BlastPoint

Grow Member Deposits with AI Insights

A **$2B asset-size credit union*** in the Northern Rockies Boosts Deposits with BlastPoint's AI-Powered Campaigns.

10% Increase in Just 3 Months!

Objectives

- Identify members who have a high propensity to engage with a new deposit products

- Gain detailed member insights across households and businesses for strategic planning and precise targeting
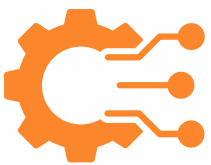
- Optimize resources by personalizing member experiences and cross-selling products to existing members

- Target likely prospects for ideal member acquisition

Highlights

Minimal Data Integration

Fast time to value
Only 3 months!

Achieve a 10% deposit increase during engagement

Over $200M

new deposits in less than 3 months!

With BlastPoint's Portable Model Service, our Partner harnessed predictive analytics to identify members with the highest propensity for deposit products. By delivering the right messages through the right channels at the right times, they saw a remarkable **10% (BlastPoint-attributed) boost in deposits** through data-driven strategies.

Elevate your credit union's marketing success with BlastPoint's AI Precision Targeting!

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*Credit union must remain anonymous for regulatory purposes