



VANTEDGE LAUNCHES REAL-TIME PREDICTIVE MARKETING FOR CREDIT UNIONS

End-to-end data-driven marketing service focuses on helping credit unions efficiently drive cross-sell, new member acquisition and engagement in real time across all channels

Atlanta, Georgia – March 7, 2017 – Vantedge, a leading insights, analytics and marketing performance company, today launched Vantedge Real-Time Predictive Marketing (RPM), a fully managed data-driven marketing service tailored for credit unions. The subscription-based service combines real-time predictive analytics, dynamic campaign management, personalized multi-channel message delivery and ROI measurement with marketing advisory services.

“Today’s credit union members demand a relevant and personalized experience at every touch point,” said Read Ziegler, Vantedge founder and CEO. “They expect their credit union to understand and even predict their next major life event and are asking for help in making the smartest financial decisions. Vantedge Real-Time Predictive Marketing helps credit unions unlock the power of their first-party data, anticipate financial needs and engage in meaningful conversations with members at exactly the moment it matters most.”

Vantedge RPM leverages transactional, lifestyle and other behavioral data as well as predictive modeling to help credit unions truly understand and even anticipate the needs of individual members, serving them highly relevant and personalized advertisements at the precise moment they’re considering a purchase. The service delivers messages in real time to members across mobile, public and private web sites, millions of web sites on the open internet as well as assisted channels such as the contact center, branch, ATMs, direct mail and email systems while adhering to strict privacy and security standards.

“For credit unions in particular, there is an immediate opportunity to help their members simplify and enrich their financial lives,” said Tiffani Montez, Aite Group Senior Banking Retail Analyst. “Credit unions need to find ways to access and activate their own rich data to predict a financial need and target individuals in real time wherever they are. This is the key to forging deeper, lasting more profitable relationships.”

At the heart of the Vantedge RPM service is its Key Lifestyle Indicator[®] technology (KLIs[®]), which are meta data tags assigned to each individual member derived from a credit union’s rich first party data (including credit, debit, bill pay, ACH transactions and data from core banking, online banking, CRM and credit union product systems) and data from third party credit bureaus and other appended data.

KLIs serve as the triggers to deliver real time, personalized experiences to individual members wherever they are and whenever a KLI match occurs, dynamically adapting as a person’s transactional behavior, lifestyle and overall financial life changes. At any given time, an individual can have anywhere between 50 to more than 300 KLIs assigned to them from various KLI categories, including product, predictive, competitive, spend, behavioral, intent, location, control group and custom KLIs.

Vantedge has appointed Mark Moore as general manager of the Real-Time Predictive Marketing (RPM) business. Moore has more than 20 years of financial services experience, leading various strategy, business development, sales and marketing initiatives at the leading financial services technology providers as well as has a strong background in data analytics, most recently serving as chief marketing officer at a global data-driven marketing leader.

The Vantedge RPM service leverages only anonymous data, never accepting any Personally Identifiable Information. Instead, a Unique Customer Identification Code (UCIC), or alphanumeric identifier, is assigned to each individual member to anonymize all of the credit union data for increased security and privacy.

A critical component of Vantedge RPM is the ability to measure ROI in real time, including new product openings, member engagement, face value and economic value as well as overall marketing efficiency across all channels. Vantedge runs the RPM service on behalf of the credit union, assigning a senior client advisor who provides marketing strategy and recommendations, set up, management and full execution of KLI-targeted campaigns as well as shares full ROI results.

Click [here](#) to see a 90 second video that outlines the full capabilities of the Vantedge Real-Time Predictive Marketing service.

About Vantage

Vantage is a leading insights, analytics and marketing performance company focused on helping clients build smarter businesses that produce increased revenues, competitive leadership, high-value customer relationships and greater marketing effectiveness. Vantage leverages a turn-key, service-based delivery model, coupled with a portfolio of diagnostic tools and strategic business expertise, to provide superior capabilities while minimizing delivery times and client resource requirements. Vantage is a wholly-owned subsidiary of Cooper Holdings, Inc. and works with clients across industries such as PGI, McKesson, Fiserv, QSpex, Verint, Blackbaud, Delta Community Credit Union, PogoTec, and Standard Register.

About Cooper Holdings, Inc.

Cooper Holdings, Inc. is a privately-held holdings company comprised of subsidiary companies in the marketing, sports and entertainment industries. These subsidiaries include **CSE**, a marketing agency focused on sports marketing and sponsorships; **CSE Talent**, an industry-leading sports and broadcast talent representation agency; **If/Then**, a digital agency providing clients innovative technology solutions; **Justice Network**, a 24/7 multicast network delivering entertainment programming with a commitment to safety; **Vantage**, an insight, analytics and marketing performance company providing clients with a sustainable intelligence advantage and **ENTITLE**, a naming rights company for sports and entertainment properties.

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