

# CASE STUDY

## UNIFY Pre-Qualification Offer Website



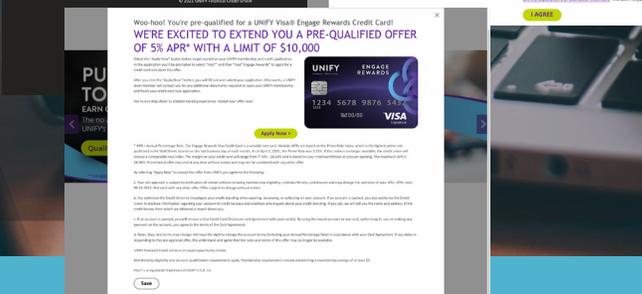
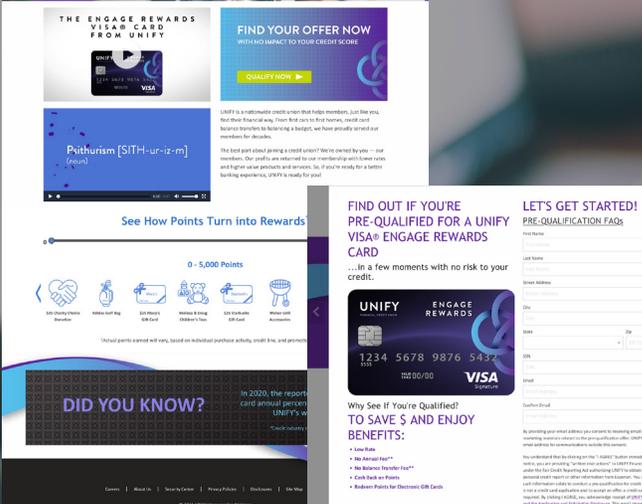
Executing a new member acquisition campaign to drive targeted consumers to website where they can find out in real-time if pre-approved for a new UNIFY Rewards Visa® Credit Card.

### CHALLENGE

To help UNIFY stay competitive in a digital-first world, ChannelNet utilizes data and APIs to deliver lending solutions for credit card loans in real-time. The Experian integration provides fast, informed decisions that mitigate risk. While at the same time also offer a seamless member experience for credit pre-approval that does not affect the non-member's credit score. UNIFY can effectively execute loan acquisition campaigns to drive targeted new account holders to a ChannelNet personal web page where they can experience educational videos, interactive tools, FAQs, and a simple form to be pre-approved for any type of loan in real-time.

### BUSINESS OBJECTIVES

- 1 Execute a new member loan acquisition process to drive a real-time pre-qualification offer for credit card
- 2 Utilize data and advanced technology to create seamless, fast and efficient experience
- 3 Increase share of wallet and loyalty with new member acquisition campaign



### SOLUTION

OneClick Financial is a proprietary digital engagement platform designed to encourage dialog between credit unions and their new and existing members.

Creating contextually rich, personal experiences in real-time is critical to digital personal engagement. That personal interaction is now deepened with OneClick Financial's partnership with Experian to deliver pre-qualified offers for auto, mortgage, home equity, home improvement, credit card, personal loans, and any other loan type.

This enables UNIFY to leverage data to make fast, informed decisions that mitigate risk but also allow a seamless consumer or member experience while boosting new membership, increasing existing member adoption and ROI.

### RESULTS | 30-DAY POST LAUNCH SNAPSHOT

