

# Amplify Credit Union Ramps Consumer Engagement with LiveReveal

## Goals

- Increase new location foot traffic with interactive marketing messaging
- Notify credit union members and prospective members of new Austin-area location
- Collect 3,000+ opt-ins for future promotions

Forty-nine years ago, ten employees of the Office Products Division of IBM founded the IBM Texas Employees Federal Credit Union in Austin, Texas. In 2006, the name was changed to Amplify Credit Union following an opening of membership to anyone who lives, works, attends church, or school in Travis, Williamson, Hays, Caldwell and Bastrop counties in 2004. As a member-owned cooperative, credit union members see benefits passed along in the form of lower rates on loans and higher rates of return on deposits.

Growing to over seven Austin-area locations and \$800 million in assets, Amplify has witnessed substantial growth by keeping members happy with a friendly branch atmosphere, a broad selection of financial services, and 24/7 online and mobile banking options. Earlier this year, Liveclicker technology was embedded in the online promotion of a new Amplify Credit Union location to over 57,000 current members and credit union prospects. Using LiveReveal, members and prospects clicked a link in a text during their customer journey to see a scratch-to-reveal image that displayed various prizes, enticing openers to come into the new location. Prize winners saw one of 3,000 prizes ranging from Amplify umbrellas to custom-made handbags.



*“Liveclicker gave us the ability to run a promotion that merged the physical and digital channels. We needed to gain text opt-ins and then put them on a journey so we could foster the lead digitally even after claiming the prize in our branch location. Prior to this we did not have the ability to integrate mobile channels in promotional efforts.”*

- Lisa Nicholas, Sr. VP - Chief Digital Officer for Amplify Credit Union



## Results

- Almost 300 prizes reserved with an immediate 30% redemption on reservations
- 84 attributed visits to the new location from the email campaign
- First ever integration of the mobile channel with promotional efforts

## About Amplify Credit Union

Amplify Federal Credit Union is a financial cooperative owned by its members. With more than 57,000 members and growing every day, Amplify helps its customers look for ways to spend less time dealing with their finances, and more time enjoying what their money can do for them. Amplify has been an Austin Credit Union for 49 years. The company started as IBM Texas Employees Federal Credit Union in 1967, and in 2004 opened membership to anyone who lives, works or attends school in Travis, Williamson, Hays, Caldwell and Bastrop counties. In 2006 the name changed to Amplify Federal Credit Union to emphasize their commitment to helping people, all Austin-area residents. Amplify is very proud to be a part of the Austin, Texas community.

## About Liveclicker

Liveclicker delivers rich customer experiences for leading brands across email and the web. Its RealTime Email solution brings static emails to life with content updated dynamically at the moment of open. The company, founded in 2008, helps clients such as Costco, Bed Bath and Beyond, Petco, eBags, Canadian Tire, Best Buy, 1-800-Flowers, and Under Armour drive higher consumer engagement and conversion.