

DashHound Propels Family Trust Federal Credit Union to New Heights with Data-Driven Marketing Strategies

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/EINPresswire.com/ -- [DashHound](#), in strategic collaboration with [Lotame](#), the leader in data analytics, is excited to announce significant successes in digital marketing within the financial

sector, achieved through their partnership with Family Trust Federal Credit Union. This collaboration has marked a pivotal advancement in marketing strategies, demonstrating the profound impact of targeted, data-driven approaches.



Background: In response to rising interest rates, Family Trust Federal Credit Union sought to revolutionize its marketing strategies to boost loan growth and enhance member engagement. By joining forces with DashHound and integrating Lotame's state-of-the-art analytics platform, the credit union has set new industry standards and embarked on a path of significant transformation.

Innovative Solutions: DashHound utilized Lotame's sophisticated onboarding and analytics tools to merge Family Trust's comprehensive first-party data with enhanced external data. This integration enabled a deep, data-driven understanding of both prospective and current members, facilitating the creation of finely tuned persona-based marketing strategies.

Impressive Results: The results of this partnership have been remarkable:

Conversion rates doubled across the board.

Brand awareness increased fortyfold in the latter half of the year.

Membership growth surged by 25% in the first quarter.

Loan applications rose by 21% despite economic challenges.

Looking Ahead: DashHound and Lotame are committed to continuing their exploration of innovative data-driven marketing strategies. This ongoing effort promises to bring further enhancements and success stories within the financial sector and beyond.

About DashHound

DashHound is a revolutionary data analysis platform that transcends traditional data analysis, focusing on the human experience in consumer data applications. By consolidating data and providing actionable insights, DashHound enables businesses to optimize their operations and engage effectively with their audience. With a unique, vibrant persona, DashHound is set to transform how businesses leverage data for success. As a Comporium technology, DashHound uses AI to bring businesses closer to their ideal customers, ensuring maximum engagement.

Sabrena Gartland
Frogman Media Group
+1 310-427-7706
[email us here](#)

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