CASE STUDY

TROPICAL FINANCIAL CREDIT UNION®
TROPICALFCU.COM

Embedded Personal Pages within Tropical Financial Credit Union Website Drive Engagement and Adoption for Products & Services

CHALLENGE

Tropical wanted to create more personalized online experiences for its members that would provide contextually relevant information, within their branded website. ChannelNet delivers personal pages based on life stages, member actions, personas, and Faraday AI to predict member behaviors and needs that generate leads for various products, services, and promotions based upon secure daily data feed. ChannelNet knows who everyone is and delivers this to the TCFU business development team to follow up on and re-engage with additional information.

BUSINESS OBJECTIVES

1 Drive continuous lead funnel for Tropical product and service adoptions

2 Establish a 2-way dialoque

3 Automated based upon rules to deliver relvant contextually rich experiences

4 Continually refine messaging based on the data and member take rate

SOLUTION

OneClick Financial a data-driven patented platform that delivers curated content dynamically through components that deep links to Tropical's digital properties throughout the brand site. Components use video, images, forms, calculators, and call-to-actions to make a member's journey focused and contextually relevant. No searching through a brand site with multiple clicks to find the relevant information needed to complete a goal. Everything is right in front of the member in a comfortable and interactive experience, embedded in the TCFU website in the right place and at the right time to drive engagement and leads.
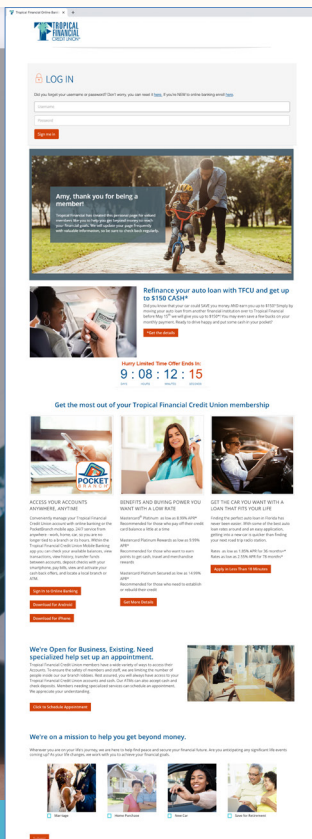
RESULTS | FIRST 30-DAY SNAPSHOT

42%
Open Rate with a
7% Click-Thru Rate

3,915
Personal Page
Unique Visitors

667
Unique Clicks to additional
Products & Services

LEADS
Auto: **22**
Home: **10**
Persoanl: **8**
Retirement: **8**
Credit Card: **23**
Schedule Appts: **49**