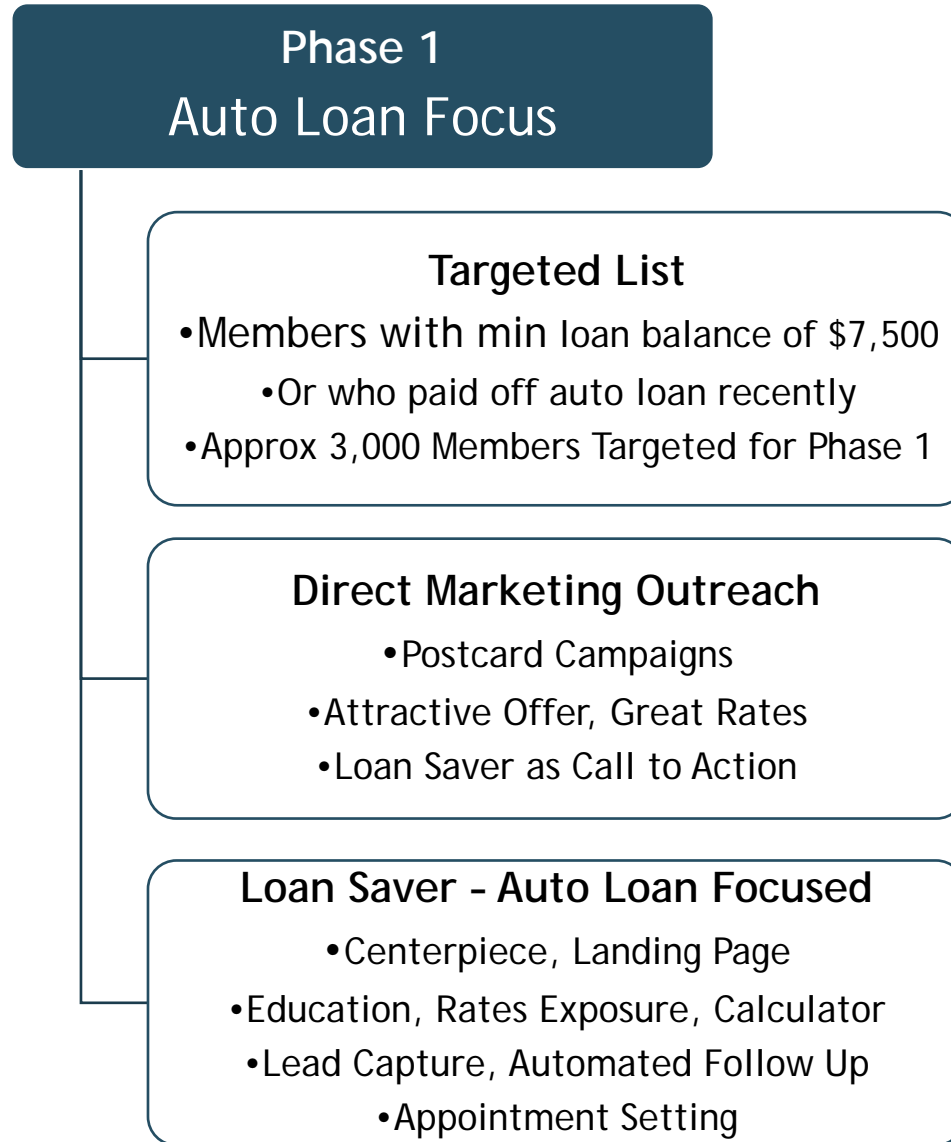


Loan Saver Case Study -

Northern Credit Union 2016, 2017 and beyond



Loan Saver Targeted Promotional Campaigns



Loan Saver Promotion Phase 1

A white, scruffy-haired dog with its tongue out, looking out of a car window. The dog is wearing a red collar. The background is a blurred green landscape.

Want to be happier than
a dog on a road trip?

We might be able to lower your payment if you refinance your auto loan with us. **Plus, get a \$100 Gas Gift Card and no payment for 30 days!**

Loan Saver Promotion Phase 1

<<NAME>>, for a limited time you can get a **bonus \$100 Gas Gift Card** when you get an auto loan with Northern Credit Union!

- Rates starting at 2.95% APR*
- Flexible terms from up to 72 months
- No payments for 30 days
- Apply and sign online



Banking on Excellence™

120 Factory Street
Watertown, NY 13601

Get a bonus **\$100 Gas Card!**

Here's a payment scenario example:

Sample Balance:	APR starting at:	Term:	Monthly Payment:
<<Balance>>	2.95%	72 months	<<Payment>>

Want to find out how much you can save on your auto loan?

Call: 315.782.0155

Click: www.mynorthern.com/loansaver

Visit: any of our seven branches



*APR = Annual percentage rate. APR and loan pending underwriting, vehicle age, credit review and subject to approval. Payment scenario is solely an example. The as low as rate of 2.95% APR is based on a term of 72 months for qualified borrowers. Maximum term of 72 months. No down payment required. \$10,000 minimum loan required to obtain gift card. Northern Credit Union loans are ineligible. Federally Insured by NCUA. Offer ends July 31, 2016 and can end at anytime. 5.19.16.

Loan Saver Promotion Phase 1

[RATES](#)[APPLY](#)[JOIN](#)

Auto Loan Saver® - Your Key to Saving Money

[Start](#) [Years 2014-2016](#) [Years 2010-2013](#) [2009](#) [2008](#) [Years 2007 & Older](#) [Request Savings](#)

Find Out How Much Money You Could Save with Northern!

1) Enter Your Auto Loans & Click "Calculate" to View Potential Savings

Click on each tab above and enter all your auto loans from other financial institutions.

I would describe my credit as:

2) Enter Your Contact Information

Go to the "Request Savings" tab and fill in the form.

3) Click the "Request Savings Proposal" Button

If you have entered all your loans, click "Request Savings Proposal."

Any information you submit will remain confidential and will be used for the purpose of communicating loan options.

Ready? Click Next to get started.

[Next >>](#)

*The APR shown above reflects the current minimum rates offered. The APR may be adjusted based on individual's credit report, credit score, term, loan-to-value, and debt-to-income ratio. Please contact a loan officer to determine the rate and term for which you qualify. All rates shown are subject to change without notice. This calculator is solely for information purposes and are not a guarantee of financing.

[Email](#) [Facebook](#) [Tweet](#) [Google +](#) [ShareThis](#)

Phase 1 Results

Phase 1 Results

Auto Loans Captured

- 63 new loans and more than \$920,000 in new and refinanced auto loans.

Interest Revenue

- Average loan duration of 4.5 years at 7% APR, earning \$104,498 in interest during the first two years.

Return on Investment

- Taking into account auto and other loan types, and full campaign costs, the campaign paid for itself in two months.

Loan Saver Targeted Promotional Campaigns

Phase 2 Broader Relationship Focus

Direct Marketing Outreach

- Postcard Campaigns, web promotions
 - Broader Audience Outreach
 - Attractive Offer, Great Rates
 - Loan Saver as Call to Action

Mutli-Product Loan Saver

- Centerpiece, Landing Page
- Education, Rates Exposure, Calculator
- Lead Capture, Automated Follow Up
 - Appointment Setting

Loan Saver Promotion Phase 2

EXIT ONLY

Rates as low as

**2.95%
APR***

on new or refinanced auto loans.

Low APR. Low payments.
Quick approval and closing.
Plus, get **\$75 BONUS CASH.***

 **Northern**
CREDIT UNION

Loan Saver Promotion Phase 2

<Name>, for a limited time you can get **\$75 BONUS CASH** when you get an auto loan with Northern Credit Union!

- Rates as low as 2.95% APR*
- Flexible terms up to 72 months
- Apply 24/7/365 online, mobile or over the phone
- Get instant approval with most loans completed in less than 24 hours
- Sign documents via email using DocuSign®
- Automatically schedule loan payments

Here's a payment scenario example:

Sample Balance:	APR starting at:	Term:	Monthly Payment:
<Balance>	2.95%	72 months	<Payment>

Check out all the offers you can drive away with when you bank with Northern Credit Union.

- **\$25 CASH BONUS** when you open a Northern Credit Union ATIRACredit Platinum Rewards Mastercard
- **\$150 CASH BONUS** when you get a Home Equity Loan or Line of Credit
- **\$250 CASH BONUS** when you get a Mortgage with our Home Lending Team


Want to find out how much you can save on your auto loan? Call 315.782.0155, click www.mynorthern.com/loansaver or visit any of our branches.

*APR = Annual percentage rate. APR and loan pending underwriting, vehicle age, credit review and subject to approval. Payment scenario is an example. 2.95% APR is based on a term of 72 months for qualified borrowers. Maximum term of 72 months. \$7,500 minimum loan required to obtain bonus. Bonus is deposited in member's checking account within 30 days of loan funding. Cash bonuses are non-combinable with offers. Offers are non-transferable. Member is responsible for completing a MISC1099 for tax purposes on incentives. Current Northern Credit Union loans are ineligible. Federally Insured by NCUA. Offer ends 12/31/16 and can end at anytime. DocuSign is a registered trademark of DocuSign Inc. 9.17.16.



Loan Saver Promotion Phase 2

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Northern
CREDIT UNION
Banking on Excellence™

CHECKING SAVINGS MORTGAGES LOANS NEXT INVESTMENTS ESERVICES RESOURCES ABOUT US CEO CORNER

[Home](#) > [Loans](#) > Loan Saver

See the Savings with Loan Saver!

By banking with Northern Credit Union you can take advantage of a wide variety of low loan and credit card rates. In fact, our rates are typically considerably lower than those offered by other national, community, and local banks, and other lenders.

To see how much you could save by moving your loans to Northern, please fill out the **quick 5 minute** form below! You will immediately see the potential savings of switching to Northern. Once you submit your info, we will contact you to discuss the best way to maximize your savings. We value your relationship and take our responsibility to help you save money seriously. Every penny helps and we want to help you find those pennies!

Get started with Loan Saver now!

Loan Saver® - Your Key to Saving Money

Get Started Auto Loan **Home Equity Loan** HELOC 30-Year Mortgage 15-Year Mortgage Credit Card Personal Loan Student Loan

Request Savings

Enter Your Home Equity Loans

▶ Home Equity Loan Example

▼ Home Equity Loan 1

<input type="text" value="22,000"/> Current Balance	<input type="text" value="6.50"/> Current APR*	3.25% Northern CU APR*	<input type="text" value="60"/> Remaining Term (Months)
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Calculate ▶ **\$1,962**
Potential Savings for moving your Home Equity Loan to the Credit Union.**

+ Enter Another Home Equity Loan

▶ Home Equity Loan 2

▶ Home Equity Loan 3

Estimated Home Equity Loan Savings: \$1,962**

Combined Savings:** \$1,962

Next >>

*The APR is the fixed Home Equity advertised rate and can vary based on creditworthiness, equity, and terms of the loan. Rate specified is "as low as" rates and do not constitute loan approval. Rate quoted is for 80% LTV, Alternate rates available for LTVs of up to 100% of home's value. No closing costs as long as line remains open for 36 months. Rates and terms are determined by overall credit history, loan-to-value and type of property. Conventional stick built residences and seasonal residences only. See Credit Union for details.

** Rates current as of 5/3/17. The APR shown above reflects the current minimum rates offered. The APR may be adjusted based on individual's credit report, credit score, term,

Phase 2 Results

Phase 2 Results

Auto Loans

- \$2.2 million in additional auto loan business
- Fourth quarter promotion alone captured \$1.3 million in new or refinanced auto loans

Signature Loans

- 60 signature loans totaling \$420,281 with full-term interest income equaling \$73,683

Credit Lines

- 3 home equity lines of credit totaling \$120,600 with full-term interest income minus incentives equaling \$10,287
- 9 credit cards for \$85,500 in credit line value

Loan Saver Targeted Promotional Campaigns

Phase 3 and Beyond

Q1 2017

- \$500,000 in auto loans
- \$434,000 in secondary product loans
- 21 Auto loans
- 5 HELOCS
- 15 signature loans
- 9 "toy" loans

Expansion Plans

- Expanding loan recapture program to mortgages, student loans and credit cards.
- Planning to do these campaigns twice yearly with separate promotions for each credit type.