



SOLUTIONS



PARTNER

FINANCIAL
SERVICESMember
Engagement

IH Mississippi Valley Credit Union accelerates member relationships through personalized content, education, and automated triggers based on real-time activities and insights on CRM and Analytics data.

Challenges

- Focus on our mission – the financial well-being of members, employees, and the community
- Build stronger member relationships through personalized experiences and communications
- Tap into marketing and CRM data for a clearer view of members across channels

Key Results



Implemented major improvements to personalized content in email, in-person conversations, and call center phone calls



New product on-boarding series launched for multiple products, educating members on benefits and how to get the most from each product



Automated Campaigns and partnership with M2 has significantly decreased campaign production time, allowing for more time on strategy development

[Read the Story](#)


This is definitely not a set-it-and-forget-it solution. The possibilities with Adobe Campaign and Adobe Analytics are virtually endless.

Amy Orr
Vice President of Marketing, IHMVCU

