

CASE STUDY

Auto Loan Personal Page Drives Engagement and Adoption for WEOKIE Federal Credit Union

auto loan rates as low as
1.99% APR*
Plus, 60 days no payment!



Whether you bring your auto loan from another financial institution or finance your new purchase with WEOKIE, you win a great rate, a great loan, up to 60 days without a payment.

*APR, Annual Percentage Rate. Subject to credit qualification and approval. Rate may vary based on individual creditworthiness. Additional restrictions may apply.

Can WEOKIE Save You Money?

Use the quick vehicle loan calculator and compare...

Loan Amount
\$

Loan Term in Months

Your Estimated Credit Score
Please Select

Year of Vehicle
Please Select

Calculate Rate & Payment

Apply Now

HAVE US CONTACT YOU TO START SAVING

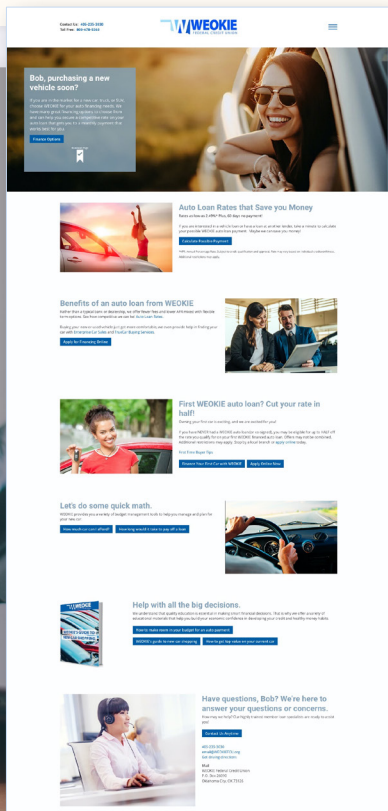
The loan calculator is intended for standard rates. The rates quoted do not apply to vehicles designated as heavy duty. For heavy duty vehicles, SUVs, boats, motorcycles or vehicles over 10 years, or vehicles in excess of 100,000 miles, please contact a WEOKIE representative. The results provided by the calculator are intended for illustrative purposes only and accuracy is not guaranteed.

CHALLENGE

WEOKIE wanted to create more personalized online experiences for its members that would provide contextually relevant information, making a difference one member at a time. ChannelNet delivers personal pages based on life stages and member actions that generate leads for various products, services, and promotions based upon secure daily data feed. ChannelNet knows who everyone is and delivers this to the WEOKIE business development team to follow up on and re-engage with additional information.

BUSINESS OBJECTIVES

- 1 Drive continuous lead funnel for WEOKIE auto loan adoption
- 2 Deep linked to a calculator, special promotion rate, and apply now auto loan application form
- 3 Continually refine messaging based on the data and member take rate



SOLUTION

OneClick Financial a data-driven patented platform that delivers curated content dynamically through components that have deep links to WEOKIE's digital properties including the brand site. Components use video, images, forms, calculators, and call-to-actions to make a member's journey focused and contextually relevant. No searching through a brand site with multiple clicks to find the related information needed to complete a goal. Everything is right in front of the member in a comfortable and interactive experience, presented in the right place and at the right time to drive engagement and leads.

RESULTS | 30-DAY SNAPSHOT



220

Auto Loan Leads Delivered



61

Interactive Tools & Articles Utilized



\$123,860

Total Annualized Interest Revenue Value



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