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+32.18 (+0.43%)

(⌚) U.S. Markets close in 1 hr 39 mins

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Swrve Helps KeyPoint Credit Union Achieve 248% Growth in Monthly App Usage

Business Wire June 5, 2019

SAN FRANCISCO--(BUSINESS WIRE)--

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Award-winning Silicon Valley credit union sets new bar for finance engagement, retention and loyalty with [Recently Viewed >](#) global leader in real-time customer engagement

Swrve, the world leader in real-time, relevant customer engagement today announced that KeyPoint, a Silicon Valley-based full-service, not-for-profit credit union, has chosen Swrve to elevate member experiences and drive significant mobile member engagement. As one of California's largest credit unions with over \$1.3 billion in assets and more than 60,000 members, KeyPoint uses Swrve to send hyper-relevant push notifications, geo-triggered campaigns, and informative in-app messages.

This has translated into a 248% growth in monthly fast balance usage—a tangible return on relevance.

Swrve's real-time marketing and customer engagement platform enabled KeyPoint to achieve:

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INCREASED FEATURE USE AND ENGAGEMENT

- **248% increase in fast balance usage**, allowing members to quickly view their balances in the app via Touch ID

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the branch, which ultimately helps branch staff focus their efforts on larger, more complicated transactions and operate at greater speed and efficiency

OVERALL RETURN ON RELEVANCE (ROR)

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- **20% growth in monthly active users (MAU)** within a year of deploying campaigns
- **29% increase in day 30 app retention,** measurably decreasing churn and improving the frequency of app usage in users that were sent Swrve campaigns, all achieved by successfully delivering relevant, real-time engagement, improving individual experiences and demonstrating the value of their app to new customers
- **10% increase in multiple app opens per week,** due to relevant member messaging deployed in real time.

Apple App Developers Jump on Silicon Valley Antitrust Bandwagon

Bloomberg

"We've found great success using Swrve in our campaigns," said David Greene, Marketing Manager at KeyPoint Credit Union. "We've asked Swrve to elevate KeyPoint member experiences on mobile, and they've done exactly that. I'm excited to take our use of Swrve to the next level by incorporating more location-based campaigns that will be totally personalized to our members. We'll deliver even more value exactly when it's most relevant to them."

Capitol Hill wants Silicon Valley's top tech executives to testify in antitrust investigation

American City Business Journals

"KeyPoint Credit Union was able to drastically increase app engagement and retention rates by incorporating Swrve's marketing and customer experience platform into its messaging strategy," says Tom Aitchison, CEO of Swrve. "KeyPoint Credit Union have demonstrated the potential for financial institutions to offer each customer unique, real-time value by optimizing the relevance of their app's user experience in real time."

When Grown-Ups Get Caught in Teens' Affairs

Crossfire

The Atlantic

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customer engagement platform that helps the world's leading brands confidently scale communications over millions of customers, delivering dynamic data and AI driven interactions that are optimized for relevance in real time. Swrve's customers create relevance in their customer engagements to achieve business results 3x faster and profit growth 200x faster than the S&P 500. A Gartner Magic Quadrant for Mobile Marketing Platforms leader, Swrve is currently installed in 3.5 billion apps worldwide and processes 14 billion events daily. Learn more at <https://www.swrve.com> or follow @Swrve_Inc on Twitter.



About KeyPoint Credit Union

Inspired by Silicon Valley innovation and built to serve a diverse membership, KeyPoint is a full-service, not-for-profit credit union dedicated to providing financial solutions to help members achieve their goals in life.

KeyPoint helps members make the most of their money — earning more interest on savings, and paying less interest for credit. And KeyPoint is active in the community providing free financial education programs, as well as fostering financial literacy, sponsoring reading programs and mentoring the next generation of business professionals at local educational institutions.

View source version on businesswire.com:

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6/5/2019

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