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## **Atlantic Financial Federal Credit Union's Young Adult Web Page Traffic Increases More Than 1,300 Percent with CU Web Hunt Campaign**

**Alexandria, VA – July 30, 2009** – Atlantic Financial Federal Credit Union's (\$72 million; 11,044 members; Hunt Valley, MD; <http://www.affcu.org>) young adult page on its website has experienced 1,311 percent increase in traffic since the credit union started its CU Web Hunt marketing campaign a week ago. Using Code Green's CU Web Hunt campaign system (<http://www.CodeGreen.org/cuwebhunt>), Atlantic Financial's goal was to enhance the visibility of its website among members and nonmembers alike. After the first week, the campaign – which will conclude at the end of September 2009 – has already been a huge success.

CU Web Hunt works by using a credit union's entire website as the "game board" for a site-wide interactive treasure hunt. A Web Hunt campaign provides incentives for members to explore a credit union's website in search of interactive game piece icons – all while exploring the credit union's rates, services, and other strategic pages.

Because of the success of CU Web Hunt, other parts of Atlantic Financial's website have experienced dramatic increases in traffic as well:

- Homepage: 17% increase
- BranchMap page: 233% increase
- Loans: 265% increase
- Savings rates: 659% increase
- Loan rates: 280% increase

"It's only been a week and we've already had great results," states Christine Musson, Marketing Specialist for Atlantic Financial Federal Credit Union. "Every page with a piece to the Web Hunt has had at least a 200 percent increase in page views. We've seen large increases even on pages that don't contain pieces to the Web Hunt, which tells us that members are clicking and the time being spent on each page is rapidly increasing. So we know the members are reading and not just clicking and leaving."

Prior to incorporating the Web Hunt campaign tool, Musson had noticed members were going to the website, logging in to the E-branch, and leaving. She thought Web Hunt would get the members clicking and bring awareness to all the services the credit union offers. “It might help a member realize we can serve them more than another financial institution, especially in a tough economy,” she adds.

“Clicking through the website helps the member to see all the services we offer and shows them how to make the most of their membership,” Musson explains. Along with Atlantic Financial’s dramatic website traffic increase, the credit union has been able to collect and update member email addresses for future communications with members.

Atlantic Financial expects to have five percent of its membership registered to play at the campaign’s conclusion. After the first week, the credit union is just shy of two percent being registered, so it’s expecting to meet the five percent goal easily.

“The website traffic Atlantic Financial has been able to generate with CU Web Hunt has been nothing short of amazing,” says Jason Green, CEO of Code Green, developer of CU Web Hunt. “We’re very excited for them and their members. AFFCU has always seemed to be able to make the most of technology to reach out to their members, young and old, and it seems like another big win for everyone so far with this campaign. It’s hard to believe they’ve just finished their first week, too. We can’t wait to see what the final numbers will be when it’s over in September.”

#### **About Code Green’s CU Web Hunt**

Code Green’s CU Web Hunt allows your website visitors to use your entire website as the "game board" for a site-wide treasure hunt. Great for event marketing, CU Web Hunt provides incentives for your members and customers to explore all around your website in search of interactive game piece icons, all the while exploring your great rates and services and your strategic pages. As players find each icon, their personal game console displays their progress and encourages them to continue hunting around your site. Each player's progress is tracked and remembered by the system for the duration of the campaign. Once the player has found enough icons, they are entered into a sweepstakes for a prize giveaway. For more information, visit [www.CodeGreen.org/cuwebhunt](http://www.CodeGreen.org/cuwebhunt).

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