







Member Benefit Marketing Tools Package Options





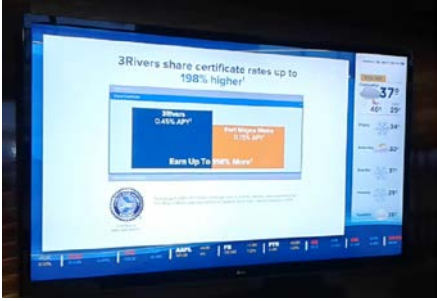

	Silver	Gold	Custom
Pricing	\$1995	\$3995	Request Proposal
Term	One Year	One Year	One to Three Years
Choose this package if:	<ul style="list-style-type: none"> You only need one widget for your home page You want to compare to one state average only (i.e. not local, national or multiple markets) 	<ul style="list-style-type: none"> You want lead generation included You want more frequent updates 	<ul style="list-style-type: none"> You want to display multiple widgets on home page and product pages You want competitive comparisons to visitor's local market based upon zip code or IP detection You want to include mortgages You want a Facebook App that posts your rates and competitive comparison on Facebook You want to include competitive comparisons on digital lobby displays You want lead routing You want more control over design and functionality, including access to an Application Programming Interface (API) with templates for custom designs

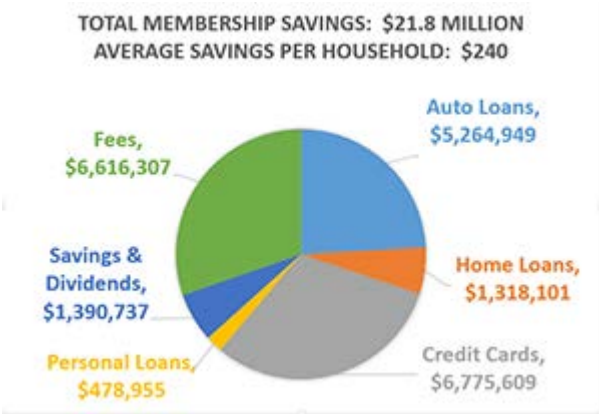
	Silver	Gold	Custom
<p>Member Benefit Widget</p> <p>Member Benefit Widgets display on your website. They update daily to show members how much they will save on their next loan or earn on their next deposit compared to the competition. They also show how much you saved your entire membership in interest and fees over the prior twelve months.</p> 	<p>✓</p> <p>One responsive design widget, customized to match your branding colors. Updates daily.</p>	<p>✓</p> <p>One responsive design widget, customized to match your branding colors. Updates daily.</p>	<p>✓</p> <p>Multiple custom designed widgets for home page and product pages. Typical use is to install a separate widget on each product page. Example: CD widget only shows CDs, Credit Card only shows credit cards, auto loan page only shows auto loan widget, etc. Updates daily.</p>
<p>Membership Benefits Reports</p> <p>In-depth report comparing how much you saved your entire membership in rates and fees compared to banks. Member savings data is also used in Member Benefit Widgets (above) and Member Benefit Templates (below).</p> 	<p>✓</p> <p>Updated Annually</p>	<p>✓</p> <p>Updated Quarterly</p>	<p>✓</p> <p>Updated Quarterly</p>

	Silver	Gold	Custom
<p>Products Included & Rate Updates</p> <p>Rate comparison data is used in all of the tools contained herein and include:</p> <ul style="list-style-type: none"> • Loan products: Various terms for auto loans, home equity loans and lines, credit cards, boat loans, RV loans, unsecured loans • Deposit products: Various terms and tiers for certificates, money markets, savings, checking, IRA • Mortgages: Only included in Custom Package 	<p>✓</p> <p>Includes Deposit Products and Loan Products. Rates Updated within three business days of submission</p>	<p>✓</p> <p>Includes Deposit Products and Loan Products. Rates Updated within one business day of submission</p>	<p>✓</p> <p>Includes Deposit Products, Loan Products and Mortgages. Automated real-time updates</p>
<p>Proof Points</p> <p>Third party validation that you outperform the competition to use in your marketing campaigns and collateral.</p> 	<p>✓</p>	<p>✓</p>	<p>✓</p>
<p>Rate Outperformance Certification</p> <p>Certification updated daily to validate that rates indicated outperform the market average. Logos may be used in marketing to validate your competitive advantage.</p>  <p>Certified to Save you money™</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>

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<p>Award Trophy One trophy is included with each Package. Additional trophies available for purchase.</p> 	✓	✓	✓
<p>Press Release Joint press release with CUNA and Datatrac that you outperform the competition for use in local press releases, newsletters, annual reports, etc.</p> <div style="background-color: #f0f0f0; padding: 10px; margin-top: 10px;"> <p>Press Release ABC Financial saves borrowers \$1.5 million in interest payments in 2015.</p> </div>	✓	✓	✓
<p>Markets Included Markets that are included in the Member Benefit Widget, Proof Points and other tools used in these packages.</p>	 One Statewide Comparison	 One Statewide Comparison	 Unlimited national, state or city markets. Comparison is to visitor's local market based upon visitor's zip code and/or IP detection.

	Silver	Gold	Custom
<p>Lead Generation Lead generation solutions for visitors to your website (existing members) and from external sources are available (new members).</p>  <p>The image shows two documents. On the left is a 'Lead Information' sheet with fields for Lead Date (02/09/2016), Lead Time (10:31 AM CST), Lead ID (00c18962-7), Full Name (John Doe), Email Address (John.Doe@email.com), Phone (123-456-7890), Provided Postal Code (12345), Searched Market (Iowa), Credit Rating (Excellent), Product Information (Amount Entered: 35000.00, Product Selected: New Car 60, Promo Code, Comments: I am looking purchase a 2 Romeo 4c), and a 'Lead Sheet' label. On the right is a 'Lead Report' with various charts and graphs, including a funnel chart, a bar chart, and a pie chart, with a 'Lead Report' label.</p>		✓	✓
<p>Lead Routing Ability to route leads from different product types to different recipients or branches (e.g. CDs to one location, auto loans to a different location, etc.)</p>			✓
<p>Facebook App Display your current rates and competitive comparison on your Facebook page and generate new leads with Datatrac's Facebook App.</p>  <p>The image shows a screenshot of a Facebook page for 'DATATRAC'. The page features a banner with a man holding money and the text 'SEARCH FOR THE BEST RATE AND SAVE MONEY!'. Below the banner is a form for 'Save up to \$1,460 with ABC Financial auto loans'. Three callout boxes are present: one on the left says 'Datatrac Facebook App Lives On Its Own Tab On Your Facebook Page'; one at the bottom left says 'Display your current rates on your Facebook page and prove that you outperform the competition'; and one at the bottom right says 'Form generates leads interested in new deposits or loans'.</p>			✓

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<p>Lobby Display Displays your member benefits and competitive comparisons on digital displays in your branch lobbies. (Display not included.)</p> 			✓
<p>Front line Reports Staff can print off competitive comparison reports in real time. Typically used as lobby posters and member handouts.</p> 			✓
<p>Datatrak Application Programming Interface (API) Used for building custom applications with Datatrak competitive analysis.</p>			✓

	Silver	Gold	Custom
<p>Member Benefit Templates</p> <p>Templates for Datatrac API. Includes original code which can be modified by in-house developers or outsourced to Datatrac.</p> 			
<p>Competitive Comparison Templates</p> <p>Templates for Datatrac API. Includes original code which can be modified by in-house developers or outsourced to Datatrac.</p> 