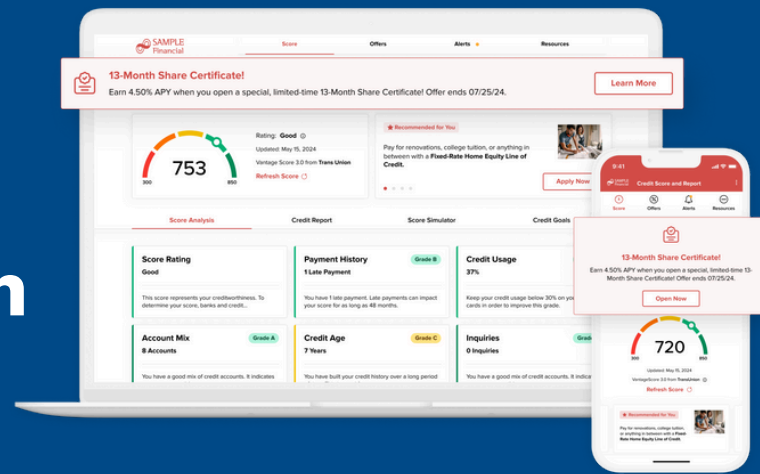


HawaiiUSA Federal Credit Union



AT A GLANCE

About HawaiiUSA Federal Credit Union

- Digital Banking Users: 70,781
- Assets: \$2.3B

SavvyMoney Partnership

- Launched in 2021
- Alkami Platform

Results:

\$1.3M+
IN NEW DEPOSITS

"Our partnership with SavvyMoney has been instrumental in achieving our strategic goals. By leveraging their platform's targeted marketing capabilities, we were able to drive significant deposit growth and enhance our competitive position in a dynamic market environment. Moreover, SavvyMoney's collaborative and enjoyable approach to partnership has made our journey even more rewarding."

Jon Hanai
Product Marketing Manager

OPPORTUNITY

HawaiiUSA Federal Credit Union was looking to enhance engagement among its digital banking users while also expanding its deposit products to remain competitive in an evolving market landscape. Recognizing the importance of data and strategic marketing, the credit union aimed to identify and convert eligible members into long-term deposit products.

SOLUTION

To achieve their objectives, HawaiiUSA FCU optimized the custom ad space within the SavvyMoney Credit Score solution. For 45 days, the credit union presented a 13-month share certificate offer and promoted it to all active SavvyMoney credit score users.

IMPACT

The targeted display ad campaign proved to be highly effective, more than 6.4% of members saw the advertisement. Most importantly, the campaign led to 40 new deposit account openings, totaling nearly \$1.3 million in new deposits. By leveraging SavvyMoney's targeted marketing capabilities and data-driven insights, HawaiiUSA Federal Credit Union successfully expanded its deposit portfolio. The substantial deposit growth achieved through the campaign strengthened the credit union's competitive position in a rising rate environment, showcasing the power of SavvyMoney's partnership and innovative marketing tactics.