

# Reward. SaveUp



## About SaveUp

Wouldn't your credit union want a member rewards program that encourages members to share their financial goals? A rewards program that offers your credit union's products and services as a way to achieve those goals? And one that's fun for your members to play, bringing them back week after week?

Well, CU Solutions Group® is offering SaveUp®, a unique financial rewards program that accomplishes all of this while motivating members to save money and pay down debt.

Members safely link their financial accounts in SaveUp's secured website. Every time they contribute to their savings or retirement accounts; pay down their credit cards, mortgages or other loans; or engage with SaveUp's financial education content they earn credits they can use to play online games for prizes. Credit union members could win valuable prizes from well-known sponsors like Best Buy®, IKEA®, Apple®, Disney®, Virgin America® and even a \$2 million jackpot.

## Benefits of SaveUp

SaveUp brings your credit union outstanding benefits such as stronger member interaction, informative data reports and extensive financial content – all wrapped up in a hassle-free rewards program.

- **Supports the credit union social mission**
  - Aligns with “people helping people” mission
- **Attracts and retains a younger member base**
  - A majority of SaveUp users are in the 20 to 40 age range
- **Deepens your member wallet share**
  - Cross-sell products and services to increase profitability per member
  - Strong click-through rates are 3 to 5 times higher with SaveUp than with typical credit union website banner ads
- **Complements your credit union's personal finance management and online banking tools**
  - Easily integrates with your online banking tools via Intuit



- **Engages members on an ongoing basis**
  - SaveUp users are on the site frequently: 30% daily, 60% weekly and 80% monthly
  - Keeps your brand in front of them regularly
- **Educates members about your credit union's products and services with targeted ads and customized content**
  - Members learn about financial topics and access personalized financial planning
  - Supports your financial literacy efforts with educational videos and more
  - Members become better informed of your products and services
- **Adds a cost-effective reward program for your members**
  - Ads and brand sponsors fund the rewards via an aggregated audience
- **Offers a safe and secure site where members can play for prizes**
  - Monitored and verified by McAfee, VeriSign and TRUSTe
  - Compatible with more than 19,000 financial institutions including Fiserv and FIS
  - All financial information is private and connections are encrypted
  - Information is limited and not for sale
  - SaveUp handles the prize fulfillment for you
- **Enables your credit union to offer exclusive prizes of its own!**
  - Prizes can range from local gift certificates to \$100 of a loan payment
  - Prizes must be valued below \$10,000

## Features

CU Solutions Group has teamed with SaveUp to bring credit unions this innovative rewards program. The customized SaveUp experience brings credit unions valuable features with a subscription.

SaveUp Features	Subscription Includes
Games, Prizes and Motivation	All + Custom
Banner Ads	Unlimited Customized to Credit Union
Data Report (aggregate)	Premium
Financial Content	Credit Union Customized

## Customization

SaveUp can be customized for your credit union:

- Ads and educational content are personalized to cross-sell your products and services
- Competitive banner ads are blocked
- Customizable widget for your online banking
- Your credit union will get a customized URL and home page experience
- Customized data reports

## Data

A major benefit of SaveUp is the priceless information you'll receive.

- Aggregate transaction history from linked member accounts
- History of user actions including tickets played, education attended, etc.
- Lets you retarget your campaigns with aggregate data
- SaveUp subscribers receive data reports every two weeks
  - Includes key information about the users in aggregate
  - Users in data can be retargeted in connection to special offers from your credit union
  - Custom data queries can be created at an additional cost

**To discover what SaveUp can do for your credit union sign up for a webinar, contact your CU Solutions Group business consultant at 800.262.6285 or [info@cusolutionsgroup.com](mailto:info@cusolutionsgroup.com) or visit [www.cusolutionsgroup.com](http://www.cusolutionsgroup.com).**



## About Us.

### CU Solutions Group

CU Solutions Group helps its customers serve, grow and build financial strength by offering solutions that manage strategies pertaining to technology, marketing, membership enhancements and performance management.

### Marketing Solutions

Marketing Solutions is a comprehensive marketing agency specifically designed to help you and your credit union with your marketing goals. We offer you experienced client managers, consultants, market research professionals, writers, designers, media planners/buyers and print craftsmen.

Our objective is to make your project enjoyable, convenient and successful. Unlike other agencies, Marketing Solutions understands financial products, the credit union industry and most importantly, credit union members.

### For more information:

To learn more about Marketing Solutions and our quality products and services, please:

- Visit [www.cusolutionsgroup.com](http://www.cusolutionsgroup.com)
- Call your Business Consultant at 800.262.6285
- E-mail [info@cusolutionsgroup.com](mailto:info@cusolutionsgroup.com)