



Success Story Home Equity Promotion



Security Federal
Credit Union

“I was thrilled to see the activity generated (click-throughs) to our rate and loan pages. The tracking is a useful tool to determine what members are interested in and what links to include in future online communication. Many members desire online communication - E-Flash and E-Matters meet those desires.”

*Susan Thomas, Security Federal CU
VP Membership Development*

The Promotion: The **Home Sweet Home Loan** was a quarterly promotion for Home Equity loans and e-marketing was used to connect with online members.

Shown at right are the E-flash Broadcasts:

- April, two of the same message
- May, new message
- June, “last chance”

The Length of Promotion: April –May-June, 2006

The Results: Shown below are the tracking statistics of the e-Flash promotional messages broadcast to the members during the promotion. In April, the e-Flash was sent twice which accounts for the higher response rates shown.



The Marketing ROI: In tracking the promotion overall, the e-marketing contributed to the success of attracting \$1.163 million in home equity loans, which resulted in an ROI of \$7.65 for each marketing dollar invested.

Issue	Total # Hits	Click Thru %	Total # Opened	Open %	Broadcast Date	Qty of Email Addresses Broadcast	# Unsubscribes	# Bounced
Apr-06	190	2.60%	2549	36.10%	4/17/2006	7,050	12	200
May-06	77	1.90%	731	18.80%	5/26/2006	3,965	4	78
Jun-06	41	1.04%	705	17.99%	6/23/2006	3917	1	0



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3010 S. Priest Dr., Suite 103, Tempe, AZ 85282 ▼ 888.536.6243
7solutions@lemmontree.com ▼ www.LemmonTree.com