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Web Hunt Helps Belvoir Federal Exceed Marketing Goals by Nearly 400%

Alexandria, VA – June 18, 2010 – From March 30 to May 14 this year, Belvoir Federal Credit Union ($270 million; 30,000 members; Woodbridge, VA) used Code Green's interactive CU Web Hunt marketing game (http://www.codegreen.org/cuwebhunt) to celebrate the credit union's one year anniversary of its website redesign. In doing so, Belvoir Federal exceeded its member participation goal by nearly 400 percent (1,120 members from its 30,000 membership). Each member who participated in the hunt could locate nine "slices of life" icons in the shape of pie slices. Once all the slices were found completing the pie, participants were entered into a drawing for a variety of prizes.

Code Green's CU Web Hunt System 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 all around a credit union's website in search of interactive game piece icons, all the while exploring the credit union's great rates, services, and strategic pages. Belvoir Federal, for example, incorporated the Web Hunt to engage members to surf the credit union's website, reviewing its various products and services pages as a brand awareness campaign.

"This campaign was a brand awareness effort to show how our products and services relate to their life stages – resulting in the 'slices of life' focus," explains Belvoir Federal's Amy Shanks. "As a result, our expectations were greatly exceeded when we saw the final numbers. We definitely know our members are aware of what products and services we have now."

The 134,380 online users who visited the site during the 45-day Web Hunt campaign were an increase of almost 40,000 over the initial launch of the redesigned website the previous year. In fact, these individuals viewed 255,284 pages throughout the course of the Web Hunt, which almost doubled the number of page views in the first month of the redesign launch in 2009.

Another disparate before-and-after statistic shows visitors tallying up 1,525 page views at the "Having a Baby" life stage portion of Belvoir Federal's website during the Web Hunt campaign. To compare, there were only 11 page views during the 45 days prior to the campaign (February 1 to March 29). "That's obviously a major difference that shows the effectiveness of the game," Shanks adds.

Another impressive statistic occurred on the campaign's opening day when 95 visitors clicked on the Web Hunt game banner to enter the game. These visitors spent more than 12 minutes on the Web Hunt site searching. "That's a very sticky Web site for us," she says.

Belvoir Federal awarded 10 winners with prizes ranging from a 5 percent one-year certificate, two Washington Nationals first-baseline major league baseball tickets with parking, two VIP season passes to Kings Dominion amusement park, and family four-pack AMC movie tickets with a concession gift card.

"This is the second time Belvoir Federal has used Web Hunt and each time the success has been big," says Jason Green, CEO and founder of Code Green, developer of CU Web Hunt. "The numbers are just amazing. I think as we get more and more used to social and gaming interactivity on the web, campaigns like this will become more and more successful. We're pleased we could help Belvoir Federal exceed its expectations during their campaign."

About Belvoir Federal Credit Union
Belvoir Federal Credit Union is a full-service, member owned, not-for-profit financial cooperative providing the foundation for the financial success of our Members. For more information about Belvoir Federal Credit Union, please visit: www.BelvoirCreditUnion.org.

About Code Green
Code Green ™ is a marketing technology company focused on the specific needs of credit unions. In addition to the CU Web Hunt marketing system, Code Green is the creator of the BranchMap ATM and branch locator tool, and also provides a variety of other data-driven marketing services and web technologies for credit unions.   Please visit www.codegreen.org for more information and interactive demonstrations.

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