



SOLUTIONS

FINANCIAL
SERVICESCross-Channel
Orchestration

Oregon Community Credit Union transforms their tactics through digital marketing with Adobe Campaign and Adobe Analytics to deepen the personal relationships with their members

Challenges

- Implement marketing automation to relieve pressure on limited resources, but increase engagement
- Drive new membership through better targeting; expand relationship with existing members through personalized offers
- Improve data management and access, relying less on manual and internal requests, as well as integrate with Adobe Analytics

Key Results

-  Exceeded Credit Card Campaign goal by 235% with dynamic, personalized emails with seamless acceptance workflow
-  6x more targeted campaigns informed by Adobe Analytics and audience segmentation
-  Reduced Unsubscribe Rates by delivering more targeted, more personalized content
-  Drove a 218% increase in loan applications



Our marketing team delivers six times as many targeted campaigns through Adobe Campaign, and performance continues to improve the longer we use it."

Britni Hartford
Director of Marketing, Oregon Community Credit Union

[Read the Story](#)[2018 Summit Talk](#)