

Only Equifax

... helped a credit union build deposits and grow brand recognition.

Better Customer Experience

Reached high-potential, segmented audience via personalized email

Smarter Revenue

Exceeded growth goal 4% generating \$32.3M in new deposits in two months

Increased current member deposits by \$19.5M (without even targeting them!)

Generated 1,000% more deposits and doubled CD and money market accounts over same period prior year

Equifax

By targeting households likely to have sizeable deposits at other firms, their timely, cost-effective email campaign converted prospects and fueled liquidity.