



Pinnacle | MembersOwn | “Ask Your House” Digital Campaign

Objective: Home equity lines of credit (HELOCs) are popular because mortgage interest rates remain at historical lows, allowing homeowners to tap their equity and refinance higher rate loans to lower rates. Even as rates increase, home values also increase still making this a highly viable form of financing consumer debt. MembersOwn Credit Union decided to leverage consumer demand for Home Equity Lines of Credit by working with KidGlov to create a strategic digital marketing campaign with the following objectives:

- 1) Increase HELOC loan balances by a minimum of 5%.
- 2) Create awareness of MembersOwn HELOCs by generating over 250,000 digital or mobile ad impressions.
- 3) Drive online traffic of over 1,000 visits to the HELOC landing page.
- 4) Drive online conversions of over 100 loan applications or searches for additional HELOC information.
- 5) Use interest in HELOCs to support a growth goal of 500 new members.

Execution: Many financial institutions promote HELOCs in the Spring. The typical approach is to highlight home remodeling, travel or credit card consolidation. KidGlov created an empowering imaginative concept that told consumers, “If you need money, ask your house.” This powerful messaging was combined with simple, colorful graphics that could be easily animated in online and mobile ads. Both messaging and graphics were consistent with the MembersOwn “Everyman” brand archetype and brand standards.

KidGlov utilized best practices in online marketing including: geo-fencing ads, contextual targeting Google PPC banner, text and mobile ads, organic search engine optimization, remarketing,





optimized landing pages and engrained tracking mechanisms. Optimized landing pages encouraged phone calls to trackable phone numbers and/or the completion of a contact form. Incoming leads were provided directly to credit union loan officers. Landing pages and MembersOwnCU.org were both set up to track key conversion goals including loan applications and visits to additional HELOC pages on the website.

Results: KidGlov created a campaign that delivered, with all objectives being exceeded.

- 1) HELOC loan balances increased by 23%, nearly five times the goal of 5% set at the outset of the campaign.
- 2) The campaign hit 352,223 digital impressions. This achieved 100,000 (41%) over the goal.
- 3) Reports indicated 1,285 clicks from digital and mobile ads to landing pages, achieving 29% over goal.
- 4) Conversion goals hit 119% of goal with 119 people starting online applications or seeking additional HELOC information on the website.
- 5) Membership goals were also exceeded with 533 new members compared to a goal of 500.

Other: MembersOwn is challenged by the fact that they are one of the smallest financial institutions in the state with a very modest marketing budget. They are competing directly with some of the nation's and state's largest banks and credit unions who have exponentially larger budgets. MembersOwn and KidGlov worked closely together to develop a program that was strategically attention-getting to meet the stated objectives.

