

CASE STUDY

Driving New Member Growth in Missoula with Data-Driven Segmentation



OVERVIEW

When **Whitefish Credit Union** opened its new branch in Missoula, Montana, the marketing team needed a strategic, data-backed approach to grow membership quickly in a new market. Partnering with BlastPoint, Whitefish built a targeted prospect audience and executed a product-focused direct mail campaign that resulted in **\$870K in new deposits within just two months of launch.**

SOLUTIONS

Outreach Optimized through Segmentation
Using the data on their Missoula Prospects, Whitefish was able to create a narrow segment of prospects likely to open a CD and bring deposits to the credit union. They were able to create a lookalike audience that resembled their members who already had CDs to create a data informed approach for this segmentation. This allowed them to save on outreach costs and optimize ROI.

Data Driven Messaging

Once they identified their ideal segment of prospects, they used insights from the additional data provided by BlastPoint about their prospects to inform their messaging for their marketing collateral.

These data informed appeals helped them reach high value prospects who brought significant investments to the organization.

RESULTS

Whitefish's partnership with BlastPoint produced immediate and measurable impact:

\$870K

in new deposits from the CD mailer campaign within two months of launch

17%

increase in members whose listed city is Missoula

