

Increased Engagement and Loyalty

BECU Marketing Efforts Lead to Tangible Results

BECU is the fourth largest credit union in the United States with more than 1 million members and over \$16 billion in assets. BECU is known for offering user experiences that not only foster member loyalty but create raving fans who encourage their friends and family to join the institution.

The Challenge

BECU recognized the rise of artificial intelligence and other machine learning tools and their impact on financial services and customers. To remain innovative and relevant in an increasingly digital world, BECU looked for solutions to incorporate AI into member communications.

“The real driver behind all our outbound communications is relevancy,” said Knollenberg. “We needed powerful marketing tools to help us move the needle and stay relevant with our members — using tools that would integrate with our current technology stack. Relevancy is paramount, data is the fuel, and the platform executes on that data. The challenge is getting all those pieces together.”

BECU’s overall business objectives include increasing every member’s engagement and improving their financial health. BECU needed technology to help drive this multi-pronged objective. (A study by Bain & Company shows that incorporating digital tools to improve the customer’s experience leads to greater loyalty.)

To boost engagement with the best possible relevance for each individual member, BECU needed to build upon high-quality data. Just choosing the right tools was not enough. BECU needed assurances that all marketing data, transactional and analytic, would be properly cleansed, categorized and made relevant to targeted customers. In so doing, BECU hoped to receive a lift on loan applications, track the results, and make real-time adjustments that would further increase that lift over time.

The Solution

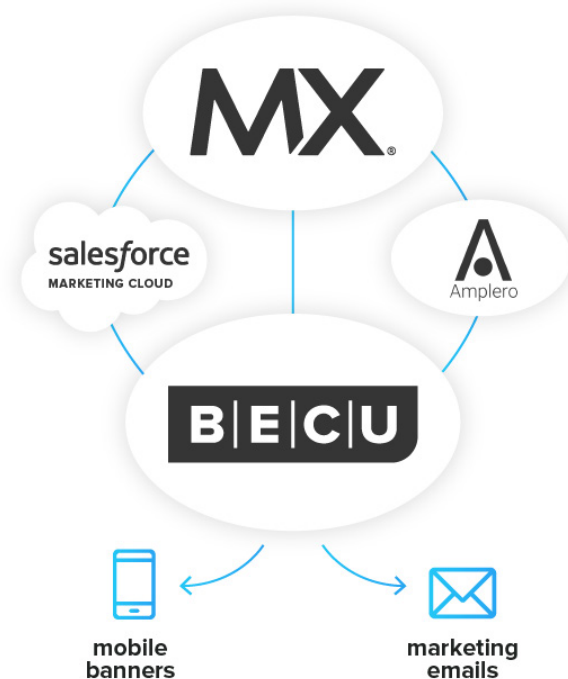
To improve targeting, analytics, and results of its email campaigns, BECU needed both a strong data partner and a sophisticated marketing platform. BECU leveraged its relationship with MX to fulfill the need for intelligent data, and Ampler’s marketing platform, based on Salesforce Marketing Cloud, to orchestrate meaningful, individualized cross-channel experiences.



MX and Ampler's cloud-based platforms connect easily with each other, helping BECU apply machine learning on a larger scale than ever before and in a low-latency, high-volume environment. Using API connectors, MX accesses transactional and analytic data on behalf of BECU.

By leveraging data from MX's API, BECU improved the targeting and analytics around its email marketing channel. In so doing, BECU demonstrates how financial institutions can effectively run email campaigns and increase member engagement by sending the right messages at the right times to the right targets.

In phase two, BECU will inject marketing content based on machine learning into the MX (Helios) mobile app, while tracking responses to those marketing messages in real-time.



We're excited that MX is empowering BECU to communicate pertinent and timely topics, and we expect to continue our success by placing similar marketing content into our MX-powered mobile app — integrated with Ampler's marketing platform within the Salesforce Marketing Cloud. **We're just getting started!**

Brian Knollenberg

Vice President, Digital Marketing & Analytics, BECU

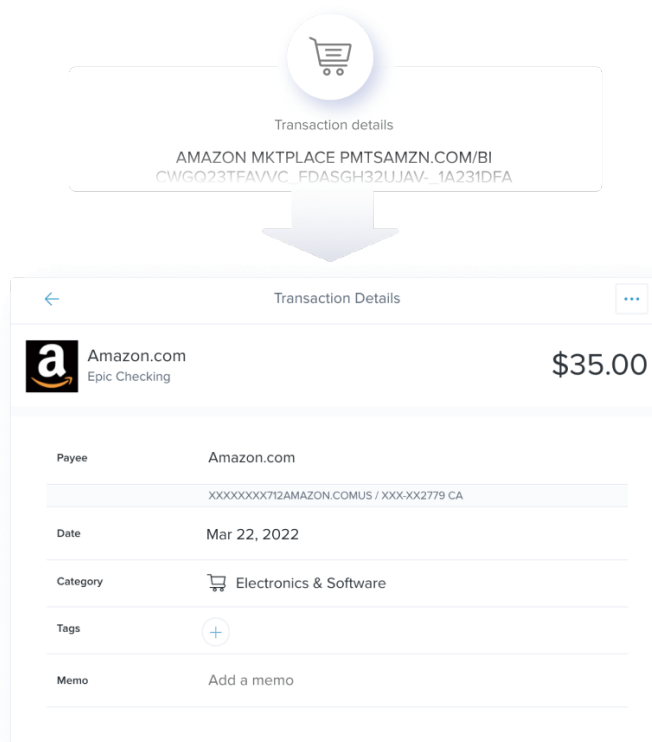
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Not only are we getting the results we hoped for — such as incremental lift on application volume — but these email campaigns are increasing engagement with our members overall. **We're excited that MX is empowering BECU to communicate pertinent and timely topics, and expect to continue our success [within the] MX-powered mobile app.**

Brian Knollenberg

Vice President, Digital Marketing & Analytics, BECU



Key Benefits



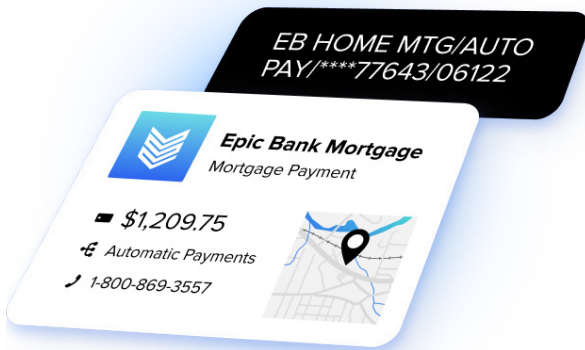
Matching the right message to the right recipient



Receiving up to 10% lift on loan applications



Near real-time result tracking allows for making adjustments that will further increase lift



About MX Data Enhancement

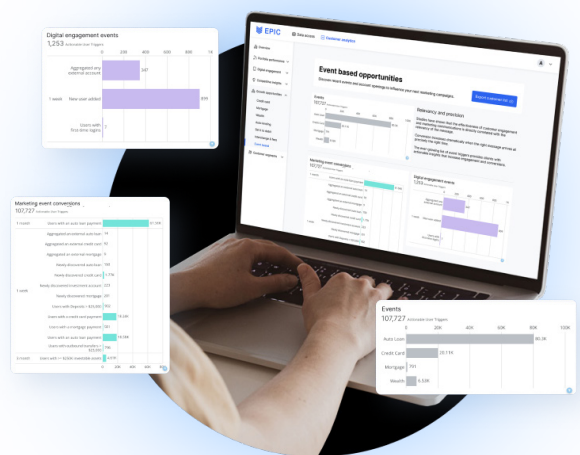
MX makes financial data actionable with a comprehensive suite of data enhancement APIs for cleansing, classification, categorization, and additional metadata. Organizations can deliver enhanced, verified financial data to improve consumer experiences, drive new growth opportunities, improve decision making, and make better use of time and resources.

[Learn More >](#)

About MX Customer Analytics

MX's Customer Analytics combines aggregated, discovered, and enhanced transaction data in a single place with pre-built dashboards to provide actionable insights and segmentation for businesses to drive better decision-making and identify growth opportunities.

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Ready to Get Started?

Learn how MX solutions can improve your digital offering.

[Request Demo](#)