

CASE STUDY

How Data-Driven Targeting Acquired New Members and Reduced Marketing Costs by 85%



OVERVIEW

Whitefish Credit Union partnered with BlastPoint to acquire new members and improve prospecting efficiency. Using AI-powered predictive modeling, Whitefish Credit Union launched two targeted campaigns, one for checking accounts and one for credit cards focused on high-propensity prospects. The checking campaign led to a **54% increase in new account openings**, while the credit card mailer saved **\$15K** and achieved higher conversion rates.

CHALLENGES

Facing challenges with inefficient targeting, limited insight into prospect behavior, and underutilized tools, Whitefish Credit Union set out to increase new account conversions and improve marketing ROI. Their goals included leveraging predictive analytics to better identify and reach high-propensity prospects, while enabling internal teams to act on data independently. BlastPoint addressed these needs through robust data integration, AI-powered modeling, and hands-on platform training. The result: smarter prospecting campaigns, significantly lower conversion costs, and stronger internal adoption.

IMPACT ON THE BOTTOMLINE

Return on Assets

Activity: Generated a high-propensity checking prospect list using BlastPoint's AI Checking Propensity Model.

Outcome: Within one week of campaign launch, **30 new checking accounts** were opened, a **54% lift** in account growth, directly contributing to greater revenue per asset and improving ROA.

Efficiency Ratio

Activity: Created a hyper-targeted credit card mailer list using AI-driven segmentation, reducing audience size by **92%**.

Outcome: The sharply narrowed list significantly reduced operating costs, **saving \$15K** in printing and postage while boosting campaign ROI, contributing to a lower efficiency ratio.

Increased Engagement & Credit Growth

Activity: Executed credit card mailer campaign targeting pre-qualified, high-likelihood prospects identified by BlastPoint.

Outcome: Higher credit card conversion rates, a **77% increase in conversions**, led to increased loan origination without increasing deposits, improving the loan-to-share ratio and driving liquidity.

SOLUTIONS

1. Built a Clean, Centralized Prospect Data Engine

BlastPoint consolidated and cleaned internal data across systems, then enriched it with third-party behavioral and geographic insights. This created a unified view of high-value prospects making precise segmentation and targeting possible.

2. Delivered AI Propensity Models for Checking and Credit Cards

Our data science team developed machine learning models to predict likelihood of product adoption. These models ranked prospects based on real behaviors, enabling campaigns that drove a **54% lift** in checking opens and a **77% increase** in credit card conversions.

3. Generated Precision Target Lists for Cost-Efficient Outreach

Using model outputs, BlastPoint produced focused outreach lists. The credit card mailer list was cut by **92%**, **saving \$15K** in marketing spend. Despite fewer mailers, conversions rose **15x**, boosting ROI and improving Whitefish Credit Union's efficiency ratio.

4. Drove Lending Growth Without Additional Deposits

The credit card campaign not only acquired new members but brought in qualified borrowers. These loans increased total lending without requiring a proportional increase in deposits, which strengthened the loan-to-share ratio. By delivering more loans per dollar spent and per dollar held, BlastPoint's targeting supported both growth and balance sheet health.

GOALS



Increase prospect conversions through smarter segmentation



Leverage AI models to improve targeting and personalization



Optimize marketing ROI with precision outreach



Increase product adoption (checking accounts, credit cards)

RESULTS

Boosted product adoption and marketing cost savings with standout gains in checking account and credit card conversions.

Checking Account Email Campaign

54%

Higher Checking Account Adoption Using BlastPoint Modeling

Credit Card Mail Campaign

\$15K

Saved in postage and print for second mailer

- 36% Lower aggregated conversion cost

Total ROI

\$298K

ROI from products over 4 years based on 1 year of activity



412-503-3515



info@blastpoint.com



www.blastpoint.com

