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# PRESS RELEASE

## MARKETMATCH SELECTED BY USC CREDIT UNION, ROLLS OUT AUTO LOAN CAMPAIGN

### FOR IMMEDIATE RELEASE

**March 1, 2021, Dayton, Ohio** – MarketMatch, Inc., a full-service, digital-forward marketing agency specializing in community financial institutions, announces it has been retained by USC Credit Union to lead its traditional, digital, and member outreach marketing efforts.

Beginning with a focus on auto lending, credit card acquisition and creating a robust lead-generation process, MarketMatch brings its full suite of expertise, tools and teamwork to USC. MarketMatch is widely known for its unrivaled ROI Guarantee that has provided comfort and confidence to clients nationally across 38 states.

USC Credit Union is a \$700 million institution located in Los Angeles, California, and is closely tied to the University of Southern California. The credit union serves USC students, staff, faculty and alumni plus those who live, work and worship in the greater Los Angeles area. USC Credit Union serves nearly 80,000 members and provides a history of exceptional service and value through reasonably priced loan and deposit products paired with leading-edge technology and account access. The credit union was formed in 1973 by a group of USC facilities maintenance staff who were seeking a better banking alternative than was available and knew a credit union was the best option.

As credit union digital marketing experts, MarketMatch brings over 20 years of experience to the partnership. MarketMatch's forward-thinking Digital IQ platform is central to the new relationship. The first phase of the partnership is focusing on growing USC Credit Union's auto loan application volume in an organizational-wide effort to grow loan volume. MarketMatch has devised a strategy that focuses on intent-based digital marketing. This approach will help generate quality leads from the marketplace in a way that is also pandemic safe.

MarketMatch has been working with USC Credit Union since December 2020 and is in the early stages of the digitally based auto loan campaign. "We are incredibly excited to be working with USC Credit Union on this initiative," said Aaron Gregerson, SPV and chief digital officer of MarketMatch. "A digital campaign is a perfect solution for the credit union and its marketplace right now. Combined with a fantastic message and great rates, we're confident in this campaign's success."

**-More-**



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### About USC Credit Union

From the start, USC Credit Union has sought to provide exceptional value and service to each and every member. We're proud of our history and how we have grown into the dynamic financial institution that proudly serves the Trojan Family today. From humble beginnings has come strong, steady growth along the way, and our progress is all thanks to the members who put their trust in us, each and every day. We look forward to more great things to come! Since 1973, providing exceptional member service **in the tradition of the Trojan spirit, Fight On!**

### About MarketMatch

MarketMatch is an award-winning, full-service digital marketing firm specializing in growing community banks and credit unions. Our holistic approach of providing *Digital Focus. Measurable Results* has generated growth for clients across the country, covering over 35 states since 2002. We truly believe that our *Digital Focus. Measurable Results* strategy creates FOCUS, MOMENTUM and RESULTS for clients, so much so that we back it with an ROI guarantee. For more information about MarketMatch, or to become a client, visit [www.marketmatch.com](http://www.marketmatch.com).



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