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## **CU\*Answers Rolls-out Promotional Campaign Software**

**Grand Rapids, MI – October 25<sup>th</sup>, 2010**

West Michigan-based credit union data processor, CU\*Answers, has provided a new, easy-to-use promotional campaign software for credit union marketing teams to configure their own promo campaigns.

CU\*Answers said that this new software is useful for things such as promoting usage of **It's Me 247** online banking, and would allow credit unions to define promotional periods and targeted marketing messages to encourage members to use this service. This is useful because credit union members are able to explore and use online banking during the trial period, without having to contact credit union staff to gain access. Other benefits included with the software are the abilities to print reports and create a database file of members to send targeted electronic messages, and to carefully select members (exclude for example, members without an email address) to included in the campaign.

For more information on this exciting new feature, and other resources for **It's Me 247**, access the **It's Me 247** Reference Resource Page at [http://www.cuanswers.com/client\\_reference\\_itsme.php](http://www.cuanswers.com/client_reference_itsme.php).

### **About CU\*Answers**

CU\*Answers was founded 40 years ago and is a 100% Credit Union owned CUSO located in Grand Rapids, Michigan. CU\*Answers offers a wide variety of services for credit unions including its flagship CU\*BASE Processing System in both an Online (ASP) and In-house environment, Electronic Check Processing, and a wide variety of Self-Service products featured by **It's Me 247** Online Banking, and newly offered Mobile Banking. CU\*Answers provides combined services to 165 credit unions nationally representing nearly 1.5 million members and \$10 billion in credit union assets. For more information about how "We Make Credit Unions Go" please visit CU\*Answers at [www.cuanswers.com](http://www.cuanswers.com).

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