



Case Study: Pen Air Federal Credit Union

Pen Air Uses Analytics to Facilitate Sweepstakes and Validate Marketing Spend

Overview

Credit Union Profile

Pen Air FCU is the largest, oldest, and an extremely progressive, credit union in Pensacola, Florida with \$1.2 billion in assets and 18 locations in Northwest Florida and Southeast Alabama, including three student-run credit unions at area high schools. The credit union has been serving its member communities since 1936.

Pen Air recently went through a rebranding project to better reflect its mission, vision and core values across a membership that today represents over 1,000 different SEGs.

In an effort to strengthen community ties, the credit union formed a relationship in 2012 with the Pensacola Blue Wahoos, the Double-A minor league baseball affiliate of the Cincinnati Reds. Pen Air saw a tight

cultural fit with the team based on a mutual commitment by the organizations to community and family values. Initially, the credit union worked with the team to place ATMs in multiple locations throughout Pensacola Bayfront Stadium where the Blue Wahoos play, and soon after created an affinity card program with the team.

In conjunction with the rollout of their new brand, Pen Air recently conducted a sweepstakes contest that awarded one lucky member with four season tickets for the Blue Wahoos' upcoming 2016 season. The credit union leveraged PSCU's DataVue analytics solution to facilitate the selection of the contest winner and to validate the effectiveness of their advertising investment at the stadium.

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Pen Air worked with the Wahoos organization to identify the merchants (and their IDs) with locations at the stadium. This information was then used to build a DataVue report of all their members' transactions conducted at the ballpark during the sweepstakes period and to ultimately provide the pool of member names used in the drawing.

Results

Once all the marketing and awareness strategies were executed during the sweepstakes campaign, Pen Air used PSCU's DataVue data mining solution to quickly extract the names of their members with transactions at the stadium during the contest period. The tool effectively addresses the need by credit union marketers and strategists to create custom insights and queries.

Pen Air's report was available almost immediately at the close of the sweepstakes and enabled Pen Air to quickly draw the name of the winning member, and make an announcement at a Blue Wahoos game soon after the contest ended.

"DataVue actually enabled us to have this contest. The effort to obtain the data for transactions on both debit and credit would have been too cumbersome without it," said Pam Hatt, Director of Marketing for Pen Air.



Nearly 15 million accounts are updated each week and 25 million transactions loaded to DataVue daily. Some examples of other uses of DataVue include:

- Validate an ATM placement strategy, thanks to richer information about members' foreign ATM transactions
- Convert unprofitable, inactive cardholders into active, engaged members with campaigns to increase transactions and balances
- Increase credit card program profitability by identifying active, creditworthy cardholders with high utilization percentages and extending offers for credit line increases

Pen Air is developing new campaigns and strategies for using DataVue and will also use the tool to continue to track their members' card transaction volume at the Wahoos ballpark and look for correlations between cardholder usage and how it aligns with their advertising and marketing efforts at the Wahoos' games.