

## HOW-TO BUILD A MARKETING LIST: THE 2-PART PROCESS TO BUILDING MARKETING LISTS

**DISCLAIMER:** There are two parts to building a marketing list.

**Part I** is a one-time, but necessary, portion of the process.

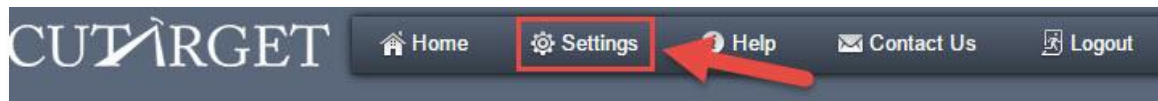
**Part II** is the process you will go through each time you wish to build (or edit) a new marketing list.

### PART I – CUSTOMIZING YOUR MARKETING LIST OPTIONS

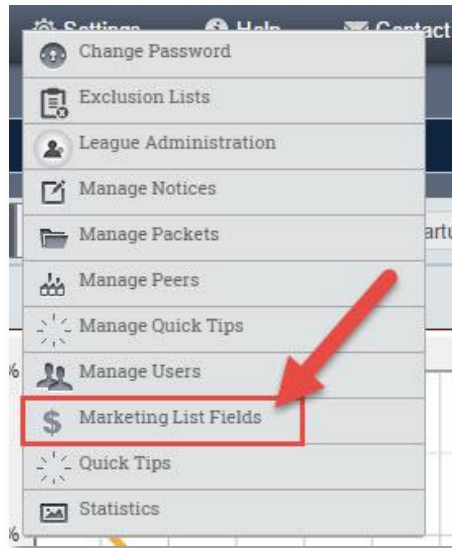
**Q:** Why do I need to customize my marketing list field options?

**A:** There are hundreds of potential fields that you may include in marketing lists. So you do not have to sort through the hundreds of options (some of which may never be applicable to your targeting efforts) each time you build a new marketing list, we have designed the program so you can perform a one-time customization. Follow the below steps to establish the marketing list fields you may want to include in a list!

**Step 1:** Hover over **Settings** near the top of your screen.



**Step 2:** In the drop down menu, click on **Marketing List Fields**.



**Step 3:** You should now be looking at the **Select Marketing List Fields** pop-up.

1. Selecting the first circle, **Export fields that can be used in marketing lists**, means you are choosing the actual columns (i.e., fields) that will potentially make-up the list. In other words, all the information you want to pull for each credit union that you are trying to target.

## HOW-TO BUILD A MARKETING LIST: THE 2-PART PROCESS TO BUILDING MARKETING LISTS

2. Selecting the second circle, **Financial criteria that can be used to filter your marketing lists**, means you are choosing the potential financial criteria that you may use to shape the group of credit unions you intend to target.

**Select Marketing List Fields**

Would you like to select:

- ☒ Export fields that can be used in marketing lists
- ☐ Financial criteria that can be used to filter your marketing lists

**Step 4:** Proceeding under the assumption that you have selected the first circle, now you may start choosing the marketing list fields. The right hand list (**Fields In Your Marketing List**) contains the default fields that you may later choose from when you actually build a marketing list.

1. Use the **Categories** drop down to sort through the list options.
2. When you click on any category in the drop down, the available fields will populate in the left hand list, **Available Fields (not already used)**.
3. To select the fields you may include in future marketing lists, double click on the field name or use the blue arrows. As you make your selections, they will appear in the right hand list.

**Select Marketing List Fields**

Would you like to select:

- ☒ Export fields that can be used in marketing lists
- ☐ Financial criteria that can be used to filter your marketing lists

Categories: Vendors

**Available Fields (not already used)**

- 3rd Party ALM Analysis Partner
- ALMSoftware
- Apple Pay
- Bill Payer
- Check 21 – Teller Solution
- Check Printer
- Coll Prot Svc
- CollectionsSystem
- Consumer Loan Origination Platform
- Credit Card Portfolio Manager
- Credit Card Processor (in-house)
- Data Processor
- Debit Card Network
- Debit Card PIN Processor
- Debit Card Signature Processor
- EFT Processor - ACH
- Field of Membership
- Lending Call Center

**Marketing List Fields**

- Address
- Assets
- Capital
- CEO
- CFO
- City
- Investments
- Loan Manager
- Loans
- Marketing Manager
- Members
- Name
- Operations Manager
- State
- Telephone
- Zipcode

Default Fields To Choose From When You Create A Marketing List

Save Marketing List Fields

QUICK TIP: Is the list above missing a field? Go to **Settings** then **Marketing List Fields** to manage the custom fields you may select from.

## HOW-TO BUILD A MARKETING LIST: THE 2-PART PROCESS TO BUILDING MARKETING LISTS

**Step 5:** Once you are satisfied with the Step 4 selections, select the second circle, **Financial criteria that can be used to filter your marketing lists**. Please note that the right hand list now contains the default financial criteria.

1. Use the **Categories** drop down to sort through the list options.
2. When you click on any category in the drop down, the available financial criteria will populate in the left hand list, **Available Fields (not already used)**.
3. To select the financial criteria you may use to target specific credit unions, double click on the field name or use the blue arrows. As you make your selections, they will appear in the right hand list.

**Select Criteria Formulas**

Would you like to select:

☐ Export fields that can be used in marketing lists

☒ Financial criteria that can be used to filter your marketing lists

Categories: Delinquencies

**Available Fields (not already used)**

- # 12+ mo. del Residential Construction ? Exclu
- # Delinquent Fixed Rate/Hybrid Balloon, Other
- # Delinquent Adjustable Rate, First Mortgage L
- # Delinquent Adjustable Rate, First Mortgage L
- # Delinquent Adjustable Rate, First Mortgage L
- # Delinquent Adjustable Rate, First Mortgage L
- # Delinquent Adjustable Rate, First Mortgage L
- # Delinquent Adjustable Rate, Other Real Estaf
- # Delinquent Adjustable Rate, Other Real Estaf
- # Delinquent Adjustable Rate, Other Real Estaf
- # Delinquent Adjustable Rate, Other Real Estaf
- # Delinquent Adjustable Rate, Other Real Estaf
- # Delinquent Agricultural Loans (12+ mo)
- # Delinquent Agricultural Loans (2<6 mo)
- # Delinquent Agricultural Loans (6<12 mo)
- # Delinquent Agricultural Loans , Total Reporta
- # Delinquent All Other Loans (1<2 mo)
- # Delinquent All Other Loans (12+ mo)

**Criteria Formulas**

- Assets
- Capital
- Investments
- Loans
- Members

**Save Criteria Formulas**

**TIP:** Is the list above missing a field? Go to **Settings** then **Marketing List Fields** to manage the custom fields you may select from.

## HOW-TO BUILD A MARKETING LIST: THE 2-PART PROCESS TO BUILDING MARKETING LISTS

**Step 6:** Once satisfied with your selections, click **Save Criteria Formulas**.

**Select Criteria Formulas**

Would you like to select:

- ☐ Export fields that can be used in marketing lists
- ☒ Financial criteria that can be used to filter your marketing lists

Categories: **Delinquencies**

**Available Fields (not already used)**

- # 12+ mo. del Residential Construction ? Exclu
- # Delinquent Fixed Rate/Hybrid Balloon, Other
- # Delinquent Adjustable Rate, First Mortgage L
- # Delinquent Adjustable Rate, First Mortgage L
- # Delinquent Adjustable Rate, First Mortgage L
- # Delinquent Adjustable Rate, First Mortgage L
- # Delinquent Adjustable Rate, First Mortgage L
- # Delinquent Adjustable Rate, Other Real Estal
- # Delinquent Agricultural Loans (12+ mo)
- # Delinquent Agricultural Loans (6<12 mo)
- # Delinquent Agricultural Loans, Total Reporta
- # Delinquent All Other Loans (12+ mo)
- # Delinquent All Other Loans (2<6 mo)
- # Delinquent All Other Loans (6<12 mo)
- # Delinquent All Other Loans, Total Reportable
- # Delinquent Business Constructions & Develo
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**Criteria Formulas**

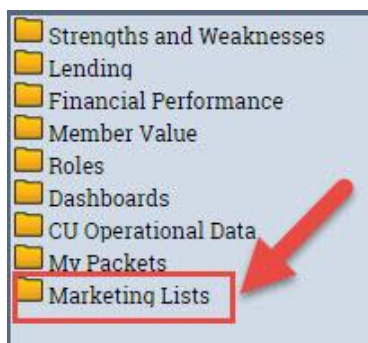
- Assets
- Capital
- Investments
- Loans
- Members
- # Delinquent Agricultural Loans (2<6 mo)
- # Delinquent Adjustable Rate, Other Real Estal
- # Delinquent Adjustable Rate, Other Real Estal
- # Delinquent All Other Loans (1<2 mo)
- # Delinquent Adjustable Rate, Other Real Estal
- # Delinquent Adjustable Rate, Other Real Estal

**QUICK TIP:** Is the list above missing a field? Go to **Settings** then **Marketing List Fields** to manage the custom fields you may select from.

**Save Criteria Formulas**

## PART II – BUILD A MARKETING LIST

**Step 1:** Locate **Marketing Lists** at the bottom of the left hand navigation. Click on the folder to expand it.





## HOW-TO BUILD A MARKETING LIST: THE 2-PART PROCESS TO BUILDING MARKETING LISTS

**Step 2:** Click on **-Create New Marketing List-**.



**Step 3:** Set the Geographical criteria for your marketing list.

1. By default, all states are selected. To deselect all states, click the **No States** button.
2. To select a state(s), click on the state in the map so it turns grey.
3. If you want to target a very specific set of credit unions, type a specific zip code(s) or area code(s) into the **Zip Codes** or **Area Codes** fields.

**Step 4:** Near the top of the pop up, click on the **Step 2: Financial Criteria** tab.

**NOTE:** Recall **Part I – Step 5** above? This is where the financial criteria you selected appear!

## HOW-TO BUILD A MARKETING LIST: THE 2-PART PROCESS TO BUILDING MARKETING LISTS

**Step 5:** Choose the **Financial Criteria** for your marketing list. You may enter minimum and/or maximum ranges for each criterion. When setting minimum and maximum criteria, use the following notation:

- **K** = thousand ... example: 100k = \$100,000
- **M** = million ... example: 100m = \$100,000,000
- **B** = billion ... example: 100b = \$100,000,000,000

**NOTE:** You do not have to set **BOTH** a minimum and a maximum, but you can if it suits your targeting needs.

Step 1: Geographic Selection   Step 2: Financial Criteria   Step 3: Supplier Relationship   Step 4: Preview and Refine   Step 5: Final Selection

Select performance ranges for the fields below.

Select criteria using formulas and account codes:	Minimum	Maximum
Assets	100m	
Loans		
Members		
Branches	2	30
Net Worth/Assets		
ROA		
Loans/Shares		

Charter Type:  
☒ Federally Chartered and Insured  
☒ State Chartered Federally Insured  
☒ State Chartered Privately Insured

To add financial criteria fields to the table, go to **Settings -> Marketing List Fields**. You can then select and save financial criteria so you only have to build your specifications once.

**Step 6:** Select a specific Charter Type(s) in the **Charter Type** list. By default, all charter types are selected (as indicated by the grey highlighting). **NOTE:** To select more than charter type, please be sure to hold down the **Ctrl** key when you click in the list; if you are using a MAC, hold down the **Command** key.

Step 1: Geographic Selection   Step 2: Financial Criteria   Step 3: Supplier Relationships   Step 4: Preview and Refine   Step 5: Final Selection

Select performance ranges for the fields below.

Select criteria using formulas and account codes:	Minimum	Maximum
Assets	100m	
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ROA		
Loans/Shares		

Charter Type:  
☒ Federally Chartered and Insured  
☒ State Chartered Federally Insured  
☒ State Chartered Privately Insured

To add financial criteria fields to the table, go to **Settings -> Marketing List Fields**. You can then select and save financial criteria so you only have to build your specifications once.

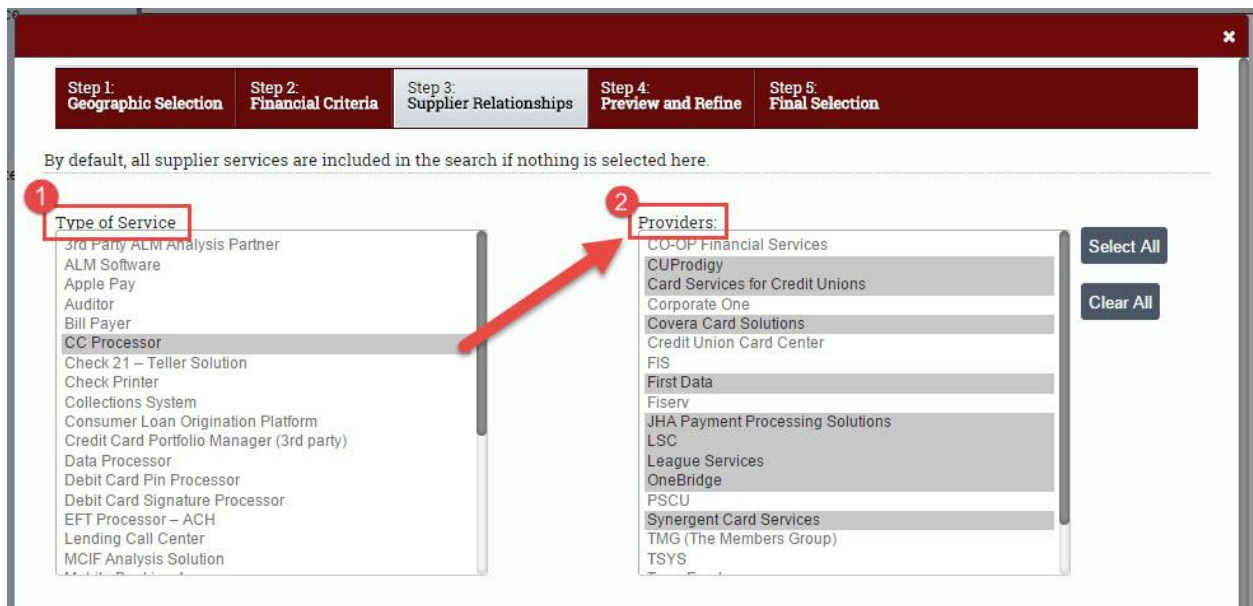
## HOW-TO BUILD A MARKETING LIST: THE 2-PART PROCESS TO BUILDING MARKETING LISTS

**Step 7:** Near the top of the pop up, click on the Step 3: **Supplier Relationships** tab.



**Step 8:** Shape the credit unions you target based on the specific vendors.

1. In the **Type of Service** list, select from various service types. Click on any service type and the specific vendors will appear in the right hand list labeled **Providers**.
2. Choose specific vendors in the **Providers** list. By default, all vendors are selected.  
***NOTE:** If you wish to select more than one type of service/provider, you must hold down the **Ctrl** key on your keyboard when you click. If you are a **MAC** user, hold down the **Command** key.*



**Step 9:** Near the top of the pop up, click on the Step 4: **Preview and Refine** tab.



## HOW-TO BUILD A MARKETING LIST: THE 2-PART PROCESS TO BUILDING MARKETING LISTS

**Step 10:** The right hand list, **Preview List**, shows all the credit unions that fit the criteria you have established thus far.

1. To add specific credit unions to the list, use the **Select State** drop down or **Type Name** fields.
2. Use the blue arrows to add credit unions to your marketing list (or remove them from the list).
3. To activate any **Exclusion lists**, click on the list(s) located in the lower left hand corner; the Preview List will regenerate.

**NOTE:** Learn how to build an exclusion list by viewing the [How-To Create An Exclusion List guide](#).

Step 1: Geographic Selection   Step 2: Financial Criteria   Step 3: Supplier Relationships   Step 4: Preview and Refine   Step 5: Final Selection

Select additional credit unions below.

1 Select State: Washington, DC  
Type Name:

St	Name	City	Assets
DC	Asbury	Washington	\$393,812
DC	Bank-Fund Staff	Washington	\$3,894,176,877
DC	Census	Washington	\$62,243,254
DC	Congressional	Washington	\$782,649,716
DC	D.C. Teachers	Washington	\$43,333,386
DC	DC Fire Department	Washington	\$6,646,285
DC	Department Of Commerce	Washington	\$334,324,317
DC	Department of Labor	Washington	\$69,465,106
DC	Department Of The Interior	Washington	\$152,050,134
DC	District Government Employees	Washington	\$51,792,485
DC	DVA	Washington	\$105,223,009

2

Preview List: You have selected 108 credit unions.

St	Name	City	Assets
NY	Access	Clinton	\$145,081,691
OR	Advantis	Milwaukie	\$1,170,704,049
CA	AFTRA-SAG	Burbank	\$219,783,057
FL	Alive	Jacksonville	\$125,220,302
TX	Alliance	Lubbock	\$226,058,099
CA	Alta Vista	Redlands	\$133,284,964
CA	American First	La Habra	\$499,411,332
CO	Aventa	Colorado Springs	\$154,252,793
CA	Bay	Capitola	\$715,063,286
NY	Bay Ridge	Brooklyn	\$190,410,421
PA	Bellco	Wyomissing	\$108,462,828
MO	BluCurrent	Springfield	\$147,976,592
CA	California	Glendale	\$1,335,649,230
CA	California Bear	Los Angeles	\$103,652,137
WA	Cascade	Seattle	\$259,231,227
OR	Cascade Community	Roseburg	\$167,019,636

3

Exclusion lists: test1

Go to Step 5



## HOW-TO BUILD A MARKETING LIST: THE 2-PART PROCESS TO BUILDING MARKETING LISTS

**Step 11:** Near the top of the pop up, click on Step 5: Final Selection.

Step 1: Geographic Selection	Step 2: Financial Criteria	Step 3: Supplier Relationships	Step 4: Preview and Refine	Step 5: Final Selection
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1. The left hand list **Available Fields (not already used)** contain all of fields you selected wayyyy back in **Part I – Step 4**.
2. Use the blue arrows to move the fields into **Fields In Your Marketing List**.
3. Give the marketing list an appropriate name in the **Name of Marketing List** text field.
4. Click the **Save Marketing List** button.

Step 1: Geographic Selection   Step 2: Financial Criteria   Step 3: Supplier Relationships   Step 4: Preview and Refine   Step 5: Final Selection

Name of marketing List: How-To Document Marketing List

**Available Fields (not already used)**

- Assets
- CFO
- Chief Operating Officer
- Effective Date of the Most Recent Supervisory C
- Executive Secretary
- Head of Human Resources
- Loans
- Marketing Manager
- Name
- Operations Manager
- Total Assets of Wholly-owned CUSOs
- Type of DP System (1 = Manual; 2 = Vendor Su

**Fields In Your Marketing List**

- City
- Address
- CEO
- Head of Training
- Members
- Telephone
- Zipcode
- Capital
- Investments
- Loan Manager
- State

QUICK TIP: Is the list above missing a field? Go to **Settings** and **Marketing List Fields** to manage the custom fields you may select from.

Save Marketing List

**CONGRATULATIONS, YOU HAVE BUILT A MARKETING LIST.**

*(You have also made it to the bottom of this 9 page How-to document, which is a feat in it of itself!)*