

CUNA Strategic Services announces Prisma Campaigns as preferred marketing automation provider for credit unions

FOR IMMEDIATE RELEASE

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MADISON, Wis., (October 6, 2021) - Prisma Campaigns, a marketing automation platform specifically designed for financial institutions, has been selected as the newest CUNA Strategic Services (CSS) alliance provider. The collaboration will allow credit unions to use a connected, data-centric approach to send highly personalized marketing campaigns across their digital channels - email, SMS, online banking, website and mobile app.

“We’re thrilled to bring on Prisma Campaigns, a marketing automation platform that future-proofs credit unions for success, as our newest strategic alliance,” said Barb Lowman, President of CSS. “By helping credit unions develop deep and empathic relationships with their members beyond the branch, we can work together to boost loyalty and increase share of wallet, positioning credit unions for strong organic growth.”

Many small and mid-size credit unions in North America struggle to efficiently and effectively market to members where they bank. As a complete omnichannel solution, Prisma Campaigns integrates all marketing channels, automates conversion workflows and leverages a credit union’s own data to empower marketers to create personalized offerings for their members.

Prisma Campaigns integrates with a credit union’s existing stack, allowing marketers to pull first-party data directly from the core and digital banking technology and use it to segment their messages. Marketers can go granular, replacing generic messages with highly personalized offerings (switching up language, art, and more) based on this member's data or, they can leverage out-of-the-box, automated campaigns for typical scenarios like onboarding, pre-approved and referrals. All channels are managed from a single, automated platform for increased efficiency, lower costs and elimination of manual, repetitive tasks.

“We are honored that CSS has selected Prisma Campaigns as their preferred marketing automation alliance provider for credit unions,” said Felipe Gil, CEO of Prisma Campaigns. “Credit unions are a critical part of America’s social and economic fabric. They are known for their highly personalized face-to-face service and we strongly believe in providing them with the digital tools required to deliver that same outstanding service via effective digital conversations.”

For more information, visit [Prisma Campaigns CSS page](#).

About CUNA Strategic Services:

CUNA Strategic Services develops strategic alliance relationships to bring credit unions innovative solutions that will drive membership growth and operational excellence at an attractive price. The company is majority owned by Credit Union National Association and state Leagues. For more information, visit www.cunastrategicservices.com.

About Prisma Campaigns:

Prisma Campaigns launched in 2017 with a mission to empower financial institutions to stay relevant in a competitive and challenging environment. The platform allows marketers to develop deep and empathic relationships with their customers/members through personalized marketing campaigns that drive true value. Today, the SaaS omnichannel marketing automation platform is trusted by 40+ banks and credit unions globally with \$100M - \$10B in assets to enhance their customer/member experience and increase conversion rates. To learn more about how Prisma Campaigns builds stronger relationships through personalized marketing, visit <https://prismacampaigns.com/>.