



Increased Loan Growth Through Targeted Prescreened Outreach

Established in 1934 by a small group of Humble Oil employees, Energy Capital Credit Union (ECCU) was formed as their founders searched for financing alternatives that were less harsh than the lending practices of loan sharks—the most common form of financing at the time. Today, ECCU's main purpose is to help their more than 19,000 members realize their dreams through a full suite of financial products, including a range of lending solutions.



About Energy Capital Credit Union

- Established in 1934
- \$271M in assets
- Headquartered in Houston, TX
- 3 locations | www.eccu.net

Challenge

Energy Capital Credit Union knew that several of their current members had auto loans with other loan providers or competitive institutions in their market. The credit union was using internal resources to build a campaign aimed at capturing more of those loans through a refinancing offer, but with dueling priorities, the institution was having difficulty getting it off the ground.

“We jumped at the opportunity to take early advantage of the integrated solution to launch our first prescreened auto lending campaign which has already helped us work faster and smarter. Once everything was in place, launching our campaign in MeridianLink Engage was as easy as ordering lunch from DoorDash®!”

—Katrina Esco

Vice President of Marketing, Energy Capital Credit Union

Solution

While the institution had been using MeridianLink Engage to send targeted campaigns to their members since early 2021, the functionality to use it for a targeted prescreened lending campaign was not available until January 2022. So, when MeridianLink announced the new integration to its loan origination software, ECCU jumped at the chance to move their campaign along!

Through a combination of MeridianLink Engage's smart targeting and Experian's® prescreen capabilities, the product identified nearly 700 member accounts that were making payments to alternative loan providers and met ECCU's prescreen lending requirements. MeridianLink Engage designed an action plan for this member group including a targeted multichannel campaign offering a low rate to refinance and a bonus \$50 gas gift card.

Through integrations with MeridianLink Consumer and MeridianLink Portal, the members received personalized URLs (PURLs) to accept their offer through a pre-filled application for a frictionless member experience.

Results

The 3-month campaign launched in January 2022 and ran through the end of April 2022. At the end of the in-market period, the campaign achieved:

511% ROI including:

- + **11%** target audience PURL engagement
- + **2.5%** of total audience qualified by opening new auto loans
- + **20** loans valued at \$853,000 in balances

In addition, members of the target audience also opened alternative products including personal loans, home improvement loans, and new checking products valued at \$410,000 in balances.

Future Plans

Following the success of their campaign, the credit union plans to execute additional prescreen campaigns including one focused on promoting their credit card offerings.