



Advanced Analytics

Overview

Empower your credit union with advanced analytics to gain insights into community interactions across CU Station™'s website, portal applications, and Community Connect. Understand consumer behavior, engagement, and preferences to refine strategies, optimize content, and make informed decisions.

Key Features

- **Behavior Tracking**
Monitor user activities across all CU Station™ platforms (website, portal, and Community Connect), including clicks, searches, form submissions, and content interactions.
 - **Engagement Metrics**
To assess content effectiveness, measure how users engage with different touchpoints, such as time spent on specific pages, bounce rates, and content consumption patterns.
 - **Customizable Dashboards**
Create tailored analytics dashboards to visualize data according to specific metrics and KPIs that matter most to your credit union's goals.
 - **Segmentation & Filtering**
Analyze user behavior by segmenting data based on demographics, interests, location, and user actions, enabling more targeted decision-making and engagement.
 - **Trend Analysis**
Identify trends in member behavior over time, such as product interests, seasonal changes in activity, and engagement shifts, for proactive strategy adjustment.
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Why This Matters

- **Data-Driven Decision Making**
Gain precise insights into user engagement, enabling your credit union to make informed and strategic decisions.
- **Improved Member Retention**
Identify at-risk members through engagement analysis and take action to boost retention and satisfaction.
- **Optimize Marketing & Outreach**
Refine strategies by discovering which campaigns, content, and touchpoints resonate with your target audience.



- **Comparison Grid**
Compare your products and services against competitors in CU Station™'s User Search and matching result sets.
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Value Proposition

Advanced Analytics offers your credit union a robust understanding of user behavior and engagement across CU Station™'s platforms. By tracking interactions and applying data-driven insights, your credit union can refine marketing efforts, enhance member services, and increase member satisfaction and acquisition.

FAQs

- **What types of data can we track with Advanced Analytics?**
You can track clicks, searches, form submissions, time spent on pages, and more across CU Station's platforms.
 - **Can we customize reports to fit our needs?**
You can create dashboards tailored to your specific metrics and goals for deeper insights.
 - **Is there a learning curve for using the analytics tools?**
Our platform is designed for ease of use. We provide onboarding and ongoing support to help you get the most from your analytics.
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Next Steps

- Integrate analytics tools with CU Station's website, portal, and Community Connect platform.
- Set up dashboards, segmentation, and filtering based on your credit union's KPIs.
- Engage in the feedback loop to give input on recommended analytics to meet your strategic goals.
- Leverage analytics to refine marketing efforts and boost member acquisition and retention.
- Receive actionable insights and adjust marketing and engagement strategies.