

# Grow Member Deposits with AI Insights



A 60k+ member credit union\* in the Northern Rockies Boosts CD Deposits with BlastPoint's AI-Powered Campaigns

**17% Increase in Just 2 Months!**

## Objectives



Identify members who have a high propensity to engage with a new CD product.

Gain a deeper, holistic understanding of members at the household and business level for planning and targeting purposes.



Optimize marketing and operational resources by personalizing member experiences and cross-selling CDs to existing members

Identify and target members who are most likely to enroll in CDs for acquisition.



Over  
**\$40M**  
new CD deposits in  
less than 60 days!

With BlastPoint's Portable Model Service, our Partner harnessed predictive analytics to identify members with the highest propensity to enroll in CD programs. By delivering the right messages through the right channels at the right times, they saw a remarkable 17% boost in CD deposits through precise, data-driven outreach strategies.

Elevate your credit union's marketing success with BlastPoint's AI Precision Targeting!

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\*Credit union must remain anonymous for regulatory purposes