BlastPoint

CASE STUDY

ROI in 17 Days: How a Regional Credit Union Achieved Campaign ROI in Just 17 Days

OVERVIEW

A regional credit union partnered with BlastPoint to modernize how they built and targeted campaign audiences. Previously reliant on manually pulled lists and internal data alone, they lacked visibility into true purchase intent and needed to move faster with greater precision, especially in seasonal lending campaigns.

Within just 17 business days of implementing BlastPoint, the team launched two campaigns and achieved measurable, benchmark-beating results. The Auto Refinance campaign delivered exceptional performance, **achieving a 50% open rate** — well above their 30% benchmark — and generating click-through performance **four times higher** than their typical results.

OBJECTIVES

Build a repeatable, scalable segmentation process

Improve targeting precision using behavioral and third-party indicators

Meet or exceed established email performance benchmarks

SOLUTION

BlastPoint helped the credit union move from platform access to measurable results in just 17 business days by improving data usage, audience precision, and campaign efficiency.

Smarter Data Targeting
The team blended internal customer data with third-party behavioral indicators, including "Bank loan used to purchase vehicle" and in-market signals to create a more complete, 360-degree view of each member. This level of segmentation was not possible prior to implementing BlastPoint, enabling the team to identify high-intent borrowers with far greater precision and significantly strengthen refinance campaign performance.

Stronger Audience Controls
By refining exclusions, such as removing existing direct auto loan holders and unengaged members, the team reduced wasted outreach and improved engagement quality. This tighter targeting not only boosted performance but also supports long-term efficiency by lowering expansion and retention marketing costs.

Streamlined Segmentation
Reusable templates and standardized rule structures simplified campaign builds, reduced manual effort, and created a repeatable, scalable framework for future campaigns.

RESULTS

17 days — from BlastPoint platform access to delivering measurable ROI

50% — open rate, exceeding the credit union's benchmarks of 30% open