



Kentico

Help your credit union grow in today's digital-first market.

Flexible. Efficient. Trustworthy.



Without a comprehensive digital strategy, credit unions struggle to reach members who could benefit from their financial solutions. A weak digital presence that lacks mobile optimization and limited marketing tools can leave even local communities out of reach.

Fragmented customer journeys slow conversions and reduce awareness of credit unions' benefits for target groups. But as not-for-profits, credit unions often have fewer marketing resources than traditional banks when it comes to consistently building trust across channels.

With a cost-effective and inclusive CMS, credit unions can enhance their digital presence and connect with their communities—all while staying within budget.

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channels. Use data-driven personalization to tailor content to members' needs while maintaining top-notch security and compliance to protect data.

Choosing a content management system that delivers a smooth, secure online experience and digital marketing tailored to modern member expectations is a complete game-changer for credit unions.



Here's how

Xperience by Kentico for credit unions



A scalable, finance-friendly CMS with integrated digital marketing tools

[Optimize your operational costs](#) with a consolidated platform, eliminating the need for multiple expensive systems—so you can maximize value while enhancing your digital strategy.



Cost-efficient without sacrificing performance

Get a maximum return on investment without compromising quality, with enterprise-level capabilities at a [price point](#) within budget.



Centralized content management for consistent financial messaging

Ensure that your financial services are presented consistently across every channel to build trust and brand recognition with a centralized [Content Hub](#).



Data-driven insights to optimize member engagement and financial growth

Gain the ability to track digital performance and member interactions. Visualize insights in your preferred tool to refine outreach strategies, boost conversions, and enhance member retention.



Supercharge productivity with native AI capabilities.

[AIRA](#), our native AI capability, automates complex, time-consuming tasks to free up your team's capacity.



Regulatory compliance and airtight data security

Ensure your credit union [complies with regulations](#) like GDPR, while protecting sensitive financial data with built-in security protocols.



Scalable solutions for high-demand times

During high-demand times, like tax season or new member promotions, your system remains reliable, preventing downtime that could affect operations.



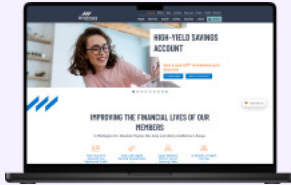
Cloud-based innovation for long-term stability

Ensure your credit union stays ahead of the curve with [monthly software refreshes](#) that support sustainable growth and digital transformation.



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Meet the credit unions thriving with Kentico.

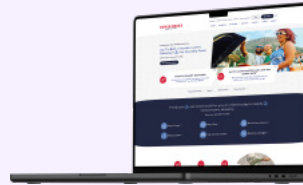


Following **Andrews Federal Credit Union's** complete digital overhaul with Kentico, they saw a 400% in mobile users, a 184% increase in new users, and a 29% increase in page views.

"Serving a very broad membership base across a wide geographic area, our new website needed to be as smart as it was beautiful. Kentico fulfilled our desire to develop a stunning, powerful and scalable website with persona-based intelligence delivering interest-based content to site visitors, all while upholding recent data privacy laws and regulations."



Brian Holloway.
Vice President of Marketing,
Andrews Federal Credit Union



When it was time for **Premier America** to redesign their website, they turned to Kentico and saw an 18% growth in conversion rates, a 13% rise in page views, and an 8% increase in average session duration.

"In my career, I have launched many websites, and few have gone as smoothly as ours with Kentico. It has allowed us to reduce the time to make website edits, follow compliance guidelines, and maintain the consistency of our brand experience. We have been with Kentico for several years and are pleased with the upgrade."



Richard Dedor.
VP Marketing, Premier
America Credit Union

Ready to revolutionize your credit union's digital strategy?
[Schedule a personalized demo](#) with our experts.

www.kentico.com
1-866-328-8998
sales@kentico.com

