

**Credit Union Times**

**FUSION CASE STUDY**

**StateNational**

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## About State National

State National is a Bedford, Texas-based insurance company ([www.statenational.com](http://www.statenational.com)) specializing in portfolio protection solutions for both auto and mortgage, serving credit unions, banks, and specialty lenders of all sizes. State National is focused on providing collateral protection insurance (CPI), which protects lenders from problems with borrower collateral.

For more information, visit [www.StateNational.com](http://www.StateNational.com)



## CHALLENGES & GOALS



**MARIA F. McLENDON**  
VP, Marketing  
State National Companies

State National, the industry leader in collateral protection insurance services, was looking to grow the number of credit union clients for its CPI offering. The organization has strong recognition for providing exceptional service to existing clients, but was seeking a solution to raise awareness and drive sales among new customers.

The company had developed its own content and messaging and was seeking the right credit union industry media partner with the right audience of executive decision makers and a state-of-the art marketing and native advertising program to drive brand awareness and thought leadership as well as lead generation.

“**There are a lot of players in the Portfolio Protection space, and everyone says the same things. While State National was conducting its own outreach and marketing that highlighted how we are unique in the space, we needed a partner who could take it to the next level.**

**The challenge was, we wanted a brand whose name and reputation evoked a level of trust and authority among credit union professionals.**

**We found that partner in Credit Union Times.”**



# THE SOLUTION



**MARIA F. McLENDON**  
VP, Marketing  
State National Companies

## Email Content Nurturing Stream

With these goals in mind, ALM's Credit Union Times created a Fusion native advertising nurture program with these elements:

A lead funnel of more than 5,000 potential prospects (some of which were existing State National leads) was created, who were readers of Credit Union Times' Management Channel. These 5,000 plus prospects were nurtured with a series of six (6) emails leading with selected relevant Credit Union Times editorial content and then introducing more native content supplied by State National in the mid-and-late funnel stages of the program (see right).

For higher level branding and messaging, Credit Union Times ran approximately **285,000** online impressions and **35,000** social media impressions.

<p><b>1</b></p>	<p><b>2</b></p>	<p><b>3</b></p>
<p><b>Top of Funnel</b> 75% Editorial 25% Native Content</p>	<p><b>Mid-Funnel</b> 50% Editorial 50% Native Content</p>	<p><b>Mid-Funnel</b> 50% Editorial 50% Native Content</p>
<p><b>4</b></p>	<p><b>5</b></p>	<p><b>6</b></p>
<p><b>Mid-Late Funnel</b> 80% Native Content 20% Editorial</p>	<p><b>Mid-Late Funnel</b> 80% Native Content 20% Editorial</p>	<p><b>Mid-Late Funnel</b> 80% Native Content 20% Editorial</p>

“The right audience and strong performance evaluation metrics were key differentiators in the Fusion program, as compared to other alternatives or solutions in the market.”



## BY THE NUMBERS



**MARIA F. McLENDON**  
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State National Companies

# State National Fusion Program Results At-A-Glance

March – June 2019

## AUDIENCE ENGAGEMENT

**5,000**

### Campaign Goal

5,000 Users to Complete Journey

**5,363**

### Campaign Actual

Number of Users Who Completed Journey

**107%**

### Campaign Results

107% of Goal

## EMAIL CAMPAIGN



**33,049** Total Sent  
**6** Campaigns



**84** Asset Downloads  
(Email & social touches)



**144** Native Link Visitors  
**188** Native Link Pageviews  
**03:51** Time on Page

## SOCIAL POSTS



**33,151** Social Touches

- 27,910 Facebook
- 5,192 LinkedIn
- 49 Twitter

## DIGITAL BRANDING



**248,719** Visibility  
Banner Ad Impressions  
CU Management Channel

## PERFORMANCE STATS



**15.7%**

### Unique Open Rate

12.6% CU Times Benchmark



**1.5%**

### Asset Download Rate

0.1% - 0.5% CU Times Benchmark



**0.05%**

### Ad Click Thru Rate

0.01% - 0.17% CU Times Benchmark



The key value of this program was the detailed and specific metrics that were delivered to us on a weekly basis – the frequent evaluation of the metrics allowed us to regularly fine tune our messaging and position in order to maximize our outcome.”



# REAL RESULTS FOR STATE NATIONAL



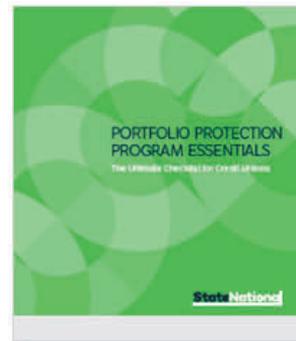
**MARIA F. McLENDON**  
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**▲ 138%**  
Increase in Sales Activity

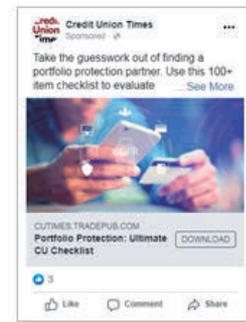
Through targeted engagement, the program generated meaningful leads that increased the productivity of State National’s sales and service teams. State National has seen **138%** more activity from their Fusion leads than their other accounts that have generated leads. This activity includes phone calls and face-to-face meetings.

“The Fusion campaign has resulted in new opportunities to reach out to companies that haven’t yet converted, almost like a second foot in the door with the engaged lead who is often a new contact for our field representatives.”

“We have conducted several face-to-face meetings already with some of the leads from this campaign. The Fusion campaign gives our sales representatives more ‘fodder to talk about.’”



State National Case Study



Social Post



Email Campaign



## ONGOING PARTNERSHIP



**MARIA F. McLENDON**  
VP, Marketing  
State National Companies

The unique ability to reach an audience of credit union professionals seeking out information on Portfolio Protection is critical for State National to continue to meet its marketing goals and grow its business. They exceeded their goals not only in terms of the number of individuals who completed the Fusion journey, but also in the high-quality leads that came as a result.

“Collaborating with the Credit Union Times marketing solutions team made the program that much easier to grasp. There are a lot of moving parts to the Fusion program and through the entire process, we had a team of experts guiding us and evaluating each asset and each campaign to optimize results.”

“What resonated with our marketing team was the fact that the Fusion program drives deep engagement with high email open rates and CTRs and ultimately a higher email-to-lead conversion rate when compared to standard programs.”

“An extremely effective and efficient investment of our marketing assets.”

# About Credit Union Times

Credit Union Times is the most comprehensive, independent credit union news site in the industry. *Credit Union Times'* trusted and independent team of experts provides credit union leaders with the strategic and tactical information necessary to run their institutions and better serve members.

We celebrate those that are adapting and succeeding in new ways and translate the impact of regulations and technology into digestible, shareable information that can be immediately put into real-life practice.

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