

GECU Doubles New Bill Pay User Growth Through Digital Insight Bonus Bucks Sweepstakes

Credit Union's First Experience with Digital Insight Sweepstakes is a "Sweeping" Success

CLIENT SUCCESS

About GECU

GECU (www.gecu-ep.org)

\$1.4 billion in assets

Serves anyone living or working in El Paso, Texas, area

Online Banking with Digital Insight since 2002

Challenges/Opportunities

- Maintain existing members and win new ones
- Drive active use of Internet Banking and Bill Pay

Actions

"Our first experience participating in Digital Insight sweepstakes was a success and was very easy to rollout to our online users. The e-mail campaign and Bill Pay prompts were very effective tools to reach out to our online users. "

- Participated in Digital Insight's Bonus Bucks Sweepstakes that featured a national drawing of one lucky online bill payer for \$100,000 cash, as well as ongoing Bill Pay Acquisition and Activation e-mail campaigns and prizes.

Outcomes

"We were overwhelmed by the growth we achieved in active Bill Pay users. Digital Insight's program helped us surpass our goals without cutting into our marketing budget."

Bonus Bucks Sweepstakes participation generated the following increases for GECU:

- 106% lift in new Bill Pay users
- 91% lift in number of bills paid by new users
- 65% lift in total enrollment

Ask

Hazel Ledesma, E-Services Manager, GECU

(t) 915.774.1990

(e) Hazel.Ledesma@gecu-ep.org

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