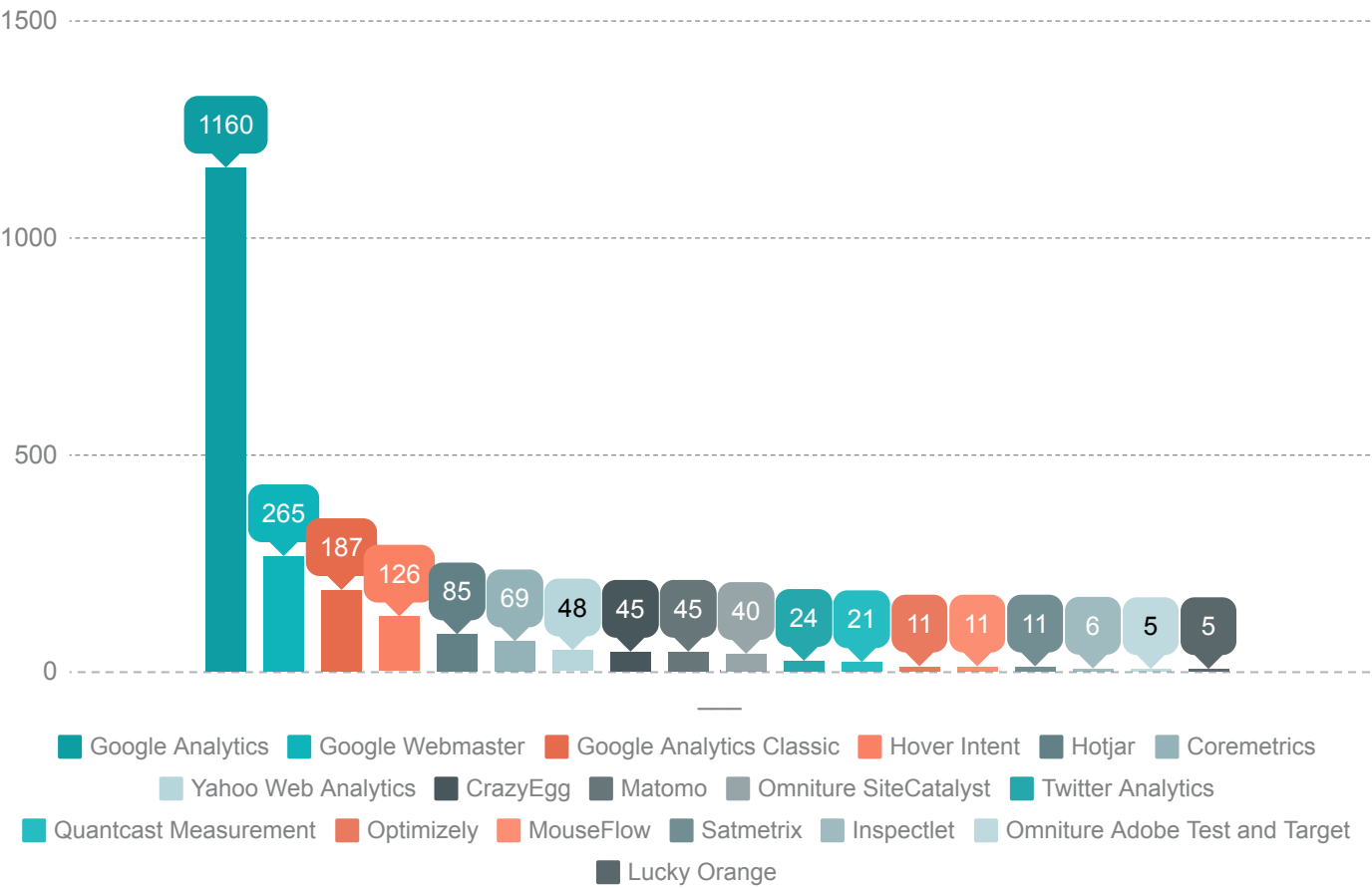
Tag Management System

A tag management system is designed to help manage the lifecycle of e-marketing tags (sometimes referred to as tracking pixels or web beacons), which are used to integrate third-party software into digital properties. Tag management systems replace these various tags with a single container tag and subsequently prioritize and "fire" individual tags based on business rules, navigation events, and known data. Typical functionality includes a testing environment (sandboxing), audit trail and version control, tag deduplication, the ability to A/B test different solutions, and role-based access to data.

WEB ANALYTICS PLATFORMS

OVERVIEW

- Similar to top mortgage lenders and banks, the average top-1500 credit union in the U.S. uses just 2 web analytics platforms. By comparison, the average large retail brand uses 4-5 analytics platforms.

- With 31 different tools and platforms used (and 64 considered), this category had the widest variety among credit unions on our list. Dominating the field is Google Analytics, which is used by 77% of credit unions.

Web Analytics Platforms Used by Credit Unions

Legend:
- Google Analytics — 1160
- Google Webmaster — 265
- Google Analytics Classic — 187
- Hover Intent — 126
- Hotjar — 85
- Coremetrics — 69
- Yahoo Web Analytics — 48
- CrazyEgg — 45
- Matomo — 45
- Omniture SiteCatalyst — 40
- Twitter Analytics — 24
- Quantcast Measurement — 21
- Optimizely — 11
- MouseFlow — 11
- Satmetrix — 11
- Inspectlet — 6
- Omniture Adobe Test and Target — 5
- Lucky Orange — 5

To save space, 13 web analytics platforms with low usage (i.e., fewer than 5 out of 1,500 companies use it) have been excluded from this chart.
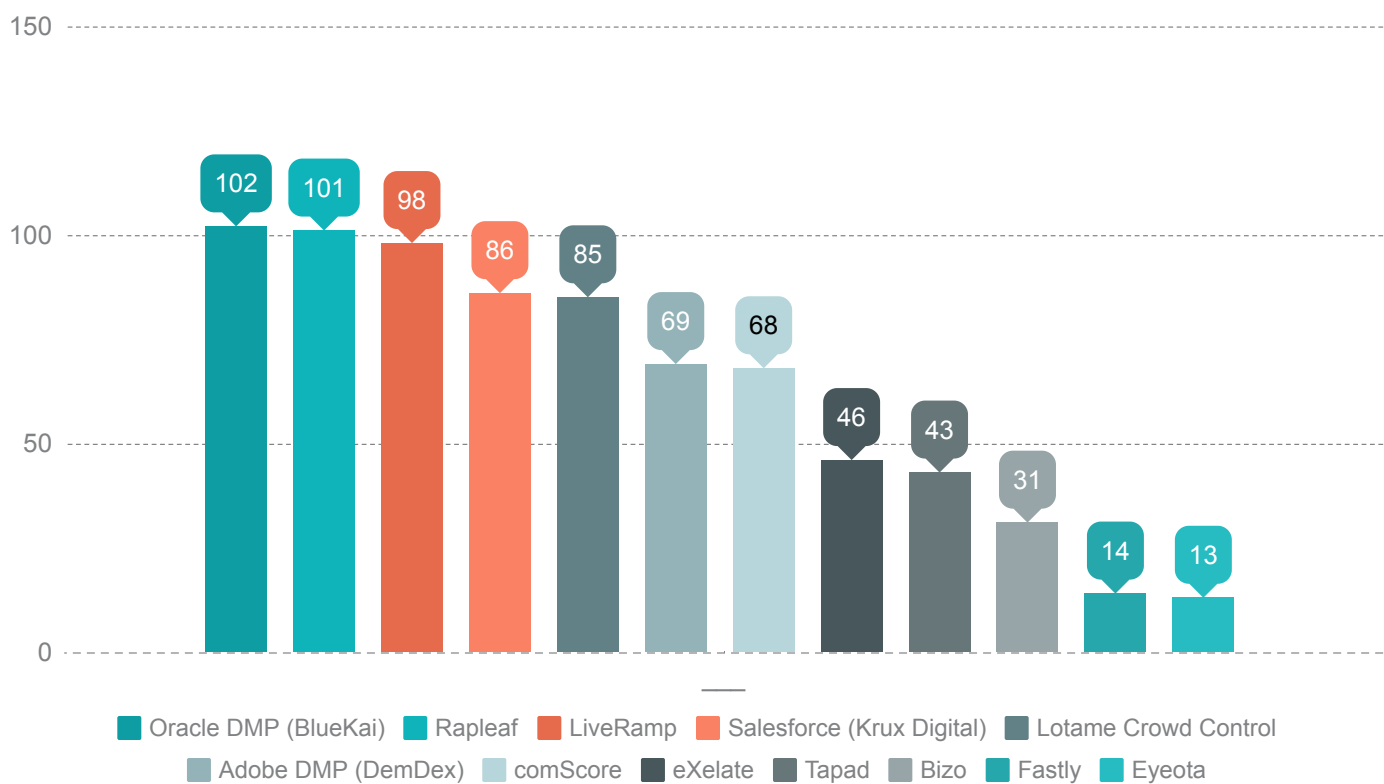
TAKEAWAYS

- The long tail of web analytics platforms suggests that credit unions are looking for new ways to understand their audiences, with a strong focus on visitor behavior analytics. **277 credit unions are using dedicated technology to better visualize user behavior** with features like recorded user sessions, heatmaps, scrollmaps and more.

- Despite this wide range of tools, credit unions still lag behind other industries in adopting analytics solutions. Retail companies, for instance, have a 30-40% larger variety of tools and use 4-5 at once, suggesting that credit unions have room for growth in this area. When compared to the average mortgage lender, credit unions use the same number of analytics tools.

AUDIENCE DATA MANAGEMENT

OVERVIEW

- Audience data platform adoption is lagging among credit union brands, with 50% of credit unions not using a data management platform. By comparison, banks have a 60% adoption rate in this category.

- Credit unions cited 20 different tools and platforms for audience data analysis and audience targeting, but just five platforms—Oracle (BlueKai), Rapleaf, LiveRamp, Krux, and Lotame—account for 61% of usage in this category.

- The majority of DMPs on this list integrate with programmatic display advertising solutions (DSPs). This allows companies to analyze, segment, and target their audiences more precisely, as well as perform "look-alike" modeling to target users that are similar to their top prospects or customers.

Audience Data Platforms Used by Credit Unions

Bar chart values: Oracle DMP (BlueKai) 102, Rapleaf 101, LiveRamp 98, Salesforce (Krux Digital) 86, Lotame Crowd Control 85, Adobe DMP (DemDex) 69, comScore 68, eXelate 46, Tapad 43, Bizo 31, Fastly 14, Eyeota 13

Legend: Oracle DMP (BlueKai) | Rapleaf | LiveRamp | Salesforce (Krux Digital) | Lotame Crowd Control | Adobe DMP (DemDex) | comScore | eXelate | Tapad | Bizo | Fastly | Eyeota

To save space, 8 audience data platforms with low usage (i.e., fewer than 5 of 1,500 companies) have been excluded from this chart.

TAKEAWAYS

- Half of credit unions across the US use audience data capturing technology to gain strategic understanding of their visitors across thousands of categories. Make sure that you don't end up on the non-user side in 2020.

- One platform on this chart that falls into a niche category: Rapleaf. Unlike other DMPs, Rapleaf is a parallel solution that allows for audience analysis and segmentation via email lists matching (see more below).

NICHE SOLUTION: RAPLEAF

OVERVIEW

- With a focus on email-to-audience data alignment, Rapleaf is a niche solution among DMPs.

- Despite this, Rapleaf is the second most popular platform, with over 11% of credit unions using it to match email lists to audience data intelligence.

101
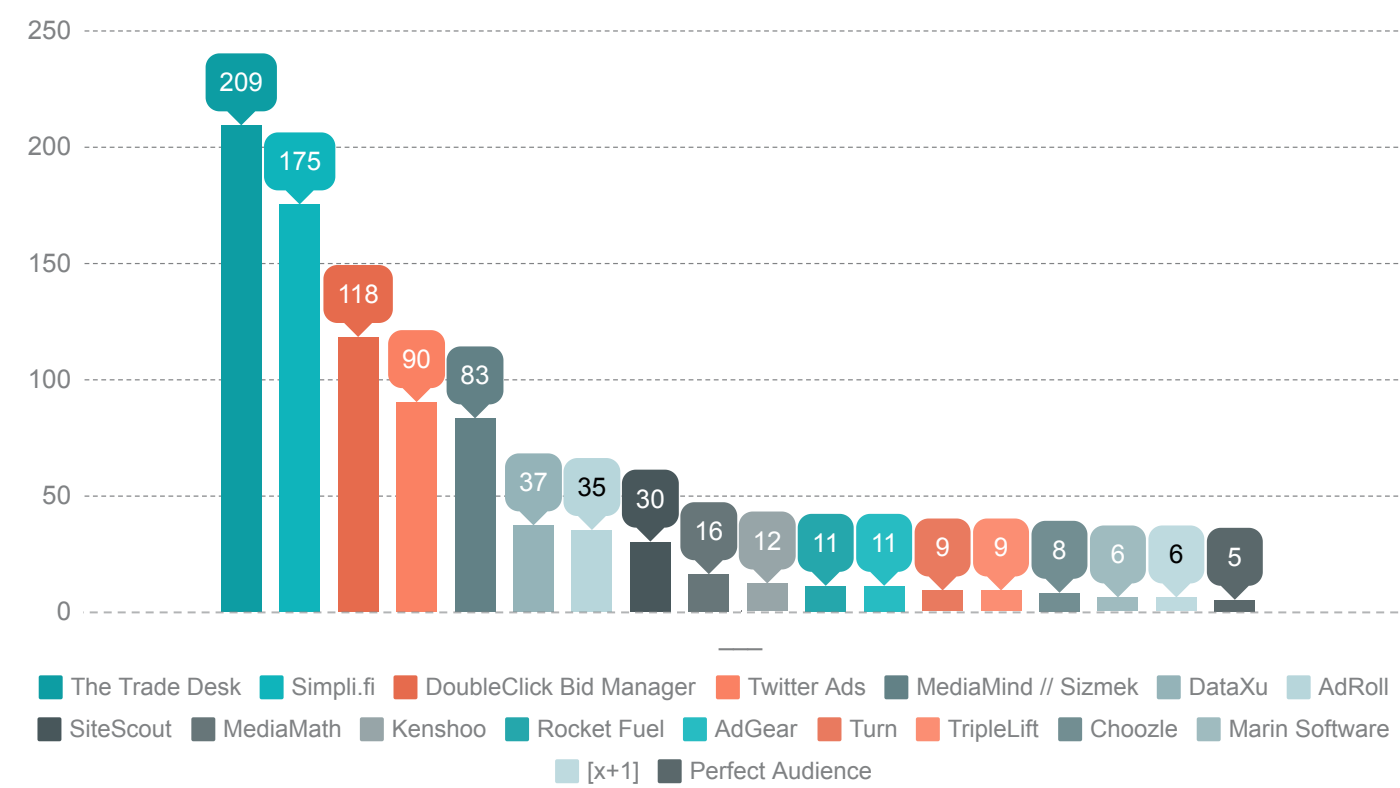
771
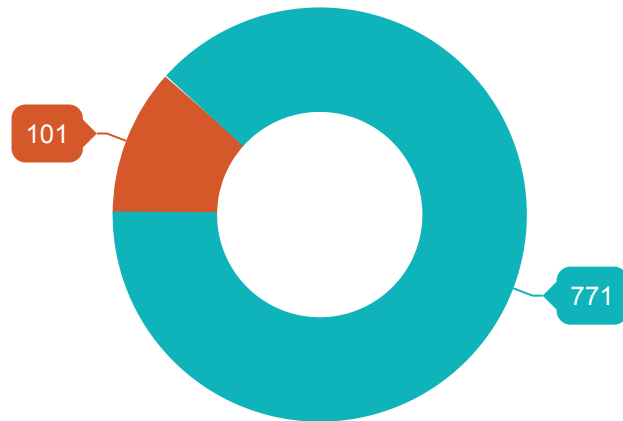
■ Rapleaf (11.58%) ■ Total (88.42%)

ADDITIONAL NOTES

- RapLeaf was acquired by email data provider TowerData in 2013.

DEMAND SIDE PLATFORMS (DSPs)

- Credit Unions are leveraging 28 different DSP solutions to manage their digital advertising efforts.

- 60% of credit unions on our list are leveraging a cross channel display advertising platform. By comparison, 50% of U.S. banks use technologies in this category.

- DSP solutions that are especially known for their display retargeting capabilities have been excluded from this list and added as a separate category on the following page.

- The Trade Desk, Simpli.fi and DoubleClick Bid Manager were the most popular: 56% of credit unions with DSPs use at least one of these solutions.

Demand Side Platforms Used by Credit Unions

Bar chart values: The Trade Desk 209, Simpli.fi 175, DoubleClick Bid Manager 118, Twitter Ads 90, MediaMind // Sizmek 83, DataXu 37, AdRoll 35, SiteScout 30, MediaMath 16, Kenshoo 12, Rocket Fuel 11, AdGear 11, Turn 9, TripleLift 9, Choozle 8, Marin Software 6, [x+1] 6, Perfect Audience 5

Legend: The Trade Desk · Simpli.fi · DoubleClick Bid Manager · Twitter Ads · MediaMind // Sizmek · DataXu · AdRoll · SiteScout · MediaMath · Kenshoo · Rocket Fuel · AdGear · Turn · TripleLift · Choozle · Marin Software · [x+1] · Perfect Audience

To save space, 10 demand side solutions with low usage (i.e., fewer than 5 out of 1,500 companies use it) have been excluded from this chart.
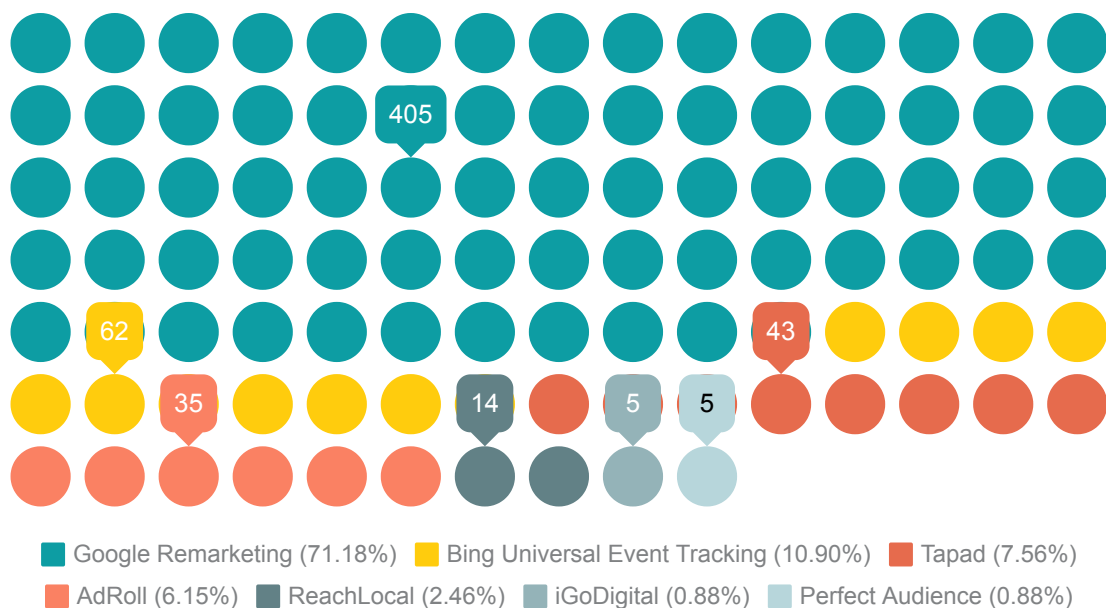
TAKEAWAYS

- Companies in other industries are using DSP solutions more extensively. For instance, companies in the Retail sector use 2-3 DSPs, while companies in the Hospitality sector use 1-2 platforms DSPs. It is clear that credit unions have a long way to go in fully adopting this class of technology.

- In combination with Audience DMPs, Demand Side Platforms greatly enhance credit unions' ability to reach out to their top audiences in real-time at the most opportune moments, significantly increasing conversion volumes.

CROSS CHANNEL RETARGETING

OVERVIEW

- Of the 23 solutions we've identified in this category, the top 1,500 US credit unions are only leveraging 12 different retargeting platforms.

- 38% of credit unions on our list are using a dedicated retargeting platform. Google Remarketing dominates this category, with 70% of companies actively using this tool for display retargeting campaigns.

Retargeting Platforms Used by Credit Unions

- Google Remarketing (71.18%)
- Bing Universal Event Tracking (10.90%)
- Tapad (7.56%)
- AdRoll (6.15%)
- ReachLocal (2.46%)
- iGoDigital (0.88%)
- Perfect Audience (0.88%)

To save space, 5 retargeting solutions with low usage (i.e., fewer than 5 out of 1,500 companies use it) have been excluded from this chart.
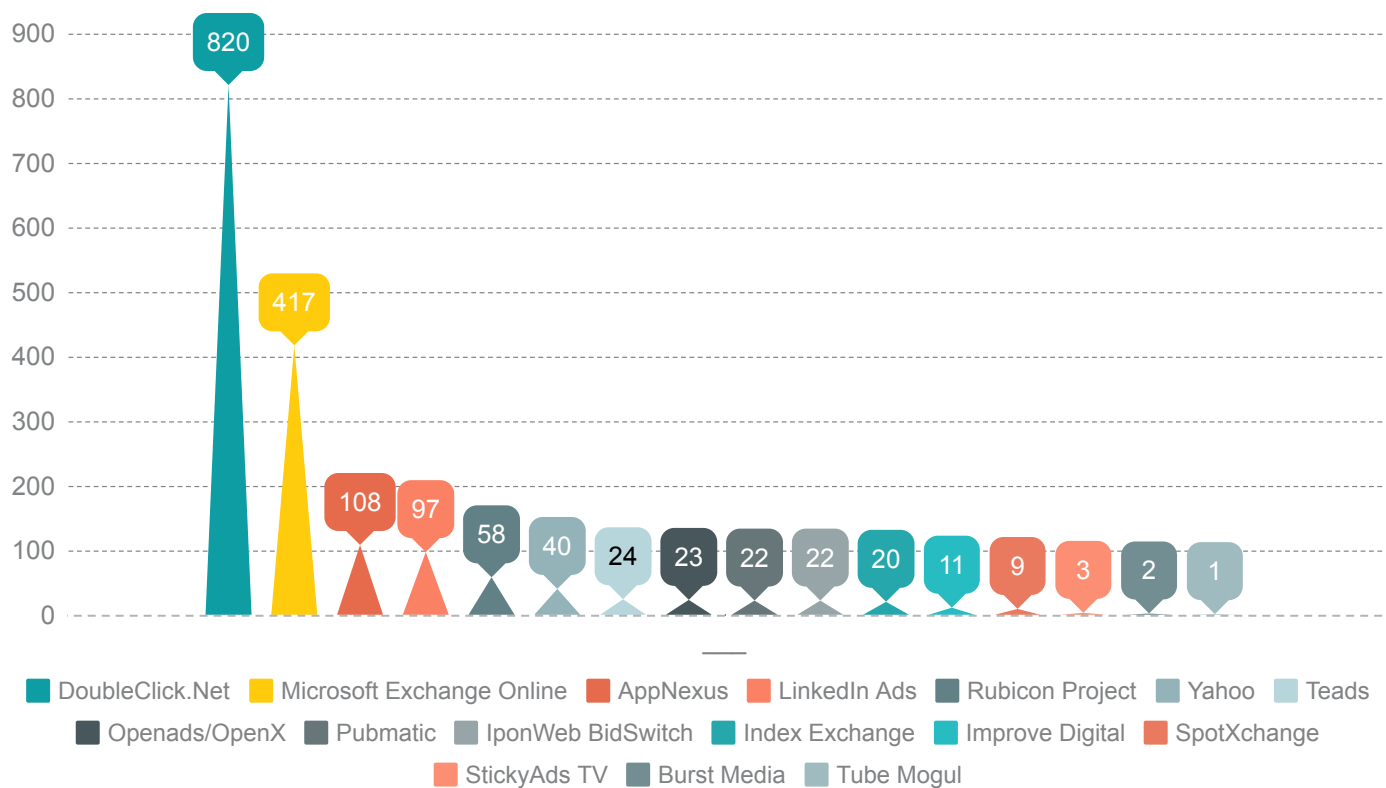
TAKEAWAYS

- Adoptions is low for this category: by comparison, over 90% of large retail and e-commerce brands use at least one dedicated retargeting platform as part of their marketing technology ecosystem.

- Google and Bing retargeting dominate this category, with 82% of the credit unions we surveyed leveraging at least one of them.

- Note that many solutions included in the Demand Side Platform category provide at least some retargeting functionality.

- Retargeting campaigns perform 10 times better than regular display banners, and offer better opportunities to convert website visitors. Google, Bing, and AdRoll don't have monthly fees, and provide easy access to retargeting technology.

AD EXCHANGES

- Most credit unions in the US are using ad exchanges to place their digital advertisements. Companies in our survey cited 16 different ad exchanges.

Ad Exchanges Used by Credit Unions

Legend:
- DoubleClick.Net — 820
- Microsoft Exchange Online — 417
- AppNexus — 108
- LinkedIn Ads — 97
- Rubicon Project — 58
- Yahoo — 40
- Teads — 24
- Openads/OpenX — 23
- Pubmatic — 22
- IponWeb BidSwitch — 22
- Index Exchange — 20
- Improve Digital — 11
- SpotXchange — 9
- StickyAds TV — 3
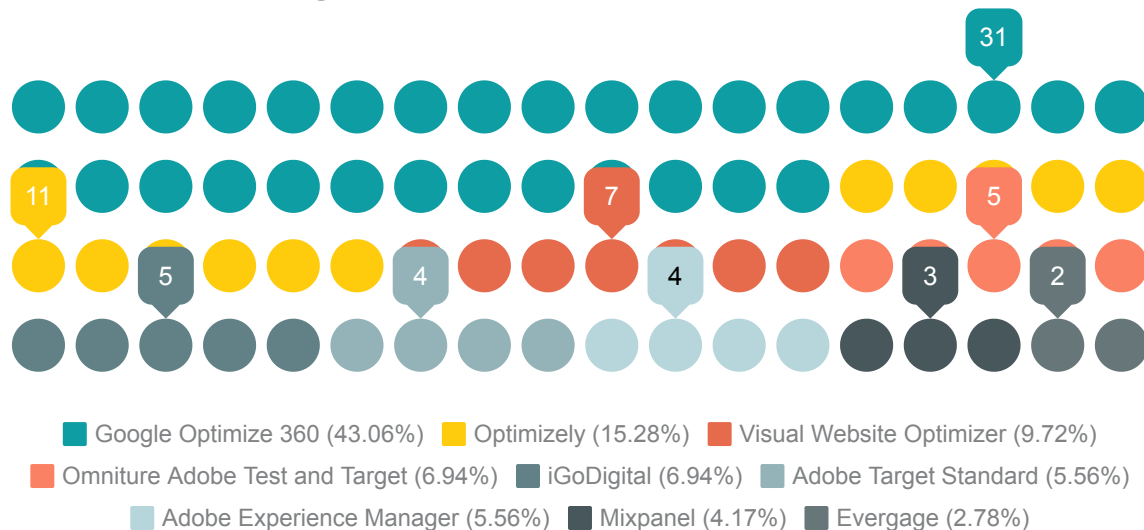- Burst Media — 2
- Tube Mogul — 1

TAKEAWAYS

- Google (DoubleClick.Net), Microsoft Exchange, and AppNexus are the top ad exchange choices among the credit unions we surveyed.

- 1 out of 15 credit unions runs advertising campaigns on LinkedIn.

AB TESTING & OPTIMIZATION

- Of the 77 A/B testing and conversion/content optimization tools we identified, credit unions are using 18 different platforms, with Google taking the lead.

AB Testing & Conversion/Content Optimization

- Google Optimize 360 (43.06%)
- Optimizely (15.28%)
- Visual Website Optimizer (9.72%)
- Omniture Adobe Test and Target (6.94%)
- iGoDigital (6.94%)
- Adobe Target Standard (5.56%)
- Adobe Experience Manager (5.56%)
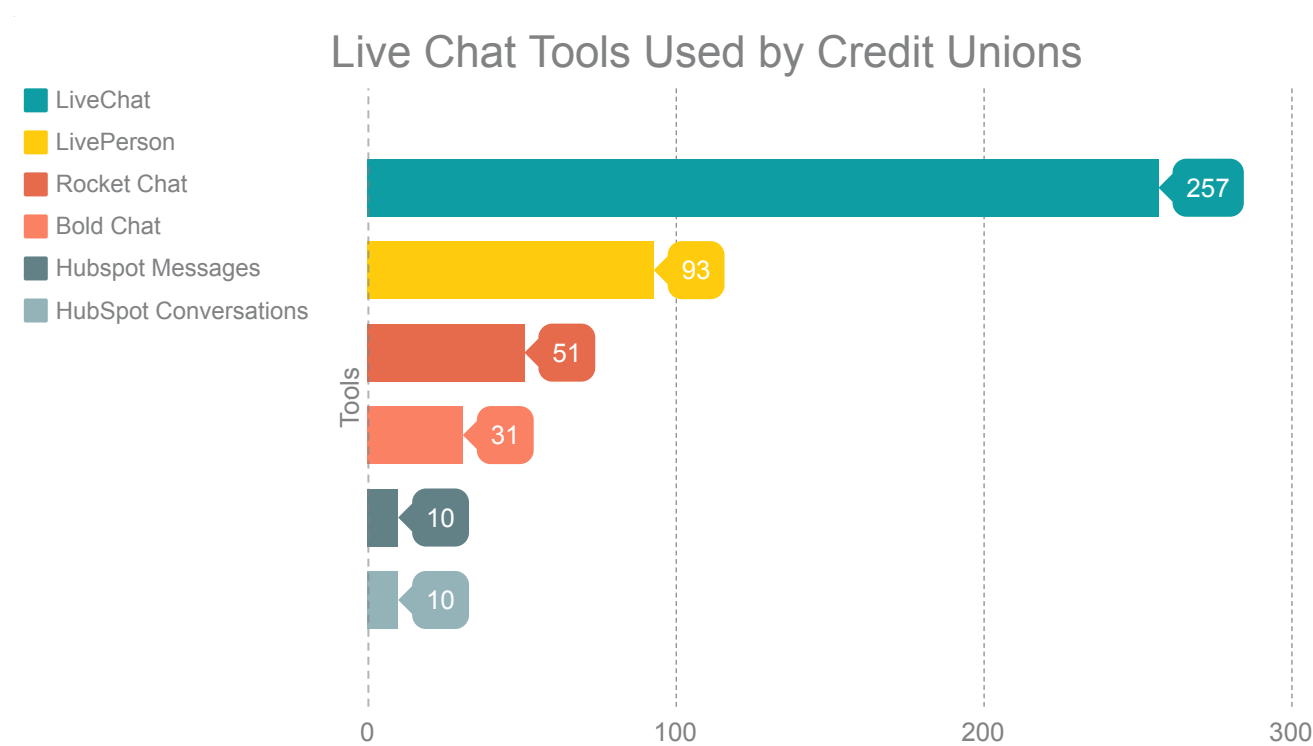- Mixpanel (4.17%)
- Evergage (2.78%)

TAKEAWAYS

- Just 5% of credit unions are leveraging A/B testing, content and conversion optimization technology. By comparison, the adoption rate among top mortgage lenders and banks is 12%.

LIVE CHAT TOOLS

- US based credit unions are using 13 different platforms for live chat support on their websites and apps.

- 30% of credit unions on our list are leveraging a live chat tool to interact with website visitors in real time. This is almost 3x the adoption rate of mortgage lenders and banks across the US.

Live Chat Tools Used by Credit Unions

Legend:
- LiveChat
- LivePerson
- Rocket Chat
- Bold Chat
- Hubspot Messages
- HubSpot Conversations

Values (Tools):
- LiveChat: 257
- LivePerson: 93
- Rocket Chat: 51
- Bold Chat: 31
- Hubspot Messages: 10
- HubSpot Conversations: 10

To save space, 7 live chat tools with low usage (i.e., fewer than 5 out of 1,500 companies use it) have been excluded from this chart.
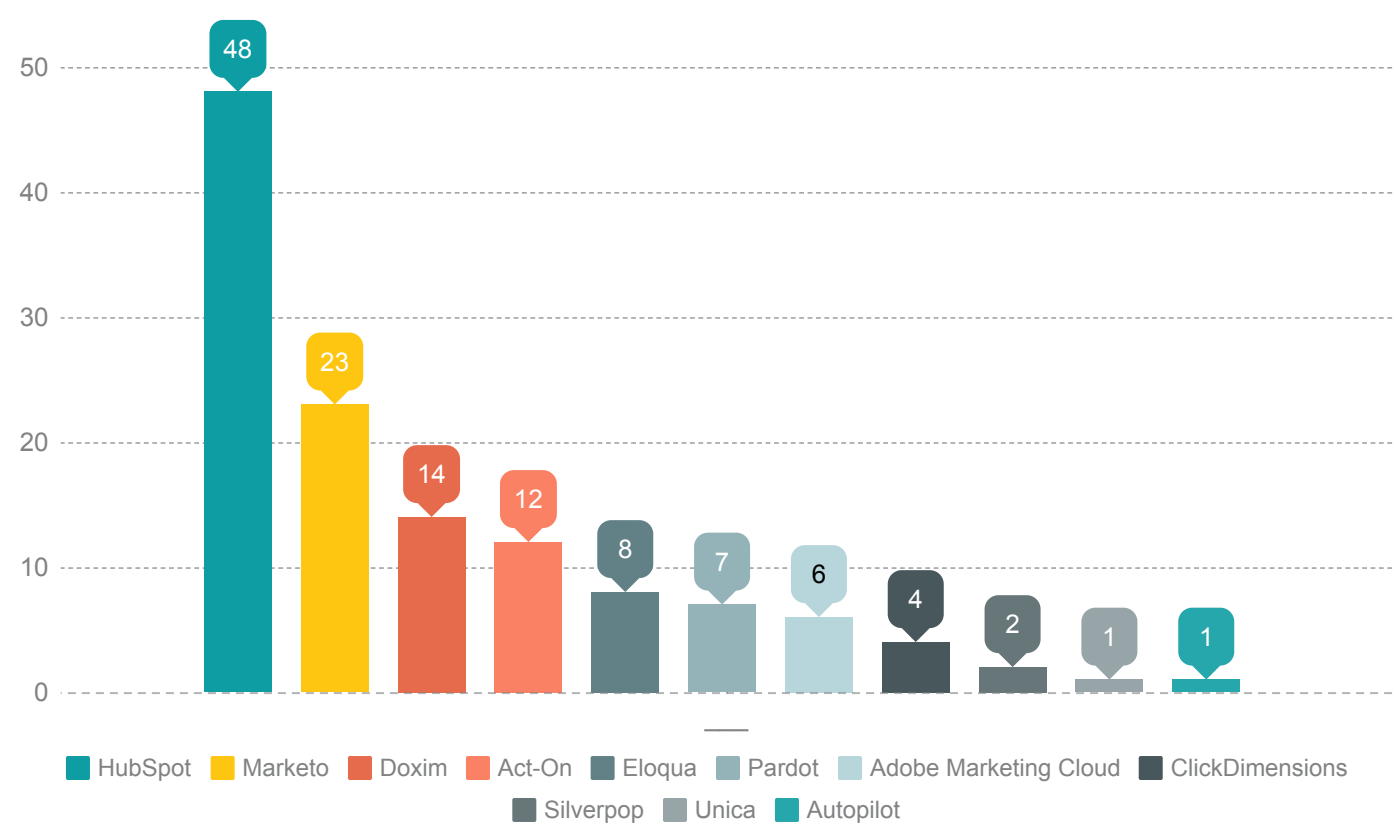
TAKEAWAYS

- If a credit union is leveraging live chat, there is 74% chance that LivePerson or LiveChat is the platform they're using.

MARKETING AUTOMATION

- Credit unions are leveraging 11 of the 20 different marketing automation platforms we've identified in this category.

- 126 of 1,500 credit unions on our list are leveraging a marketing automation platform. Hubspot and Marketo are the leaders in this category, with 55% of credit unions using at least one of these solutions.

Marketing Automation Platforms Used by Credit Unions

Bar chart values: HubSpot 48, Marketo 23, Doxim 14, Act-On 12, Eloqua 8, Pardot 7, Adobe Marketing Cloud 6, ClickDimensions 4, Silverpop 2, Unica 1, Autopilot 1

Legend: HubSpot, Marketo, Doxim, Act-On, Eloqua, Pardot, Adobe Marketing Cloud, ClickDimensions, Silverpop, Unica, Autopilot
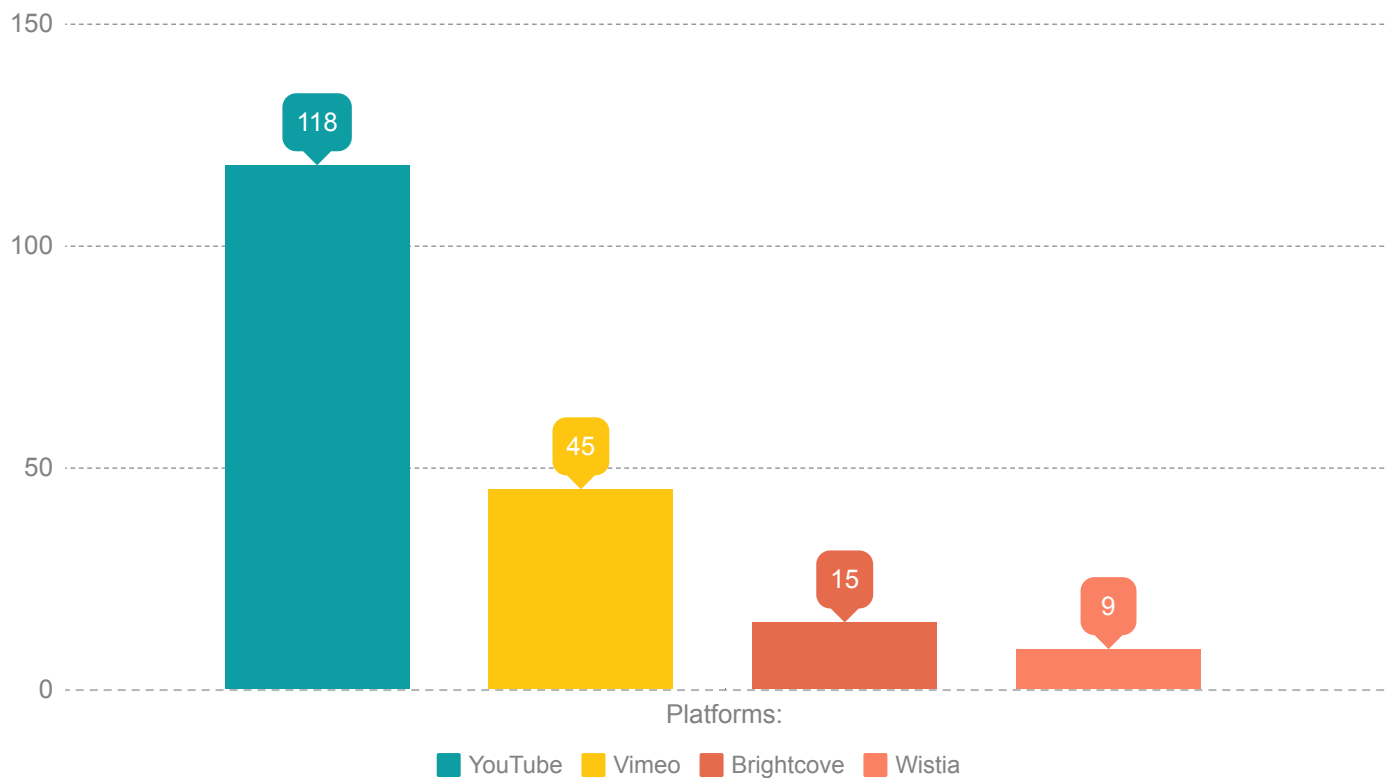
TAKEAWAYS

- Adoption of marketing automation is low: on average, 51% of all companies use marketing automation tools, compared to just 8% of the credit unions. By comparison, top banks' adoption of marketing automation is more than twice as high.

- Non-credit union mortgage lenders cite Adobe as their second-choice a marketing automation platform, while credit unions prefer Marketo.

VIDEO PLATFORMS

OVERVIEW

- Citing just 4 solutions, credit unions use fewer video platforms than any other category of tools.

- 187 of 1,500 credit unions on our list are leveraging a video solution directly on their website. YouTube is the undisputed leader, accounting for over the half of credit unions' video platform use.
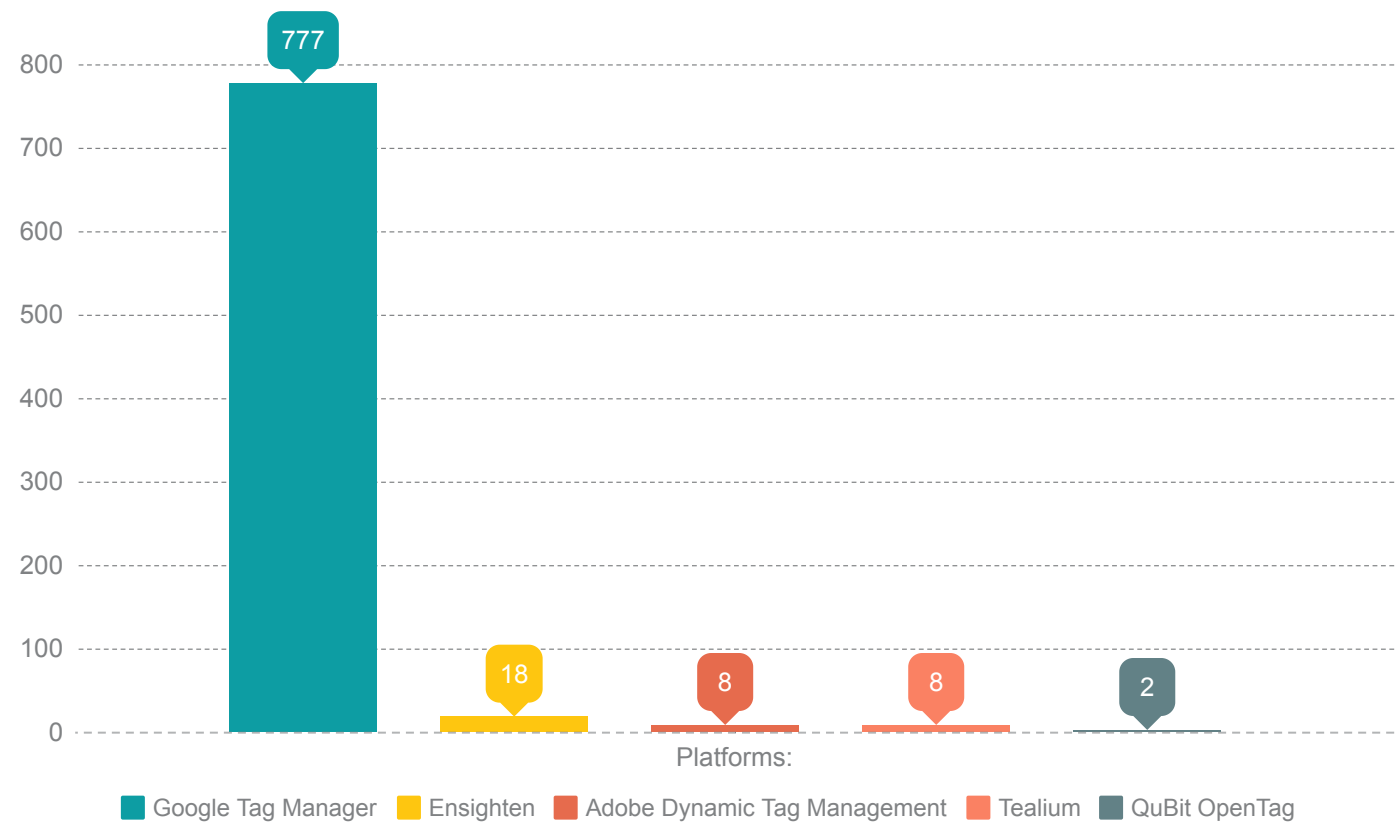
Video Platforms Used by Credit Unions

Platform	Value
YouTube	118
Vimeo	45
Brightcove	15
Wistia	9

Platforms:
■ YouTube ■ Vimeo ■ Brightcove ■ Wistia

TAKEAWAYS

- 12% of credit unions use at least one of the listed platforms to deliver video experiences on their websites. By comparison, 24% of banks across the US use video.

TAG MANAGEMENT SOLUTIONS

- Of the 12 platforms we've identified, credit unions are leveraging 5 different tag management solutions.

- 54% of credit unions on our list are leveraging a tag management solution to deploy various marketing technologies across their websites from a centralized location. These tools can also capture and send additional data to web analytics platforms, providing more insight into user behavior across credit union websites.

Tag Management Solutions Used by Credit Unions

Platform	Count
Google Tag Manager	777
Ensighten	18
Adobe Dynamic Tag Management	8
Tealium	8
QuBit OpenTag	2

Platforms:

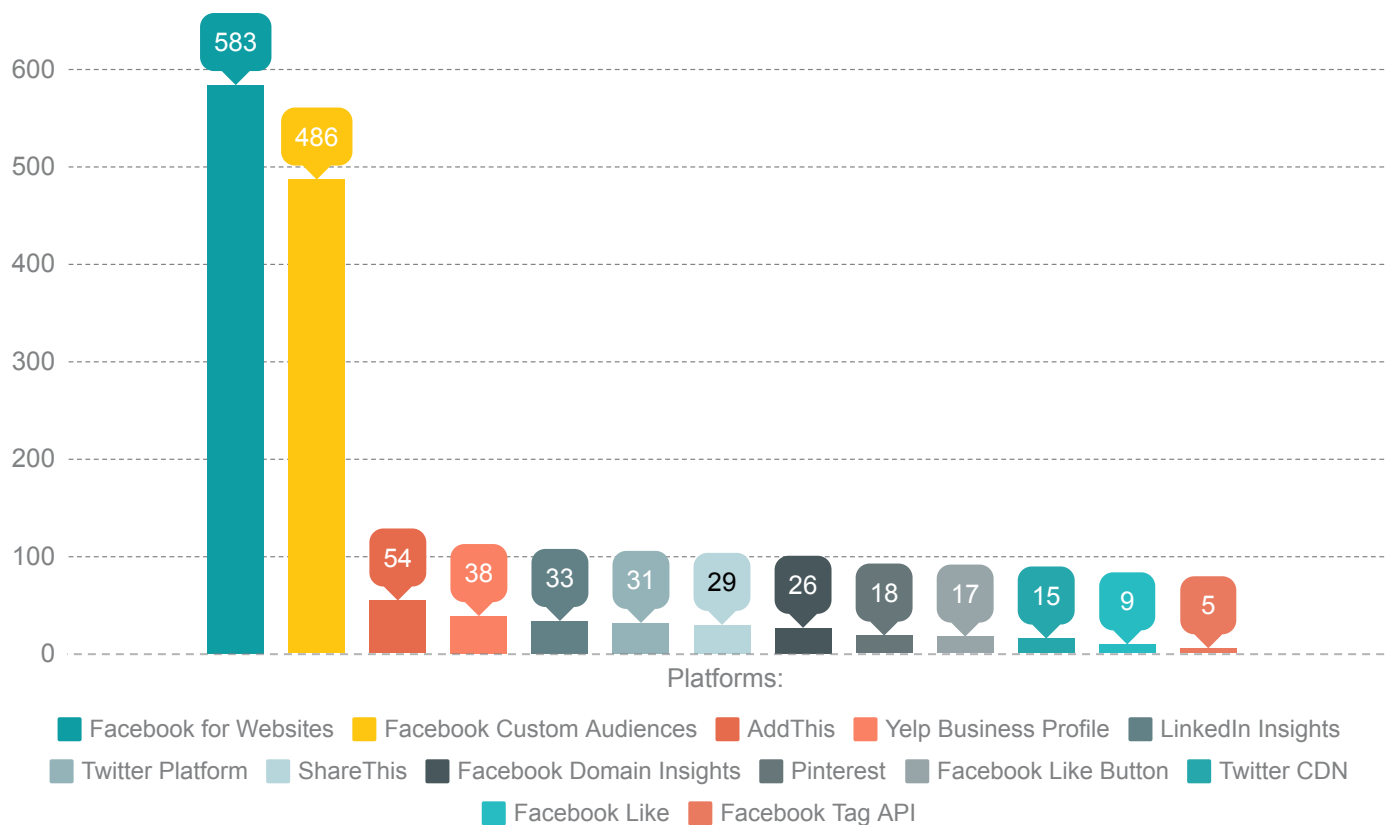■ Google Tag Manager ■ Ensighten ■ Adobe Dynamic Tag Management ■ Tealium ■ QuBit OpenTag

TAKEAWAYS

- 51% of the 1,500 credit unions we analyzed are using Google Tag Manager exclusively.

SOCIAL MEDIA TOOLS

- Of the 20 solutions in this category, credit unions are leveraging 18 different social media platforms and tools.

Social Media Tools Used by Credit Unions

To save space, 6 social media tools with low usage (i.e., fewer than 5 out of 1,500 companies use it) have been excluded from this chart.
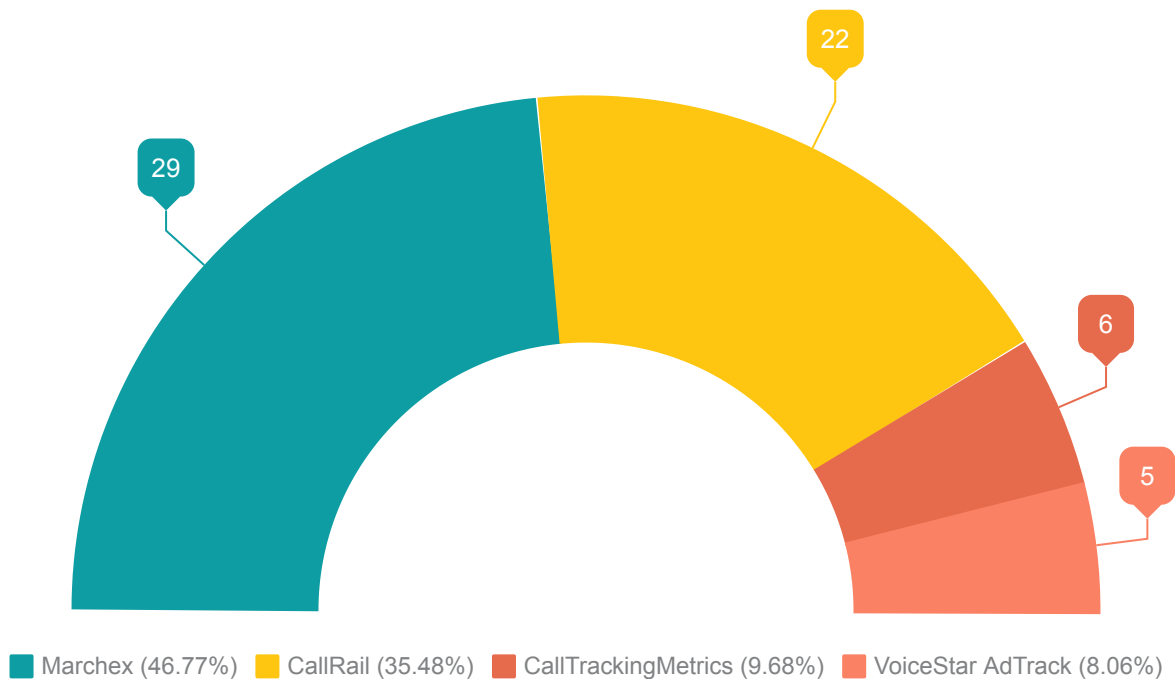
TAKEAWAYS

- 1 out of 3 credit unions in the US is using Facebook Custom Audiences and Facebook for Websites to help them target, retarget, and communicate with their prospects and clients.

- 38% of credit unions in the US are leveraging some kind of Facebook technology as a part of their website. Banks and credit unions are neck to neck when it comes to leveraging and adopting Facebook related technology.

CALL TRACKING PLATFORMS

- Of the 21 solutions in this category, credit unions are leveraging 7 different call tracking platforms and tools.

Call Tracking Platforms Used by Credit Unions

- Marchex (46.77%)
- CallRail (35.48%)
- CallTrackingMetrics (9.68%)
- VoiceStar AdTrack (8.06%)

To save space, 4 call tracking solutions with low usage (i.e., fewer than 5 out of 1,500 companies use it) have been excluded from this chart.

TAKEAWAYS

- Only 4% of credit unions on our list used a dedicated call tracking platform.

- If a credit union is using a call tracking tool, there is a 80% chance it's either Marchex or CallRail.

OTHER CATEGORIES

WHAT DID WE OMIT FROM THE REPORT?

Three categories included in our survey were omitted from the final report due to low usage among credit unions: Ad Servers, Viewability and Media Valuation, and Email Campaign Platforms.

Of the 11 ad servers we identified, only 2 were cited by credit unions.

Dedicated Viewability tools were not detected, but this can easily be explained that this type of technology is now fully integrated with cross-channel / programmatic display advertising platforms.

Email campaign tools also showed low adoption, with just 5% of credit unions using a standalone tool. Between marketing automation tools, stricter privacy legislation, and the growing adoption of demand side and audience data platforms, a decline in this category was expected.

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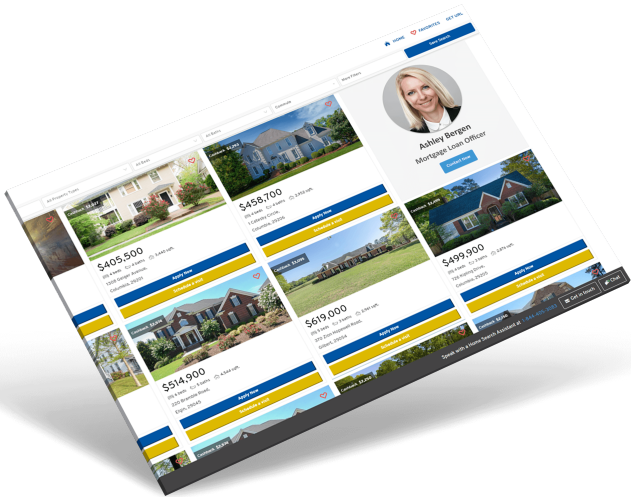
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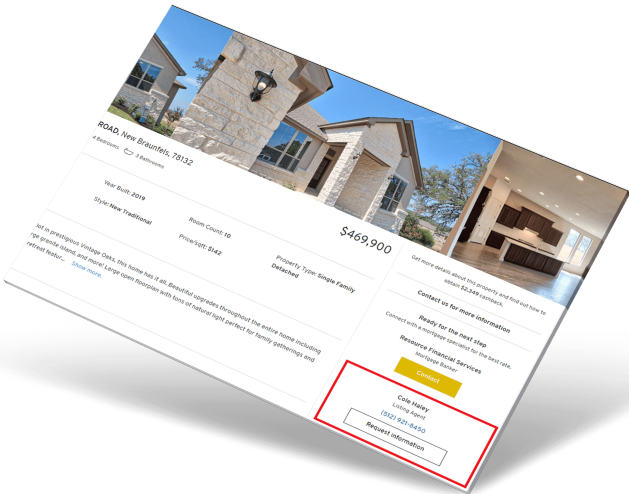

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