

# Adventure Credit Union Selects the Digital Onboarding Platform to Deliver One-to-One Marketing at Scale

**February 23, 2021 - BOSTON, MA** — Digital Onboarding, Inc. today announced that **Adventure Credit Union** selected its fully automated digital engagement platform to deliver highly personalized communications that maximize new member engagement and cross-selling.

Adventure Credit Union previously relied on generic welcome kits to onboard members after account opening. Physical folders included pages of disclosures, instructions for enrolling in online banking, and brochures with product and service information. The onboarding package was costly and ineffective.

“We needed to bridge the gap and make it easier for new members to adopt digital banking and other key services we offer,” said Evan Kingsbury, Director of Marketing, Adventure Credit Union. “The Digital Onboarding platform will be invaluable in engaging members that open accounts online or join through our indirect lending program. The platform will also play a crucial role in deepening relationships with existing members, helping us achieve primary financial institution status.

”Research from the 2021 **Digital Banking Report** showed that 25 to 40 percent of new checking accounts close within the first year. Driving early engagement is the key to building long-lasting relationships. Today’s members demand personalized, digital communications and tools that eliminate the friction that’s often associated with new member onboarding processes.

“Adventure Credit Union wisely recognizes that members have unique needs and reasons for joining,” said Ted Brown, CEO, Digital Onboarding, Inc. “With the Digital Onboarding platform, Adventure Credit Union can deliver highly personalized

campaigns that maximize engagement, satisfaction, and retention. I'm thrilled to partner with the credit union to achieve its goals."

### **About Adventure Credit Union**

**Adventure Credit Union** is a Michigan community-based credit union serving ten counties in the Greater Grand Rapids and Lansing Metropolitan areas. Our team of Trusted Financial Guides serve more than 30,000 credit union members and manage over \$400 million in assets. We partner with our members, employees, and communities to enrich their financial lives. Adventure Credit Union offers a full suite of financial services for individual and business members including Edge Checking, one of the area's best high yield checking accounts.

For Adventure Credit Union media inquiries, contact Evan Kingsbury at [evank@adventurecu.org](mailto:evank@adventurecu.org)

### **About Digital Onboarding Inc.**

**Digital Onboarding Inc.** is a SaaS technology that offers a fully automated digital engagement platform that is purpose-built for financial institutions. The platform enables banks, credit unions, credit card companies, and investment management firms to create personalized emails, texts, and step-by-step digital guides to engage members, from the moment they join.

For Digital Onboarding media inquiries, contact Laurie McLachlan at [laurie@digitalonboarding.com](mailto:laurie@digitalonboarding.com) or (617) 921-2916.