



Digital Engagement Platform and Services - Know Your Members, Serve Their Needs

We're thrilled to introduce an innovative marketing partnership to revolutionize how credit unions engage with their members. OneClick Financial, a leading digital marketing and customer engagement company, has joined forces with *LEVERAGE* and Growth by Design, an award-winning marketing firm specializing in credit unions. Together, they are transforming targeted marketing by leveraging cutting-edge technology and the creative expertise of Growth by Design's content creators and designers.

The Need for Personalized Experiences

In today's rapidly evolving credit union industry, personalized experiences drive revenue growth and member retention. The demand for tailored services has surged, especially with the shift to digital solutions post-pandemic. Personalization at scale has become the critical differentiator for future growth, and credit unions must harness member data's full potential to remain competitive.

A Comprehensive Solution for Personalized Experiences

The partnership between OneClick Financial, *LEVERAGE*, and Growth by Design offers a comprehensive solution that relies on data-driven insights to deliver highly personalized digital experiences throughout the member's journey.

1. Identify Opportunities:

OneClick Financial analyzes member data and creates smaller "microsegment" groups to deliver personalized offers and messages tailored to individual interests and needs. This approach ensures that each member receives relevant content and recommendations.

2. Utilize Technology for Personalization:

Leveraging Financial Technology (Fintech) and Sales as a Service (SaaS) technology, credit unions can swiftly meet members' needs across digital channels, even when data is scattered across different systems. The seamless integration of technology enables credit unions to deliver exceptional experiences efficiently.

3. Enhance Personalization with Data:

By leveraging advanced data insights, credit unions can provide highly personalized experiences, making it easy for members to explore new products and services while building lasting relationships. The customized approach fosters engagement and trust with interested members.

4. Evaluate and Act on Leads:

OneClick Financial carefully assesses each lead's potential, empowering credit unions to promptly act on valuable opportunities and driving long-term growth and team collaboration. This data-driven approach ensures that resources are invested wisely, yielding tangible results.

For more information about how *LEVERAGE*, Growth by Design and OneClick Financial can assist your credit union, email consult@myleverage.com or call 855-9EXPERT (855-939-7378).



FAQs - OneClick Financial & Growth by Design

Q: What is the partnership between OneClick Financial and Growth by Design?

A: The partnership is between OneClick Financial, a digital marketing and customer engagement company, and Growth by Design, a marketing firm specializing in credit unions. Together, they aim to revolutionize how credit unions connect with their members through targeted marketing powered by incredible technology and creative expertise.

Q: Why is personalization important in the credit union industry?

A: Personalization has become crucial for credit unions to drive revenue growth and member retention. The demand for tailored experiences is rising, especially with the shift towards digital solutions post-pandemic. Personalization at scale is now the key differentiator for future growth in the credit union industry.

Q: How does the partnership benefit credit unions and their members?

A: The partnership provides credit unions with a comprehensive solution that utilizes data-driven insights to deliver highly personalized digital experiences throughout the member's journey. Members receive offers and messages tailored to their interests and needs, making them feel valued and cared for by their credit union.

Q: How does this partnership cater to credit unions' needs in a changing market?

A: In a rapidly evolving credit union industry, personalized experiences are becoming increasingly important. This partnership equips credit unions with the tools to excel in customized services at scale, meeting member expectations for exceptional interactions, satisfaction, and retention.

Q: What is the goal of this partnership?

A: The ultimate goal is to empower credit unions to stay competitive and seize revenue opportunities through data-driven personalization. By providing exceptional member experiences, credit unions can drive growth, engagement, and loyalty among their members.

Q: How does the partnership utilize technology to enhance member experiences?

A: The partnership employs technology to learn how members interact with credit union websites. This information creates personalized profiles for each member, enabling credit unions to customize messages and offers, ensuring each member feels valued and understood.

Q: How can credit unions benefit from this partnership?

A: Credit unions can benefit from this partnership by staying ahead in the competitive market, delivering personalized experiences that meet their members' unique needs. Credit unions can foster stronger member relationships and drive long-term growth by leveraging data-driven insights and cutting-edge technology.