



SOLUTIONS

FINANCIAL
SERVICESCustomer
Communications

Baxter Credit Union delivers more engaging communications with smarter use of data and better segmentation to improve member relationships

Challenges

- Improve marketing productivity and achieve ROI
- Obtain and build single marketing view of member audiences and refine segmentation
- Deliver contextual, highly personalized messages and offers
- Increase response and conversion rates

Key Results



31% more campaigns Y/Y to more highly targeted segments, without increasing the size of the team



4.5% Lift in Response Rates for campaigns



76% increase in new account openings in one product area



28% increase in account balances as a result of a targeted campaign strategy for particular segment

[Watch the Video](#)

With Adobe Campaign, we're able to reach our members across any channel. Something might start on one channel and move to another. We can synchronize our messages and make sure the experience is consistent. We're doing more campaigns than ever before with the same number of staff."

John Sahagian
VP of Marketing, Baxter Credit Union

