

“Everything you need to get the sale!”



CENTURY FEDERAL CREDIT UNION

Century Federal Credit Union receives a 53% increase in mortgage applications and over \$2 million in loans booked over a 7 week period in the summer by using Odenza's vacations incentives.

Q&A WITH JENNIFER LYNCH | Marketing Director of Century Federal Credit Union in Cleveland, OH

KEY CHALLENGES:

“WHAT WAS YOUR MAIN REASON FOR USING OUR TRAVEL CERTIFICATES?”

We wanted to run a summer promotion for July and August to grow mortgage and line of credit applications across our 7 branches.

IMPLEMENTATION:

“HOW DID YOU IMPLEMENT OUR VACATION INCENTIVES INTO YOUR PROGRAM?”

We had online ads on both our website homepage and our online banking pages, saying “What Happens at Century Federal Gets You a Trip to Vegas! Apply for a Qualifying Mortgage Product to Receive Your 3 Day/2 Night Vacation Package.” We also had one featuring the Orlando option saying “How Would You Like a Vacation to the Happiest Place on Earth?” We also had Digital TV ads, social media images, and statement insert ads. The ads that you designed for us were perfect, and we received a lot of inquiries and interest from customers. We had sample certificates at each of the branches so the staff could show the applicants what they would be receiving. Our call center and Business Development Managers were all onboard with the campaign. The actual folder packs were mailed from our main office to ensure that everything was done in a timely manner and so that we would have better control over distribution.

Continues on next page



www.odenza.com

CALL US TODAY! 1-866-883-2968

“Everything you need to get the sale!”



Century Federal Credit's web banner ads used in the campaign

RESULTS:

“WERE YOU ABLE TO ACCOMPLISH YOUR OBJECTIVES AFTER USING OUR TRAVEL INCENTIVES?”

We were really happy with the results. The staff enjoyed the promotion as this was something the credit union had not participated in before. Compared to what we would normally book during the promotional period, we ended up receiving an increase of 53% in total applications, and over \$2 million in loans over a 7 week period.

SATISFACTION RATING: 9/10

“ 9/10. You guys provided everything from extra marketing material to all of our ad designs. The promotional material support was great and the fulfillment process was straight forward.”