

GROW MEMBER ENGAGEMENT

6 Personalized Engagement Campaigns for Credit Unions

Connect your members with the most relevant products based on their interests, preferences, affinities, and browsing behaviors. Blueshift organizes your relevant member data into profiles, making it easy to create precise member segments and empowering you to orchestrate cross-channel journeys. Use intentional, personalized outreach to capitalize on key moments in each member's lifecycle.

Increase Membership

Increase membership by showcasing the products and content that are most important to each potential member.

Grow Relationships

Provide members with the most relevant and valuable financial knowledge based on where they are in their journey.

Drive Continued Growth

Help members discover new financial products by highlighting relevant and related products that match their unique financial needs.

Speak to Member Needs

Help support your member's financial health by recommending the loan or debt relief that helps meet their goals.

Deepen Engagement

Target members with products such as credit card applications that are relevant to their financial goals based on previous behavior.

Be a Trusted Advisor

Connect members with the best products to prepare for the future and get started with investments, savings, and financial planning.

The best campaign will depend on each member's lifecycle stage. Know the next best offer for each unique member with our Intelligent Customer Engagement platform. [Schedule a demo](#) with one of our credit union experts to learn how to drive revenue with personalized campaigns.