BlastPoint

Measuring What Matters:

2025 CREDIT UNION BENCHMARK REPORT

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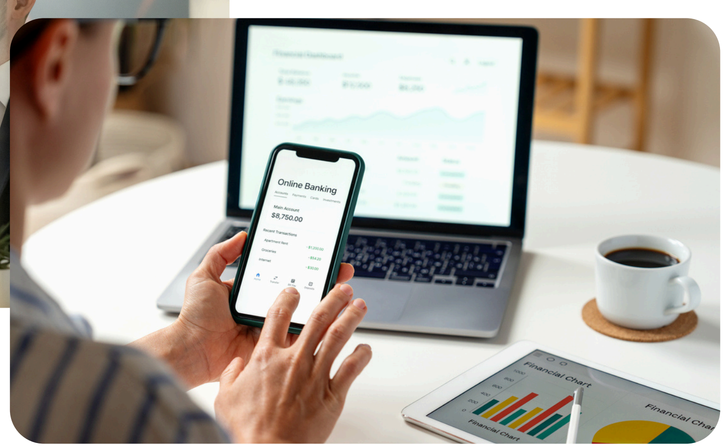

Executive Summary

Credit unions are navigating one of the most disruptive financial landscapes in decades. Members now expect seamless digital access, instant lending decisions, and personalized service — all while competitors range from national banks to fintech startups.

Where do credit unions stand today? Where are the hidden opportunities to grow member relationships and drive sustainable revenue?

BlastPoint analyzed aggregated data from our credit union partners to establish the 2025 Credit Union Benchmarks. These benchmarks offer leaders a rare, inside look at adoption rates across digital services, core products, and lending engagement. Unlike generic industry surveys, these benchmarks reflect real-world performance data — insights you can't find anywhere else.

The findings reveal a mixed picture:

- Strong digital adoption progress, but inconsistent execution across institutions.
- Solid checking penetration, but low credit card adoption threatens primary financial institution (PFI) status.
- Significant lending gaps, with auto, home, and HELOC penetration far below potential.
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The white paper not only highlights where credit unions excel and where they lag. It also outlines practical strategies to close the gap and thrive in a hyper-competitive marketplace.

Methodology

This benchmark draws on aggregated data from credit unions partnered with BlastPoint. The dataset includes adoption and product penetration rates for key offerings. Results are presented as averages across the cohort, without disclosing institution-level details.

Unlike publicly available industry reports, this benchmark captures real-world, institution-level performance data that credit unions can use to calibrate their own strategies.

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Benchmark Findings & Strategic Insights

1. Digital Adoption

The Data

- eStatement adoption: **39%** average, top performers **>50%**.
- Online banking activity: **46%** average, leaders **>69%**.

The Window of Opportunity

Digital adoption is no longer optional. Members who don't engage digitally cost more to serve, have fewer engagement touchpoints, and are harder to retain. According to recent industry studies, **~78% of credit union members** now expect digital banking experiences comparable to those offered by fintech contenders and major banks. Yet, **only 9%** of credit unions currently offer full digital lending experiences — a critical shortfall. Meanwhile, credit unions identified as digitally mature are reporting up to **2× the revenue growth** compared to peers who lag on digital maturity. These gaps represent not just convenience issues, but real revenue, retention, and competitive risk. (Analytic New, CUSO Magazine)

Solutions to Improve

- **Onboarding nudges**: Enroll new members into eStatements and digital banking by default, with opt-out options.
- **Incentives**: Offer small rewards (raffles, gift cards, environmental messaging) for switching to eStatements.
- **Lifecycle targeting**: Use data to identify digitally inactive members and send personalized tutorials or branch outreach.
- **Digital champions**: Train staff to guide members through app setup, online transfers, and bill pay.

Key takeaway: Treat digital adoption as the *prerequisite* for all other growth strategies. Without it, marketing ROI and cross-sell potential plummet.

Real-World Results

Credit unions and CDFIs, focusing on Low to moderate-income (LMI) members, leverage advanced data analytics and AI technologies to enhance personalized engagement. This data-driven approach leads to a remarkable 271% increase in engagement, dramatically improving outreach and financial inclusion for diverse LMI segments.
Download the case study to discover how AI-powered insights improved financial inclusion by 271%.

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2. Core Product Penetration

The Data

- Checking penetration: **54%** average, leaders **>72%**.
- Credit card adoption: **16%** average, top quartile **≈30%**.

The Strategic Context

Checking and credit cards are the “gateway products.” They cement PFI status, increase engagement, and serve as launchpads for cross-sell. Weak performance here signals risk of member attrition.

Solutions to Improve

- Product bundling: Offer benefits like early direct deposit, fee waivers, or overdraft protection when members open checking accounts.
- Card acquisition campaigns: Identify members who have external credit cards (via credit pulls or payment data) and target them with balance transfer offers.
- Youth & young adult products: Introduce low-limit or secured credit cards as “starter” products to build long-term loyalty.
- Engagement rewards: Incentivize members to use their CU card with cashback, double points, or charity tie-ins.

Key takeaway: Strong checking and card penetration is the single biggest predictor of long-term member relationships.

Real-World Results

Whitefish Credit Union partnered with BlastPoint to boost new member acquisition through smarter prospect targeting. Using AI-powered models, they launched two campaigns—one for checking, one for credit cards that led to a **54% increase in new accounts and $15K in marketing cost savings.**

BlastPoint | Whitefish Credit Union

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.

Drove Liquidity Improving Loan to Deposit Ratio

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.

Download the full case study to see how data-driven targeting delivers real ROI.

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3. Lending Products

The Data

- Auto loan penetration: **9%** average, leaders **>30%**.
- Home loans: **3%** average, peak **≈5%**.
- HELOCs: **2%** average, with high performance variation.

Where the Gaps Are Widest

Industry-wide loan growth has decelerated — recent figures are tracking at ~3.9%, well below the long-run average near 7%. Forecasts suggest modest growth (~5%) for 2025, but only among institutions pivoting effectively with digital tools and member-centric offerings. While average penetration of home loans and HELOCs remains low among our partners, there's clear upside: members are seeking financing solutions, and those credit unions that simplify application flows, strengthen dealer / realtor / mortgage partner relationships, and offer competitive, local value stand to win market share. (TruStage, America's Credit Union)

Solutions to Improve

- **Predictive analytics**: Use data to flag members most likely to be in the market for a loan (e.g., based on age, credit profile, recent life events).
- **Digital loan experience**: Simplify applications with mobile-friendly forms, pre-filled data, and instant pre-approval messaging.
- **Competitive campaigns**: Highlight lower rates, local service, and faster turnaround compared to big banks.
- **Dealer partnerships**: For auto loans, strengthen relationships with local dealerships to capture financing at the point of sale.
- **Homeownership pathways**: Educate renters with credit-building programs and first-time homebuyer seminars.

Key takeaway: Lending success is a *strategic necessity* for profitability. Institutions that fail to modernize digital lending will be left behind.

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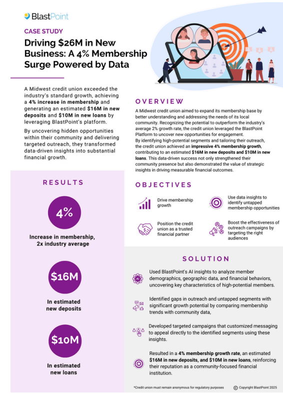
Real-World Results

A Midwest credit union exceeded the industry's standard growth, achieving a **4% increase in membership** and generating an estimated **$16M in new deposits** and **$10M in new loans** by leveraging BlastPoint's platform.



[Download the case study]() to learn how one CU unlocked $16M in deposits and $10M in loans using BlastPoint.

On-Demand Insights

Credit unions face rising pressure to deliver personalized, high-impact member experiences. In this session, industry leaders share proven strategies for:

- Growing share of wallet with data-driven engagement
- Lowering CAC by ~85% through smarter marketing spend
- Spotting early conversion or attrition signals
- Automating onboarding and reboarding journeys
- Converting indirect borrowers into loyal, multi-product members
- Applying AI/ML where it drives the greatest ROI
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[Watch the webinar on-demand]() to learn how leading credit unions are transforming data into loyalty.

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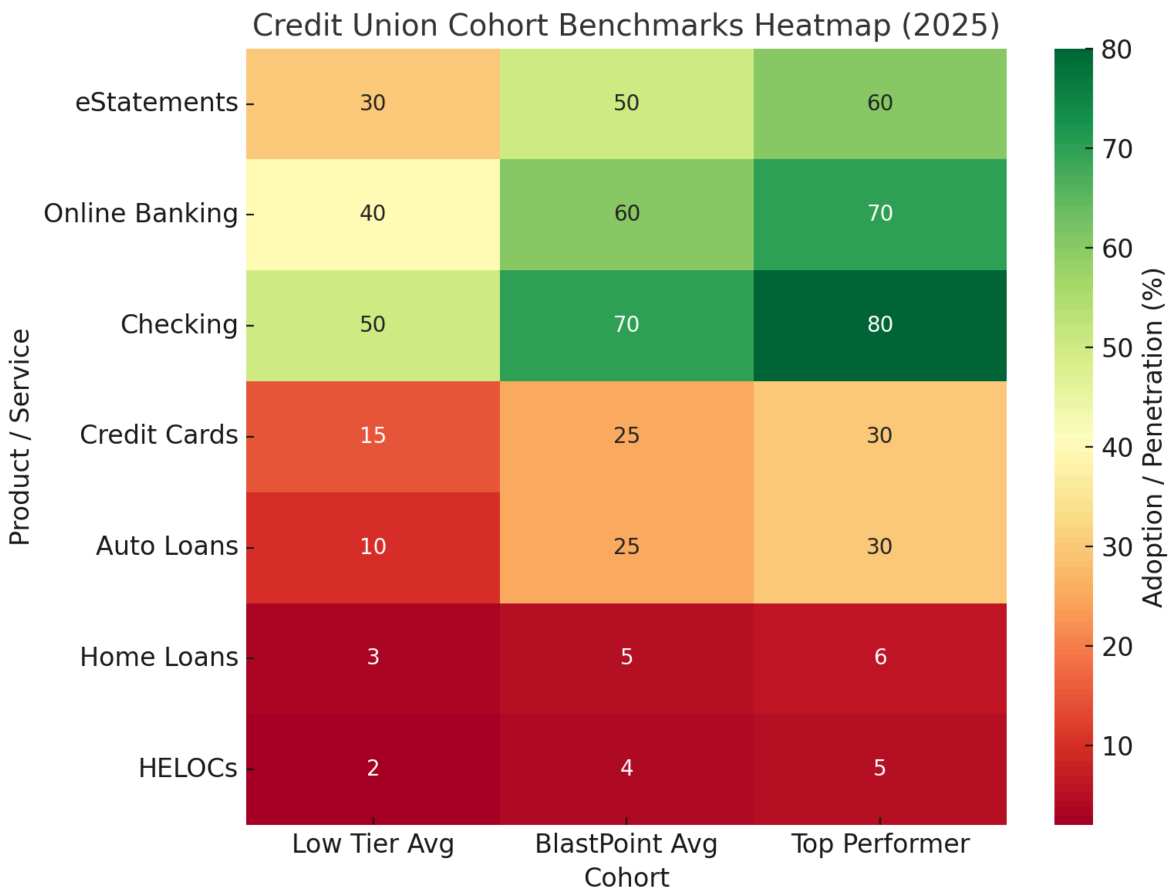
Where Do You Stand?

These benchmarks allow credit unions to ask tough but necessary questions:

- Are we leading, lagging, or stuck in the middle of the pack?
- Which product gaps represent the biggest growth opportunities?
- Do our digital investments translate into real adoption and engagement?



Strategic Takeaways

1. **Digital adoption is the baseline for member engagement.** Without it, retention and cross-sell are limited.
2. **Checking and credit cards are the gateways to deeper relationships.** Strengthen these products first.
3. **Loans are the growth engine.** Streamline processes and personalize outreach to close the lending gap.
4. **Benchmark annually.** Track your improvements against industry peers to guide strategic planning.

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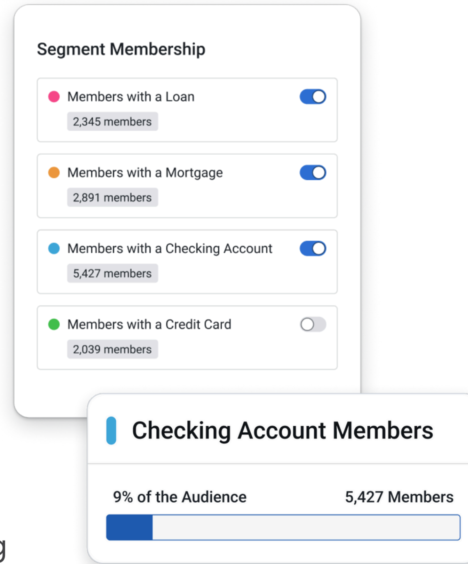
How BlastPoint Can Help

Turning benchmarks into action requires more than numbers — it requires intelligence, strategy, and tools that fit credit unions' realities. That's where BlastPoint comes in.

1. Member Intelligence

BlastPoint's platform aggregates and analyzes data from multiple sources to build a 360° view of your membership. We help you answer critical questions:

- Who is most likely to adopt digital services like eStatements or online banking?
- Which members are prime candidates for a new checking account, credit card, or auto loan?
- Where do you have underserved segments (e.g., younger members, indirect borrowers, renters) that represent growth opportunities?

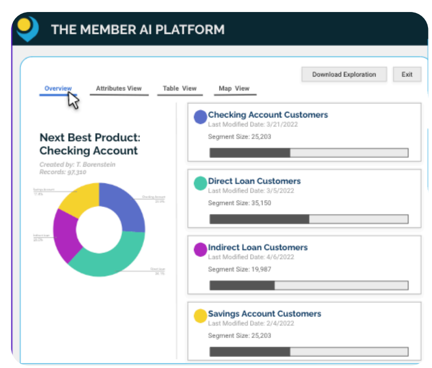


This intelligence allows you to segment and prioritize, ensuring your resources are focused where they'll make the greatest impact.

2. Next Best Program (NBP)

Our Next Best Program recommends the right product for the right member at the right time. By combining predictive analytics with behavioral insights, NBP can:

- Surface members most likely to convert on a loan offer.
- Suggest cross-sell opportunities (e.g., linking credit cards with checking accounts).
- Identify "reboarding" opportunities to re-engage inactive or at-risk members.



The result: higher conversion rates, deeper relationships, and more efficient marketing spend.

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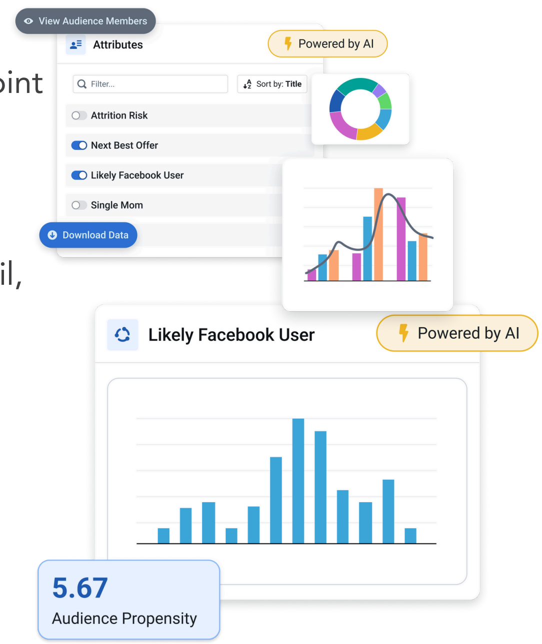
Our Approach

BlastPoint analyzed member data to improve Next Best Product outreach by segmenting members into five product groups and assigning propensity scores. This helps credit unions target the right members with the right offers, boosting efficiency and conversion. [Download the placemat](#) to see how segmenting members into five product groups with propensity scores can improve Next Best Product outreach and drive higher conversions.

3. Campaign Execution & Personalization



Insights are only valuable if they can be acted upon. BlastPoint makes execution simple by:

- Providing ready-to-launch audience lists segmented by likelihood to adopt a product.
- Integrating with your existing marketing platforms (email, SMS, direct mail, call center).
- Delivering tailored campaign recommendations (timing and channels).

This ensures your teams can move quickly from insight to action, without adding to their workload.

Real-World Results

A major credit union in the Northeast partnered with BlastPoint to drive member engagement and grow share of wallet. By leveraging advanced analytics and member segmentation, the credit union targeted key demographics and behaviors to achieve 92% higher click-through rates and a 70% reduction in Email campaign costs. [Download the case study](#) and learn how a Northeast CU boosted engagement while slashing campaign costs.

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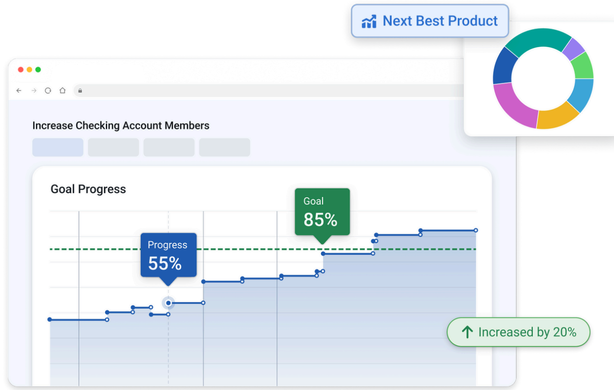
4. Measuring Impact

BlastPoint doesn't stop at recommendations. We track outcomes so you know what's working. Our platform gives you:

- Campaign performance dashboards.
- ROI metrics that connect member engagement directly to revenue growth.



Don't just measure — act.

BlastPoint helps credit unions turn benchmarks into growth with predictive insights, targeted campaigns, and measurable results.

Contact BlastPoint

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