

# Identify.

## Credit Union Member Analysis

### About Credit Union Member Analysis.

Get the tools you need to develop strategies that will achieve your goals and objectives. Our Member Analysis Reports will provide you with an in-depth understanding and knowledge of your membership, wallet share growth, member loyalty and retention strategies – all designed to help you develop accurate and productive marketing plans.

### Benefits of Credit Union Member Analysis.

Report results will help your credit union determine:

- Which household segments have been captured
- Where growth opportunities exist in your market
- Key market opportunities
- Member retention strategies
- Strategies for specific segments

### Features.

Using your credit union's database, Marketing Solutions conducts a thorough member analysis and develops the following reports:

- Segment Structure Analysis – Provides an overview of your entire membership base grouped by household age and income
- Percent of Market Household Analysis – Compares your members to the market average using pre-constructed household segments
- Member Profile Analysis – Breaks down households into the top 5%, 10%, 20%, 50% and the bottom 20%
- Loyalty Matrix Analysis – Used to illustrate members' level of commitment



## About Us.

### CU Solutions Group

CU Solutions Group helps its customers serve, grow and build financial strength by offering solutions that manage strategies pertaining to technology, marketing, membership enhancements and performance management.

### Marketing Solutions

Marketing Solutions is a comprehensive marketing agency specifically designed to help you and your credit union with your marketing goals. We offer you experienced client managers, consultants, market research professionals, writers, designers, media planners/buyers and print craftsmen.

Our objective is to make your project enjoyable, convenient and successful. Unlike other agencies, Marketing Solutions understands financial products, the credit union industry and most importantly, credit union members.

### For more information:

To learn more about Marketing Solutions and our quality products and services, please:

- Visit [www.cusolutionsgroup.com](http://www.cusolutionsgroup.com)
- Call your Business Consultant at 800.262.6285
- E-mail [info@cusolutionsgroup.com](mailto:info@cusolutionsgroup.com)