

# How Alltru Credit Union Used Transaction Data to Power Targeted Campaigns

With Prisma Campaigns and FinGoal, Alltru unlocked new personalization strategies to increase conversions and member engagement



## BACKGROUND

Alltru Credit Union partnered with **FinGoal** and **Prisma Campaigns** to leverage their pre-built integration to enhance its marketing capabilities with personalized offers.

The goal was to leverage FinGoal's transaction data insights and the Prisma Campaigns marketing automation platform to send more targeted communication to members and ultimately increase conversion rates.

## IMPLEMENTATION OF FINGOAL TAGS

Alltru ran several email campaigns through **Prisma Campaigns** using **FinGoal User Tags** that identified segments based on spending habits and other current financial products their members are using.

The Alltru Data team built impressive new ROI dashboards to track the success of these campaigns across all products and through the different stages of product adoption.

## CAMPAIGN HIGHLIGHT

### YOUTH ACCOUNTS

One of the highlights of the initial batch of campaigns run by Alltru was an effort to drive new youth accounts at the credit union. By highly targeting this campaign to existing parent members with the FinGoal Tag 'Child Indicators', Alltru saw a high success rate in new members and deposits associated with this product.



**55%**

Email open rate



**>\$450,000**

Sum of new deposits



**440**

New deposit account



**200**

Net new members



*"For one campaign we targeted only one thousand members, but we've turned that into almost 200 new members, which for me is a giant win."*



**Laura Woods**

Vice President of Brand and Product Strategy

## KEY METRICS ACROSS ALL CAMPAIGNS



**30%**

Email open rate



**9.5%**

Conversion rate



**332**

New loan accounts

resulting in **> 6 million** new loan balances



**Learn how Alltru did it — and how you can too.**

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