

PARTNER CENTER MIGRATION

CU SOLUTIONS GROUP MANAGEMENT PROPOSAL

Proposal

Migrate the Love My Credit Union Rewards Partner Center to the CUSolutionsGroup.com.

Rationale

The CU Solutions Group site is a more appropriate home for the Partner Center. They are both corporate-facing entities containing B2B language and positioning.

The Love My Credit Union Rewards site, on the other hand, is a B2C information and resource center designed to promote valuable offers to credit union members – it has little inherent to value in terms of marketing and exposure to credit unions that are already enrolled in the program.

Furthermore, CU Solutions Group stands to benefit significantly by capturing the high volume of traffic generated by credit unions (who are proven purchasers) that are accessing the Partner Center.

Justification

Concerning the Love My Credit Union Rewards site, credit union traffic can be viewed as falling into one of two categories: 1) non-enrolled credit unions, 2) and enrolled credit unions.

Non-enrolled Credit Unions

If a credit union is not currently a part of program, but would like to offer exclusive discounts to members, they will likely take one of two actions:

1. Visit the CU Solutions Group corporate website
2. Visit the Love My Credit Union Rewards website

In the case of the CU Solutions Group corporate site, the credit union will be met with B2B focused language detailing the program as well as features and benefits enjoyed by enrolled credit unions.

In the case of the Love My Credit Union Rewards site, the credit union is faced with B2C language detailing consumer-centric savings.

Concerning non-enrolled credit unions, it is preferable to present program benefits like non-interest income, increased debit/credit transactions and enhanced member loyalty. This is better accomplished on our B2B entity, the CU Solutions Group corporate site.

Enrolled Credit Unions

If a credit is currently enrolled in the program and is accessing the Partner Center for information or resources, they are, by definition, an already-transacted audience. In terms of marketing and exposure, their presence on our consumer-facing site now serves minimal purpose — they've already transacted.

This high volume of already-transacted credit unions — those who have already purchased products or services from CU Solutions Group — presents an immense value to CU Solutions Group. The closer we can bring this audience to additional products and services, the more likely they are to engage and make additional transactions.

Summary

In the case of both enrolled and non-enrolled credit unions, housing the Partner Center on the Love My Credit Union Rewards consumer-facing site presents minimal value.

On the contrary, sending non-enrolled credit unions to the CU Solutions Group corporate site will offer more relevant and appropriate communications detailing specific credit union benefits. Sending enrolled credit unions to the CU Solutions Group corporate site will offer a higher likelihood of additional transactions.

Further Benefits

Over the past 12 months (06/09/15 - 06/19/16), the CU Solutions Group corporate site has averaged 10,500 page views per month. Over this same period, the Love My Credit Union Rewards Partner Center has averaged 3,105 page views per month.

By migrating the Partner Center to the CU Solutions Group corporate site, CU Solutions Group corporate traffic should theoretically increase by 30 percent. This is a significant increase in traffic for the CU Solutions Group corporate site that would result in an improved page rank for CUSolutionsGroup.com.

While this increase of 3,000+ page views represents a significant increase to the CU Solutions Group corporate site, it is a negligible loss to the Love My Credit Union Rewards site which currently enjoys more than 488,000 page views per month.

Recommendations

1. Migrate the Love My Credit Union Rewards Partner Center to the CU Solutions Group corporate site.
2. Display Partner Center login as a "Member Login" button on top navigation bar that will be accessible from all pages within CU Solutions Group corporate site.
3. Install a prominently displayed link on all Love My Credit Union Rewards pages (header and/or footer) that will lead credit unions to the Love My Credit Union Rewards page within the CU Solutions Group corporate site.
4. Create a more robust page for Love My Credit Union Rewards within the CU Solutions Group corporate site that includes a prominently displayed link directly to the Partner Center.
5. Ensure that the Love My Credit Union Rewards B2C site is always one-click-away within the newly migrated Partner Center.
6. Send an email to currently Love My Credit Union Rewards enrolled members informing them of the migration, with a potential follow-up.
7. Include news of the migration in the Breaking News section of the Love My Credit Union Rewards newsletter.