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Atlantic Financial Web Hunt Campaign Increases Page Views by 921%

With website page views increasing in range from 102% to 921% (depending on the page) due to its two-month Web Hunt campaign, Atlantic Financial FCU's loan and new member applications rise as a result.

Maryland – November 12, 2009 – Atlantic Financial Federal Credit Union ($71 million; 11,097 members; Hunt Valley, MD) leveraged Code Green's CU Web Hunt website marketing system to increase page views among its online visitors, reach out to a younger audience, and encourage members and non-members to learn more about the credit union during its two-month campaign from July 20 to September 20, 2009. As a result, the credit union's website page views soared, increasing in range from 102% to 921%, depending on the page – which in turn helped Atlantic Financial experience a rise in loan applications and new members.

The credit union's increased numbers for membership and loans included a 68% increase in new members for July-September 2009 over the same two months in 2008. There was a 66% increase in new loan dollars for July-September 2009 over the same two months in 2008, resulting in $2,785,000 more in loans for the campaign months in 2009 than 2008.

Listed below is a comparison of overall page view increases during the same two-month period in 2008 (without Web Hunt) and in 2009 (with Web Hunt):

- BranchMap – 169% increase (2008: 1,303; 2009: 3,499)
- Loans – 102% increase (2008: 1,098; 2009: 2,218)
- Savings Rates – 185% increase (2008: 543; 2009: 1,549)
- Loan Rates – 236% increase (2008: 594; 2009: 1,994)
- Membership Groups – 411% increase (2008: 197; 2009: 1,007)
- Gen Y page – 899% increase (2008: 80; 2009: 799)
- Youth page – 921% increase (2008: 61; 2009: 623)

Code Green's CU Web Hunt System (http://www.codegreen.org/cuwebhunt) 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.

According to Christine Musson, Marketing Manager for Atlantic Financial, the campaign was focused around the theme of "Building Financial Strength" with the credit union. "Part of our logo is an arch and we used that as the main symbol," she says. "The arch represents strength and stability, and as members searched our website, they were finding out how the credit union can help them build their financial strength."

Musson used Web Hunt because the credit union noticed members were going to the website, logging in to the E-branch and leaving. They weren't looking at many other pages, most likely missing information that was relevant and helpful in managing their money. She believed Web Hunt would get the members clicking and increase awareness of all the services the credit union offers, helping a member realize the credit union can help them more than another financial institution, especially in a tough economy.

"Clicking through the website helped the members discover all the services we have and allowed them to see how we can help them," Musson explains. "We saw a big increase on the hits to our Youth and Gen Y pages, which shows the member we have educational services for the whole family – as well as our BranchMap page that promotes our nationwide access through Co-Op."

The credit union's goal prior to the start of the Web Hunt campaign was to register 5% of its membership. At the end of the promotion, Atlantic Financial registered 5.2% of its members.

"We are stunned at the high number of page views," says Jason Green, CEO of Code Green, developer of CU Web Hunt. "What an incredible success the Web Hunt campaign has provided for Atlantic Financial. And the ultimate success was the increase in loan applications and new members – along with providing their members with a fun way to see what else the credit union had to offer. Our hope is that if other Web Hunt clients experience just a fraction of the success Atlantic Financial had, they will enhance their business as well. We couldn't be more pleased for them."

About Code Green
Code Green ^{TM} 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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