

EMPOWERFi

Strategy-Infused Marketing for Financial Institutions

Case Study • An Innovative Regional Credit Union Steps Up its Game with AI

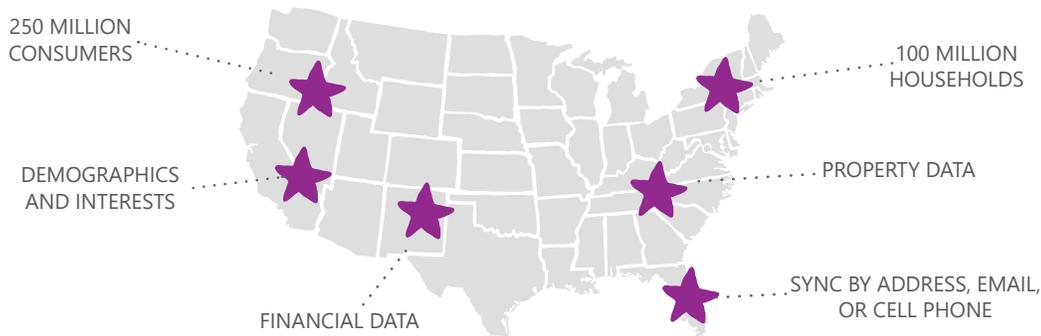
IntelliFi™

Powered by Faraday

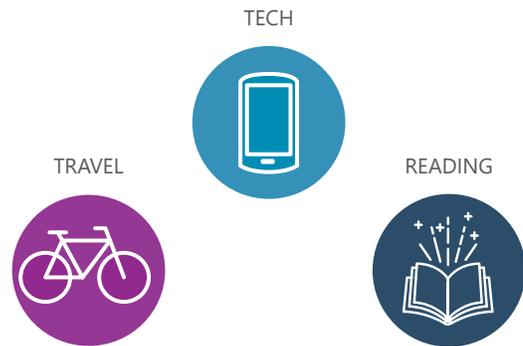
INSIGHTS

From its storied beginnings as a financial hub for IBM employees, Mid-Hudson Valley Federal Credit Union has relentlessly fought to understand its members better. That's the reason CUNA recently recognized them as one of the leading credit unions in the country. But even MHVFCU had more to learn with Faraday. After syncing their Raddon-based MCIF with the Faraday Identity Graph, MHVFCU uncovered insights ranging from the practically useful to the downright surprising.

MEET THE FARADAY IDENTITY GRAPH



Faraday quantified the effect of “branch proximity” on membership rates. This helps MHVFCU uncover the ROI of geographical expansion, like their newest location in Fishkill, NY.

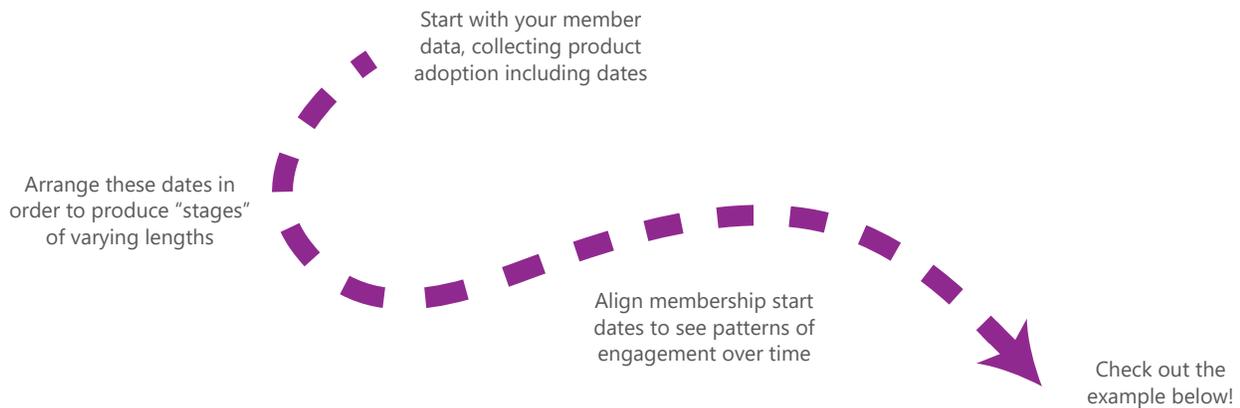


Faraday uncovered standout interests that distinguish MHVFCU members from the crowd. This lets MHVFCU produce marketing creative that is more relevant to those who are likeliest to join.

UNDERSTANDING

Credit unions pride themselves on treating their members like family, and MHVFCU is no exception. And just as families grow and evolve over time, so too does a credit union's relationships with its members. Faraday analyzed historical engagement data to take a "long view" of MHVFCU membership. What emerged was like a map of a journey, starting with opening an account and progressing through loans and other products.

BUILDING A JOURNEY MAP



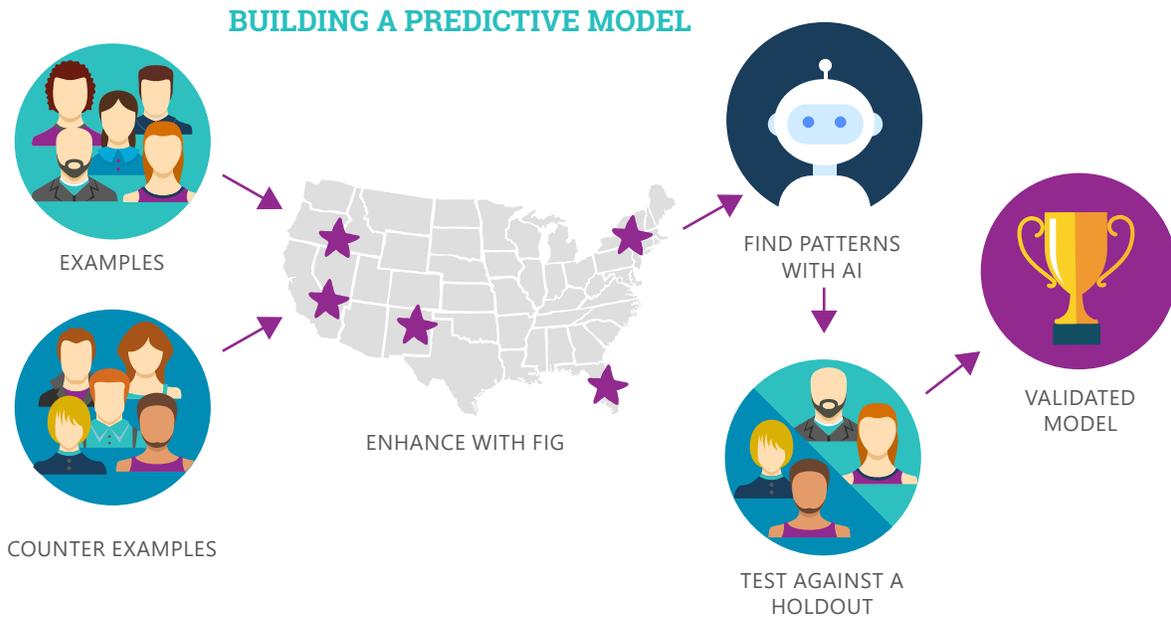
We mapped out MHVFCU's membership engagement journey. For example, the number of years an average member goes before adding her first loan product.



We calculated the link between life-stage and certain financial products. Now MHVFCU can offer the most relevant products to specific populations.

ACTION

MHVFCU's great rates, service, and locations have resulted in consistent word-of-mouth traction. It's no wonder social media has been a consistently powerful source of leads and customers. By focusing ad spend—via social channels and elsewhere—on the kinds of people most likely to join, MHVFCU can spend more time and money with those who matter most. This means lower acquisition cost, better conversion rates, and less noise.



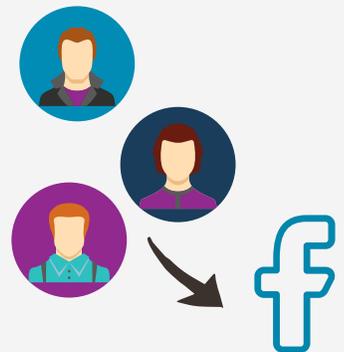
First, set audience criteria that matches your creative



Then let IntelliFi predict which matches to pursue



And push the best to your channels best pretty good beware



Faraday uncovered audiences that match the distinctive traits of MHVFCU members. This lets MHVFCU reach new local residents likely to become members in the future.

Faraday used AI to identify the best spots for new branches. Now MHVFCU can guide their ongoing expansion directly toward demand.