2026

CU*ANSWERS

Cooperative Campaign

CU*Answers' Cooperative Campaign is a low maintenance, inexpensive, professional digital marketing solution built for our credit union partners. Whether your goal is to increase your membership or simply let your members know about your products and services, the Cooperative Campaign offers you up to a full year of digital material to help grab members' attention.

Look inside to discover what the Cooperative Campaign can offer your credit union!





GET IN FRONT OF YOUR MEMBERS

With the Cooperative Campaign, you have the options to enroll ahead of time for the entire 2026 year or you can sign up monthly and pick and choose which months you would like to participate in.

Each month, the CU*Answers Marketing team will upload the campaign of the month to your Online Banking page and Mobile App. Other various CU*Answers teams, including Web Services and Internet Retailer Support Center (IRSC), will also work with you each month to execute the campaigns to different channels. Various web and social media banners will also be available for you to download and use as you wish.



\$250/campaign
OR \$2,500/year*

That's a \$500 savings when you sign up for all 12 months!

*Must sign up for all 12 months before January 5, 2026 to receive \$500 savings.





The CU*Answers Marketing team has worked hard to create 12 different marketing campaigns for 2026. You will have the option to pick and choose which campaign months you want to purchase.

CAMPAIGNS WILL INCLUDE KEY TOPICS SUCH AS:

- Loans
- Mobile App
- Estatements
- Remote Check Deposit
- and more!

WHAT YOU GET*:

- Facebook Timeline Banner
- Instagram Timeline Banner
- Website marketing banner
- Access to all digital files

Instagram Banner: 1080x1080

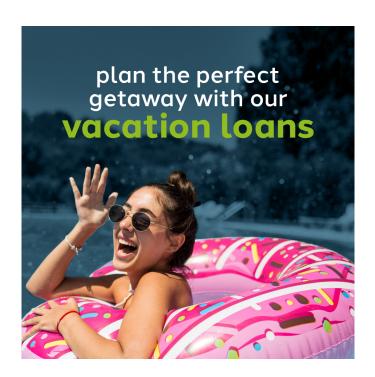


BANNERS FOR VARIOUS PLATFORMS

Facebook/Twitter Timeline Banner: 1200X630



Mobile App/Online Banking Banner: 3072x1200







2026 CAMPAIGN **CALENDAR**

Below are the 12 different marketing campaigns for 2026. Each campaign will run during the month it is assigned. You will have the option to pick and choose which campaign months you want to participate in.























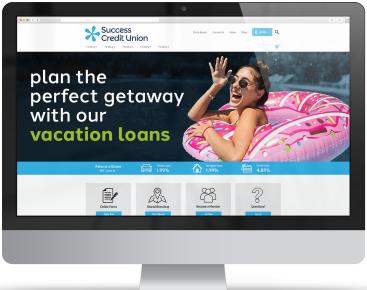




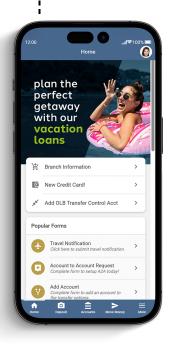


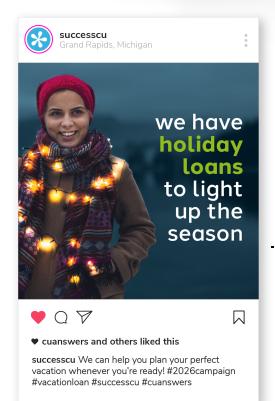
WHAT'S INCLUDED...

Web Banner



Mobile Banner





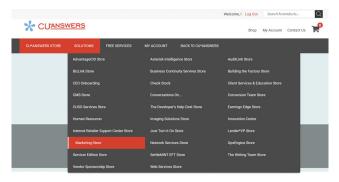


Instagram Banner



HOW TO ORDER

The cooperative Campaign will be available to order on store.cuanswers.com under the Marketing shop category.



Internet Retailer Support Center Store

Marketing Store

Servicer Edition Store

Once you find the Cooperative Campaign product, click on "Select options". From there you can view all 12 monthly campaigns where you will be able to pick and choose campaigns to add to your cart.

Each campaign order period will remain open until a few weeks in the month prior.

For example, if you want to order the January campaign, you will have to order no later than December 22. After December 22, the campaign will no longer be available to purchase.



PURCHASE THE FULL YEAR AND RECEIVE THE FOLLOWING:

If you want your credit union marketing to be planned out for the entire 2026 year, you have the option to add all 12 months to your cart with one click.

\$500 OFF!

CU*Answers is offering credit unions \$500 off of the \$3,000 annual price. You'll only have to pay \$2,500 for an entire year of member marketing!

In order to recieve the \$500 off, you are required to order the product shown above before January 5, 2026.



WHAT YOU'LL SEE

📜 2025 Cooperative Campaigns



2025 Cooperative Campaign Bundle \$3,000.00



January 2025 - Auto Rates \$250.00



February 2025 - Card Management \$250.00



March 2025 - Online Banking \$250.00



April 2025 - Youth Account \$250.00



May 2025 - Refer A Friend \$250.00



June 2025 - Remote Deposit Capture \$250.00



July 2025 - Summer Splash



August 2025 - Mobile App \$250.00



September 2025 - Bill Pay \$250.00



October 2025 - Mobile Transfers \$250.00



November 2025 - Fall In love \$250.00



December 2025 - Holiday Loans

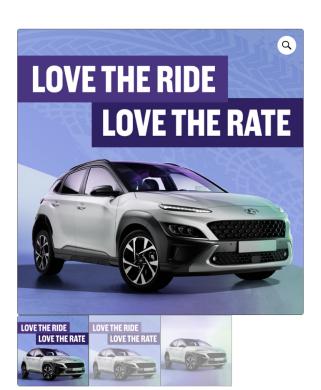
Like previous years, you will be able to order the entire year of campaigns as a bundle, or you can purchase them individually.

You can access campaigns you have purchased anytime by logging into your store account.



PRODUCT PAGE INFORMATION

To access product page information and the option to add a campaign to your cart, click "Selection options" under the desired campaign. Once you are on the product page, you will need to decide if you wan to opt out of automatic banner updates. You will also be asked to agree to the terms and conditions.



January 2025 – Auto Rates

\$250.00

Help your members find the perfect rate for their perfect ride! Various CU*Answers teams, including Marketing, Web Services, and the Internet Retailer Support Center (IRSC), will work with you to execute the campaign to different channels including your Online Banking, MAP site, and mobile app for member engagement.

Out of stock

Category: 2025 Cooperative Campaigns

Description

January Campaign – Love The Ride, Love The Rate

This campaign will run January 1, 2025 – January 31, 2025.

Work with the CU*Answers Marketing Team, Web Services, and the Internet Retailer Support Center (IRSC) to execute the campaign to different channels including your Online Banking, MAP site, and Mobile App.

What You Get

Once you purchase this product, you will receive an email confirmation including access to the digital files listed below.

- Online Banking and Mobile App banner (3072×1200)
- Social Media Instagram Timeline (1080×1080)
- Social Media Facebook and Twitter Timeline (1200×630)
- Web Banner Large (2000×660)
- Web Banner Topple (950×250)
- Access to all digital files

Each month your Online Banking banner, CU*Answers Mobile App banner, and MAP promotion will automatically be uploaded (if applicable). All other files will be available for you to download. All other updates and postings of this material through CU*Answers will have separate charges, based on the service.

Download the 2025 Cooperative Campaign Brochure

Search this service on AnswerBook

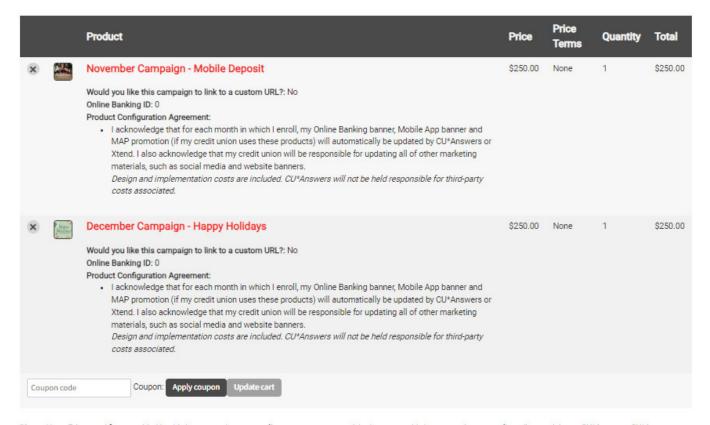


CHECK OUT

After you add a campaign to your cart, the store will take you to the Shopping Cart page. If you wish to add more campaigns before you checkout, simply click on "Continue shopping" in the upper right corner and it will take you back to the Cooperative Campaign product page.

Once you have all of the products you wish to purchase, click "Proceed to checkout" where you will fill out your credi tunion information and agree to the terms and conditions.

📜 Cart



Please Note: Prices and fees provided by third-party vendors or suppliers are not guaranteed. In the event a third-party vendor or supplier adjusts pricing to CU*Answers, CU*Answers reserves the right to pass through any additional fees or savings to the client.

Cart totals Subtotal \$500.00 Total \$500.00 Proceed to checkout



FINAL STEPS

After you complete your order online a webpage with your order details will pop up that will include a summary of your order along with all of the electronic marketing material links. You will also receive an email confirmation from CU*Answers store with your receipt and access to the same digital marketing files.

As previously mentioned, various CU*Answers teams will implement the marketing banners to your mobile app and MAP site if applicable. The other digital files such as Facebook and website banners are your responsibility to upload and use as your wish.

QUESTIONS?

Contact marketing@cuanswers.com





OPEN.CUANSWERS.COM/2026-COOPERATIVE-CAMPAIGNS

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