



Turn Member Insights into Measurable Growth

Your data reveals where your greatest opportunities exist. Rise Marketing Services combines financial institution-specific analytics, campaign strategy, creative development, execution support, and closed-loop measurement to turn member insights into measurable business results.

IDENTIFY: We help identify high-value opportunities across deposits, loans, cards, member acquisition, retention, and engagement using your data, predictive insights, and strategic goals.

ACTIVATE: We build the target audience, strategy, creative, and journey, then launch across the right channels.

MEASURE: We help define success before launch, then track response, conversion, product adoption, balances, revenue contribution, and ROI. Use the results to optimize, scale, or activate the next campaign.

Your Marketing Team, Amplified.

Most credit union marketing teams are lean by design. Rise Marketing Services gives you enterprise-grade campaign capability without the enterprise headcount — acting as a direct extension of your team to plan, execute, and measure campaigns your staff doesn't have bandwidth to run. We work within your approved brand, compliance, data-governance, and channel processes, and coordinate with your existing technology and agency partners to minimize disruption and accelerate execution.

**More campaigns. Faster execution. Measurable ROI.
No added fixed headcount.**

13M

Members Served

124

Credit Union Clients

\$245B

Client Assets Represented





Marketing Solutions

Activate the Opportunities That Matter Most

Focus resources on the campaigns that best align with your strategic priorities, member needs, and growth targets.



Predictive Growth Opportunities

Translate which members are most likely to open a loan, switch to a competitor, or deepen their relationship into targeted campaigns, so your campaigns target the right members at the right moment, every time.

Behavioral & Life-Event Triggers

Respond to meaningful member signals, such as direct-deposit changes, external loan payments, inactivity, product maturity, spending shifts, and emerging financial needs.

Strategic Growth Priorities

Turn your financial institution's most important priorities such as deposit growth, loan growth, card utilization, member acquisition, retention, and cross-sell into executable campaigns with actionable outcomes.

Rise supports the full activation lifecycle

Opportunity > Strategy > Audience > Creative > Execution > Measurement

What This Means for Your Marketing Team:

You bring the member knowledge and brand direction. Rise brings data science, and execution muscle. Together, you run campaigns your team alone couldn't deliver — at a fraction of the cost of hiring to build the same capability in-house.

Insights create possibilities. Activation creates impact.
Ready to see what your data can do? Let's talk.

Get in Touch

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