

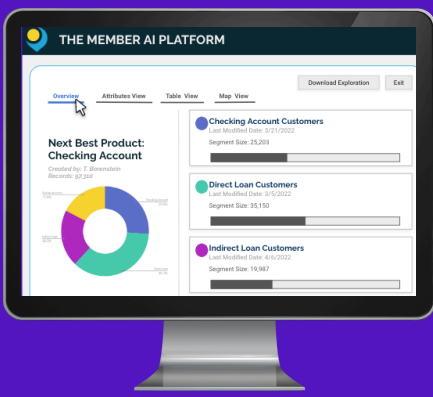


THE POWER OF AI-DRIVEN INSIGHTS

TRANSFORMING INDIRECT MEMBERS INTO DIRECT

Credit unions face various challenges in converting indirect members to direct ones, including data fragmentation, low engagement levels, heightened competition, resource constraints, limited awareness, personalization difficulties, and timing uncertainties. Tackling these obstacles requires a strategic fusion of data analytics, personalized marketing initiatives, and timely communication to successfully drive the conversion of indirect members into direct members.

THE POWER OF BLASTPOINT AI-DRIVEN PLATFORM



By utilizing our AI-driven insights and predictive models, credit unions can analyze key behavioral indicators such as;

- Transaction History
- Product Usage
- Digital Engagement
- Life Stages
- Next Best Product
- Communication Preferences
- Demographic Information

KEY BENEFITS

Utilizing the BlastPoint platform provides several advantages in converting indirect members to direct members. Here are key benefits:

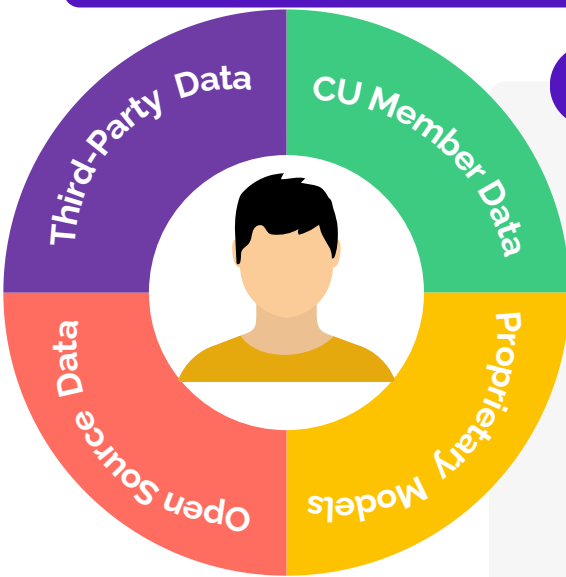


Predictive Analytics
Utilize AI insights to identify indirect members likely to convert directly.

Targeted Marketing
Create tailored marketing campaigns using comprehensive behavioral and demographic data.

Resource Efficiency
Maximize ROI by focusing resources on converting members.

Strategic Timing
Identify prime moments to engage indirect members for conversion success.



HOLISTIC 360 DEGREE MEMBER DATA

360-degree insights offer valuable information for enhanced decision-making and growth. This comprehensive method helps

- Comprehensive Member Profiles
- Target Members Precisely
- Personalize Approach
- Optimize Engagement Strategies

TURNING INSIGHTS INTO RESULTS

A credit union, a \$2 billion asset institution, utilized our platform to achieve significant outcomes. By leveraging our AI-driven insights and predictive models, they identified and engaged indirect members with targeted campaigns, resulting in over **15% conversion to direct members within six months**. This strategic approach strengthened member relationships, increased engagement, and drove revenue growth.

15%

Conversion to direct member within **6 months!**

