



FCCU wanted to grow membership  
as well as boost auto loan, home loan,  
and credit card applications.

To do so, FCCU partnered with Feathr to run  
multiple retargeting ad campaigns, which  
resulted in 612 completed applications over  
a seven-month period.



3.2M

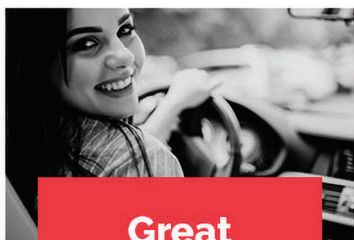
Total Ad  
Views

612

Completed  
Applications

\$69.25

Average  
Cost Per  
Acquisition



**Great  
vehicle rates  
are just a  
few clicks  
away!**

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Terms Apply.

Retargeting ad from FCCU to grow membership  
and boost loan and credit card applications

#### ABOUT FCCU

First Community Credit Union serves more than 140,000 members in the Greater Houston area. Being one of the largest credit unions in its market, FCCU is poised for rapid growth in what it calls the "people-helping-people business."

#### HEADQUARTERS

Houston, Texas

#### USE CASE

Growing membership and  
driving loan applications

#### PRODUCTS USED

Feathr Flights & Services

#### ABOUT FEATHR

As a credit union, there's a good chance you're sitting on a virtual goldmine of web traffic and member data, but driving and tracking conversions can be a struggle.

Find out how Feathr's robust platform and team of campaign experts can help you earn new members, cross-sell existing ones, and prove end-to-end ROI.

Request a demo at [sales@feathr.co](mailto:sales@feathr.co)



#### CASE STUDY

# First Community Credit Union uses Feathr to grow membership and boost completed applications





## A growth mindset

While serving more than 140,000 members in Greater Houston, First Community Credit Union (FCCU) wanted to serve even more. In 2021, their main initiatives were to grow membership and increase the number of completed auto loans, home loans, and credit card applications. One of the most effective methods FCCU used to accomplish their objectives was digital marketing.

"Most credit unions are late to the game when it comes to using digital media," said FCCU's Executive Vice President and Chief Marketing Officer, Nancy Trennel. "We wanted to get and stay ahead of the curve by being proactive with digital media. Some of our digital marketing efforts were done on our own, and some were done through an agency. However, we weren't seeing the level of results that we wanted compared to the amount of money we were spending."

Moreover, Trennel was looking for more than mere vanity metrics. She wasn't interested in views and clicks, since they don't always translate into conversions.



"I want the rest of the story of what happens after a click," said Trennel. "I want to know where the visitor landed within my website when they clicked on an ad. I want to know whether they started an application. I want to know whether they finished an application. Ultimately, I want to know how many people who saw our ad actually became a member, opened a new loan, or opened a new credit card. That's exactly the type of information that Feathr provides."

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Nancy Trennel, EVP/CMO of First Community Credit Union





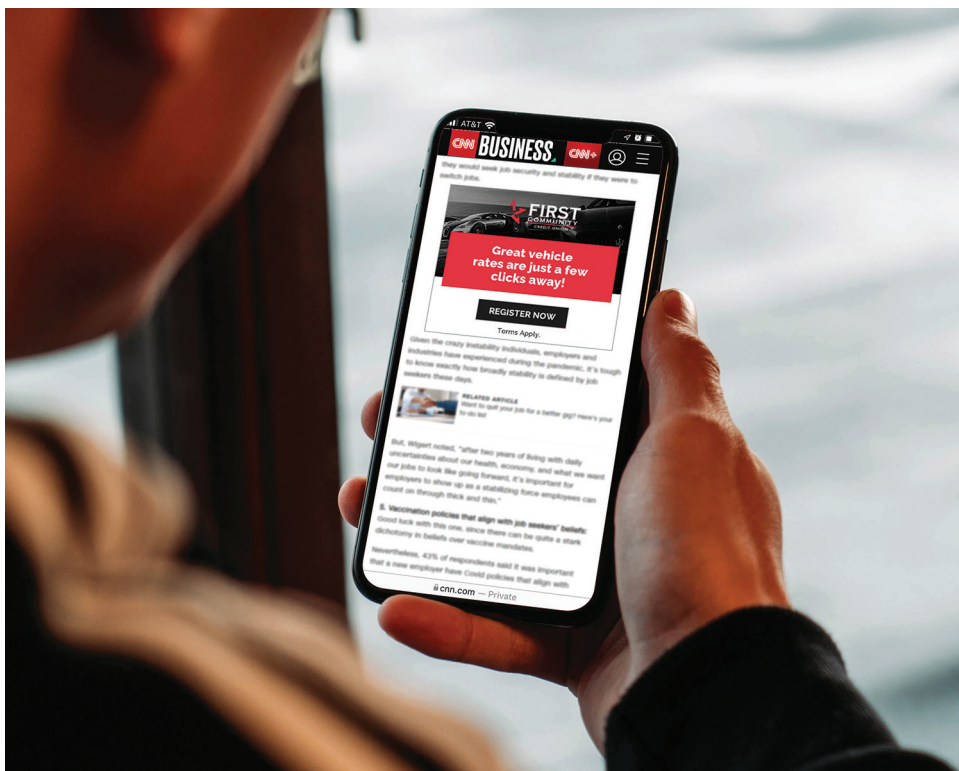


## Leveraging an expert team

FCCU uses Feathr Services, which functions as a partner that plans and executes campaigns on FCCU's behalf.

"I believed that the best way to work with Feathr is to use Feathr Services," said Trennel. "It makes things so easy when Feathr's in-house team of professionals handles the work for us. They started by discovering what our needs were and how we wanted to be represented in the digital media world. After they learned from us, they built the ads and brought them to us for our approval. Nothing could've been easier."

Whenever Trennel wants to see the results of a campaign, she simply logs into her Feathr account. "Access to a very informative portal is something you don't typically get when you work with an agency. It's a huge plus," said Trennel. "I can look at any individual's full journey starting from when they clicked an ad. I can see where they landed on my website and, if they left, I can see where they went and what they've been doing up until the time they came back to complete an application. And, I can clearly see the associated costs."





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## Fuel for continued growth

During a seven-month cycle of campaigns, their ads reached approximately 600,000 unique people across the internet. They also served more than 3.2 million impressions. Collectively, campaigns resulted in an estimated 612 total conversions with ad click-through rates between 0.39 and 2.39 percent, which far exceeds the industry benchmark of 0.2 percent.

Feathr reported that the top converting ads were from application abandonment campaigns. These campaigns demonstrated that retargeting people who started but didn't finish an application is a powerful tool for credit unions.

Trennel is so satisfied with the results that Feathr has delivered that she increased the number of campaigns in FCCU's renewed contract with Feathr.

"With our new campaigns, all we need to do is share our goals and the targeted demographics with the Feathr team, and they handle the rest," said Trennel. "Together, we've learned a lot during our first year with Feathr. With knowledge of what works and what doesn't, we will be tweaking our campaigns so that we get even better results in our second and third years."

Trennel loves Feathr because it's cost-effective, it delivers results, and it gives her more data about her marketing efforts than she's ever had before.

"I recommend that other credit unions use Feathr because the folks at Feathr are on top of their game," said Trennel. "They're remarkable members of our extended team."

**"More than anything, I wanted to get past vanity metrics like clicks and get the whole story of our digital marketing efforts. That's what Feathr delivers: the whole story."**

Nancy Trennel, EVP/CMO of First Community Credit Union



## Exterior Panels

The image displays three print-ready layouts for a digital marketing campaign. Each layout includes a top color bar and a bottom registration mark. The first layout on the left is a light blue background with a top image of hands stacked in a circle. It contains text about FCCU's goals and a partnership with Feathr. The middle layout is a white background with a top image of a woman smiling. It features a table of campaign results, a testimonial from FCCU, and contact information for Feathr. The third layout on the right is a white background with a top image of a diverse group of people. It includes a headline, a sub-headline, and a call to action. All three layouts have a footer with the text "Feathr - First Community Credit Union v2\_page 5x7.indd 1" and a date/time stamp "3/3/2022 3:13:29 PM".

## Interior Panels

FEATHR BY FIRST COMMUNITY CREDIT UNION | INTERACTIVE AND CONVERSION TRACKING CASE STUDY

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FEATHR BY FIRST COMMUNITY CREDIT UNION | INTERACTIVE AND CONVERSION TRACKING CASE STUDY

## Fuel for continued growth

During a seven-month cycle of campaigns, their ads reached approximately 600,000 unique people across the internet. They also served more than 3.2 million impressions. Collectively, campaigns resulted in an estimated 632 total conversions with ad click-through rates between 0.39 and 2.39 percent, which far exceeds the industry benchmark of 0.2 percent.

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Feathr - First Community Credit Union | gptid: 3c473d0d\_4

5/15/2023 5:15:23 PM

Feathr - First Community Credit Union | gptid: 3c473d0d\_5

5/15/2023 5:15:23 PM

Feathr - First Community Credit Union | gptid: 3c473d0d\_6

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