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CU Solutions Group Partners with Resonate to Bring Big Data to Credit Unions Nationwide

LIVONIA, MI, December 17, 2014 – CU Solutions Group has teamed with the analytics and media company Resonate to make the world of big data more accessible and affordable for credit unions. Resonate has pioneered an entirely new method for reaching credit union members with analytics built on the nation's largest primary consumer insights database.

CU Solutions Group's marketing department will team with Resonate to bring credit unions:

- **Resonate Analytics** – Big data real-time research into member motivations which gives them a new understanding of their current and potential members.
- **Resonate Media** – The only motivations-based audience targeting for display, video, social and mobile media.

"Resonate is changing the way data is collected and analyzed and put to work for the digital marketer," states David Adams, CEO of CU Solutions Group. "It can help credit unions to better understand how to target both current and potential members. The platform is unique because it uses big data to not only identify the "what" and "who" of members but the "why" as well."

"This partnership provides credit unions with an unparalleled understanding of the personal motivations and banking decisions of their members and prospects," says Andy Hunn, COO of Resonate. "For example, credit unions can use this information to tailor their products and services to meet the needs of millennials, first-time homebuyers applying for a mortgage, or identify new member segments to grow their businesses."

Whether a credit union has a wealth of member data or is starting from scratch, CU Solutions Group and Resonate will go beyond typical demographics and provide instant behavioral and motivational data, giving credit unions the most complete picture of their members possible. Both companies look forward to helping credit unions use this key data to help them grow membership, loan volume, member satisfaction and more.

***CU Solutions Group** serves the credit union industry by offering essential solutions in five key areas: marketing, technology, membership enhancements, performance management and lending/operations. CU Solutions Group was formed out of the combination of CU Village and HRN Management Group, and is owned over a hundred investors made up of leagues, credit unions and credit union system organizations. Learn more at www.cusolutionsgroup.com, www.facebook.com/CUSolGroup or www.twitter.com/CUSolGroup.*

***Resonate** is the only company to empower brand, political and cause marketers to identify and engage with audiences based on the reasons behind people's actions. Combining the latest big data technologies with proven research and analytic techniques, Resonate powers motivation-based analytics and targeting across all digital media channels. The ability to deliver advertising based on an individual's social and personal values and product purchase preferences, goes beyond simple demographics to achieve greater engagement, campaign results and customer insight. For more information visit www.resonateinsights.com.*