

# Visualize your success!

Life is full of big moments. Whether it is a new home, new car, college, or retirement, your members' financial needs can now be easily anticipated. Credit Union Cultivator analyzes and seamlessly integrates your members' information with relevant market data to help you grow your existing relationships - and acquire new ones.



Actionable  
data analytics  
made easy  
and  
affordable  
to all!  
**PERIOD.**



(888) 508-3908  
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[www.creditunioncultivator.com](http://www.creditunioncultivator.com)

Always  
Anticipating  
Your  
Members'  
Financial  
Needs



*Data Analytics made easy!*



## Gain Insights

Credit Union Cultivator offers smart, clear insights into your members, from who has an improved credit rate or an increased home value, to who is about to trade in their car for a new one. This relevant and timely information allows you to manage current loan run-off, and tailor your programs and services among members.

## Engage Effectively

Use immediate and actionable information to reach out to your members (and potential members) with the click of a button. Credit Union Cultivator incorporates familiar communication channels to make outreach simple - create a direct mail campaign and track its progress, or send out a friendly, personalized email.

With Credit Union Cultivator you'll have all the tools you need to determine your members' financial needs, and successfully guide them through life's many rewarding moments.

*"With actionable, current data right at our fingertips, in an easy to use, fresh innovative format, we're able to understand our members' upcoming needs, so that we can help them meet their financial goals. Even better, CU Cultivator is helping us book even more loans and open more accounts! With its easy to use graphical interface, Credit Union Cultivator has helped us expedite our marketing process and in a matter of days we were up and running. It fits right into our existing systems - best of all - without annoying our IT department!"*

*- Deb McLean,*

*VP of Marketing & Business Development  
Nova Credit Union*

Credit Union Cultivator analyzes your members' data using proprietary computer algorithms, supported by external data. Our system seamlessly (and securely) performs analytics resulting in instant, straightforward, and actionable information. The powerful and engaging visual interface is powered by our servers, while your members' sensitive information stays within your network.

## Product Features

- Rapid CU Core System Integration
- Rapid, comprehensive data visualization with interactive custom dashboard
- User-friendly interface
- Print Mail - in-house or third party printer integration (LOB)
- Email - internal or third party email integration (SendGrid, Constant Contact, MailChimp)
- Export – easily send data to your marketing provider, printer, or email campaign system
- Unlimited seat licenses
- Affordable pricing and no long-term contract; contact us for more information



*Visualize your success and start anticipating your members' financial needs today! Contact us for a product demonstration.*

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