Lodestar Technologies
Opportunity Management Workflow
Driving 745% ROI

This white paper dives into how Lodestar Technologies' Opportunity Management Workflow boosted a campaign to increase debit card usage among 2,500 credit union members. By using the platform to track progress, manage engagement, and reward higher usage, **the campaign delivered an impressive ROI of 745%.**

CAMPAIGN OVERVIEW

To promote increased debit card usage, the campaign offered a $10 cash reward to members who increased their average monthly swipes from 1-7 to 15 or more. Lodestar's Opportunity Management module was instrumental in:

1. **Identifying Target Members:** Pinpointing members with low usage.
2. **Campaign Execution:** Sending personalized email invitations.
3. **Tracking Success:** Monitoring increased swipe activity.
4. **Reward Distribution:** Generating files to automate reward payments.
5. **Long-Term Analysis:** Tracking residual behavior for sustained impact.

Key Performance Indicators (KPIs)

- **Campaign Reach:** 2,500 members
- **Success Rate:** 20% (500 members)
- **Debit Swipes:** Significant increase from 5.19 to 22.42 average monthly swipes
- **Debit Spend:** Substantial growth from $259.98 to $790.67 average monthly spend
- **Interchange Revenue:** Increased by $42,251.64 over the 12-month period

ROI Calculation

- **Total Revenue:** $42,251.64
- **Total Expense (Rewards):** $5,000.00
- **Net Revenue:** $37,251.64
- **ROI:** (Net Revenue / Total Expense) x 100% 745%

Impact Analysis

- **Increased Revenue:** The campaign directly contributed to a substantial increase in interchange revenue.
- **Enhanced Customer Engagement:** Rewarding members and developing a positive relationship.
- **Improved Customer Loyalty:** Encouraging long-term customer loyalty through sustained usage.
- **Data-Driven Insights:** Leveraging data analytics to identify opportunities for future campaigns.

Lodestar Technologies' Opportunity Management Workflow proved to be a powerful tool in driving significant ROI and achieving campaign objectives. By efficiently managing the entire campaign lifecycle, from identification to reward distribution, the platform enabled the organization to maximize its impact and deliver exceptional results.
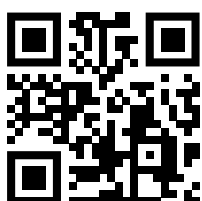
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