

Drove An 8.3% Campaign Conversion Rate For Recurring Card Usage

BACKGROUND:

Expanding Engagement Beyond Traditional Credit Campaigns

Michigan Schools and Government Credit Union (MSGCU) wanted to increase everyday card engagement by encouraging members to use their cards for recurring payments. By embedding MSGCU cards into members' routine financial activity, the credit union aimed to **strengthen top-of-wallet behavior**, grow interchange income and deepen member relationships.

CAMPAIGN STRATEGIES:

Building Consistent, Habitual Card Usage

Using Rise Analytics Marketing Solutions' member data and targeting capabilities, 16,879 active cardholders were identified as not yet having established recurring payments.

The campaign incentive rewarded members for setting up and maintaining recurring payment activity:

- **Target audience:** Active cardholders without recurring payments
- **Desired action:** Set up a new monthly recurring payment
- **Reward:** \$10 account credit after three consecutive months of recurring charges



OPPORTUNITY:

Actionable Targeting Paired with Meaningful Incentives

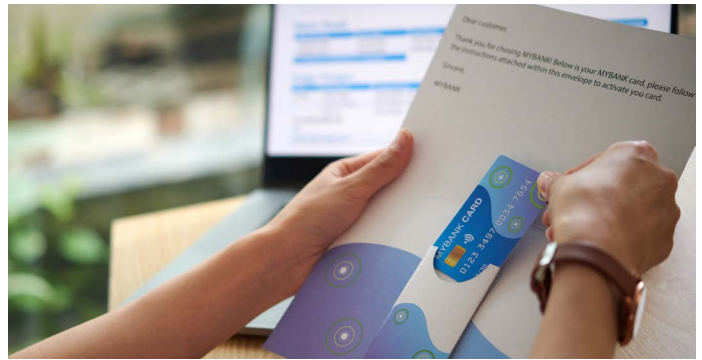
Recurring payments create durable card usage because they move the card beyond occasional purchases and into ongoing financial habits. MSGCU partnered with Rise Analytics to identify members most likely to respond to a targeted card utilization campaign and deliver a relevant incentive designed to encourage sustained behavior change.

Campaign Performance & Member Engagement

The campaign generated meaningful engagement, with **1,401 members qualifying for the offer** and an **8.3% conversion rate**. This performance exceeds typical broad campaign benchmarks and falls above the "strong" range for targeted financial marketing campaigns. More importantly, the conversion required a meaningful behavior change: members had to move recurring payments onto their MSGCU card and sustain that activity. That makes the 8.3% result especially compelling because it reflects new habitual card usage, not just campaign engagement.

BUSINESS IMPACT: Strengthening PFI Relationships Through Card Usage

This helped MSGCU increase card usage, grow recurring payment behavior and strengthen member engagement with core financial products. By encouraging members to attach recurring expenses to MSGCU cards, the credit union created a path for more consistent interchange income and stronger long-term cardholder relationships. By converting 1,401 members to recurring card usage, MSGCU created an ongoing interchange opportunity that extends well beyond the campaign period. Using a modeled average recurring payment range of \$100–\$200 and a blended interchange rate of 1.10%–1.50%, the campaign could generate approximately



“The campaigns have performed very well, and the executive team is happy with the results. We’re looking forward to continuing the partnership this year.”

– Anthony Artico, Card Services Manager at MSGCU

\$47K–\$129K in estimated gross interchange income over three years, before factoring in additional benefits from stronger top-of-wallet behavior, deeper engagement and long-term member retention.

LOOKING AHEAD: Scaling Success Across Debit and Credit Strategies

Building on the success of the campaign, MSGCU plans to continue working with Rise Analytics Marketing Solutions team on targeted, data-driven outreach designed to expand card engagement and identify additional opportunities to deepen member relationships



Increase
card utilization



Support
long term member
retention and PFI status



Grow
interchange income



Strengthen
member engagement

About Rise Analytics Rise Analytics empowers financial institutions with cutting-edge analytics, AI and machine learning to turn data into actionable strategies. With deep industry expertise and innovative data solutions, Rise Analytics helps financial institutions make smarter decisions, drive meaningful outcomes and achieve long-term success. Their powerful combination of technology and advisory services ensures every insight leads to impact. Learn more at [RiseAnalytics.com](https://www.RiseAnalytics.com).

