

# GECU Doubles New Bill Pay User Growth Through Intuit Financial Services<sup>1</sup> Bonus Bucks Sweepstakes

*Credit union's first experience with Intuit Financial Services<sup>1</sup> sweepstakes is a "sweeping" success.*



## Challenges/Opportunities

- Maintain existing members and win new ones.
- Drive active use of Internet Banking and Bill Pay.

## Actions

- Participated in Intuit Financial Services<sup>1</sup> Bonus Bucks Sweepstakes that featured a national drawing of one lucky online bill payer for \$100,000 cash, as well as ongoing Bill Pay Acquisition and Activation e-mail campaigns and prizes.

## Outcomes

"Our first experience participating in Intuit Financial Services<sup>1</sup> sweepstakes was a success and was very easy to rollout to our online users. The e-mail campaign and Bill Pay prompts were very effective tools to reach out to our online users."

Bonus Bucks Sweepstakes participation generated the following increases for GECU:

- 106% lift in new Bill Pay users.
- 91% lift in number of bills paid by new users.
- 65% lift in total enrollment.

"We were overwhelmed by the growth we achieved in active Bill Pay users. Intuit Financial Services<sup>1</sup> program helped us surpass our goals without cutting into our marketing budget."

## GECU

[www.gecu-ep.org](http://www.gecu-ep.org)

\$1.4 billion in assets.

Serves anyone living or working in El Paso, Texas, area.

Online Banking with Intuit Financial Services<sup>1</sup> since 2002.

## Ask

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<sup>1</sup> Formerly Digital Insight.

This testimonial represents the individual experience of this particular customer and is not necessarily a typical experience. Intuit does not guarantee that similar results will apply to all customers.

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