

# Vantage West Credit Union

The credit union funded an additional \$18 million in mortgages by identifying and targeting qualified consumers while they were in the market for credit

Vantage West Credit Union started in 1955 and has since grown to serve over 150,000 members in 19 locations, with over \$1.9 billion in assets. Experian helped the credit union implement Prospect Triggers<sup>SM</sup> for mortgages to help them monitor and identify “hot” credit-active prospects in market.

## Overview

As a mortgage lender, it’s important to reach the right customers at the right time. Making timely credit offers is the key to increasing response rates and loan quality while reducing overall acquisition costs.

## Challenge/Objective

Vantage West Credit Union’s members were looking elsewhere for their mortgage needs, so their goal was to capture as many of these members as possible and drive them back to the credit union. In a challenging economic environment, getting ahead of competitors is crucial. As one of the largest credit unions in Arizona, Vantage West was looking for new ways to target both current and prospective members — and specifically to pinpoint when these consumers were in the market for a new mortgage.

Vantage West needed to find a partner that could help better serve their members when the opportunities presented themselves and make the most of time-sensitive opportunities.

## Solution

Because of Experian’s longstanding role as a trusted partner of Vantage West, the credit union, who was also implementing Prescreen with Experian, sought a solution to further its targeting efforts.

Experian’s access to a vast amount of data was also a key differentiator among other competitors.

## Approach

Experian implemented a Prospect Triggers for mortgages campaign that was customized to the credit union’s needs and incorporated their credit criteria for prospect lists. With this new solution, Vantage West received updates within 24–48 hours to target “hot” credit-active prospects.

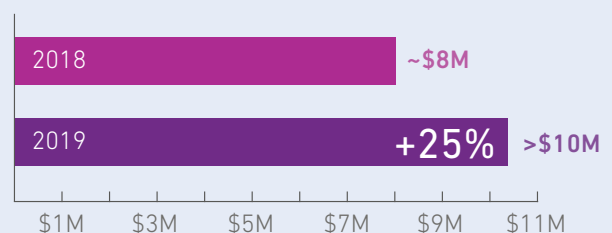
## Business benefits

- Identify opportunities when they occur
- Increase and secure higher response rates
- Lower overall acquisition costs
- Use a comprehensive nationwide database of credit-active consumers in addition to a current prescreen list or a prospect list from an outside source
- Make timely credit offers via mail, phone or email

## Results

Since implementing Prospect Triggers for mortgages, Vantage West funded approximately \$8 million worth of mortgages in 2018 through this channel. As of August 2019, Vantage West is now pacing to hit over \$10 million in funded mortgages.

### Vantage West Credit Union funded mortgages



## Vantage West Credit Union

### About Experian's Prospect Triggers solution

Triggers for mortgage loans is just one of many trigger types within Experian's Prospect Triggers solution. These triggers can help you quickly and accurately pinpoint and target qualified consumers nationwide when they are in the market for credit products. For mortgage lenders, the greatest benefit comes from the ability to deliver offers to creditworthy prospects with recent credit activity who are most likely to respond to offers.

Prospect Triggers is the first preapproved marketing solution that targets consumers nationwide based on their actual credit behavior within the past 24–48 hours and delivers the data daily. By using Experian's Prescreen Extract<sup>SM</sup> list, Prospect Triggers is able to filter prospects more precisely from the start, allowing you to locate consumers that meet your credit criteria and take advantage of opportunities as they occur.

Experian works to identify highly responsive, credit-active consumers who are prime candidates for your preapproved offers and can notify you within 24 hours of when those consumers are actively seeking credit. By using Prospect Triggers, you can reach the right people at the right time, bringing a new level of precision and profitability to your credit marketing programs.