

# New Account Acquisition Program

## Attract New Cardholders >>>>>

In today's market, many credit unions have challenges in acquiring new cardholders due to a lack of a well-structured acquisition strategy. Reliance on manual targeting processes and direct mailing negatively impact credit unions' success in getting their cards into members' hands. New Account Acquisition Program (NAAP) is the Trellance Prescriptive Analytics solution strategically designed to identify and solicit your best and most deserving potential cardholders. The program meets your credit union's specific qualification parameters and your specific lending policies to identify the ideal target members for the offer.

Trellance New Account Acquisition Program's objective is to leverage your data to increase your card portfolio penetration rate.

## Convert Your Members Into Cardholders

New Account Acquisition Program is a Trellance managed service where a Trellance team of industry experts works side by side with your credit union to collect, enrich and analyze your data to increase your card penetration rate by getting your credit card into more wallets. The program takes into account your credit union's specific qualification parameters and your lending policies to identify the new members that qualify for the new card offer. The program simplifies the target audience definition and overall interaction with the member by presenting the promotional offer with interactive marketing tools and the use of a web portal to streamline the offer enrollment process. With New Account Acquisition Program, you can take the heavy burden off your lending team and quickly convert a non-cardholder member into a profitable one just with a click of a few buttons.

**Ready to see how the Trellance  
New Account Acquisition Program can shape  
the way you do business?**

Contact Trellance at [info@trellance.com](mailto:info@trellance.com)

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## About



Trellance is a leading technology partner for credit unions, delivering innovative technology solutions to help credit unions achieve more. With a comprehensive suite of analytics, cloud and talent solutions, the Trellance team ensures credit unions increase efficiency, manage risk, and improve member experience. As a tech partner, Trellance ensures that credit unions have access to the latest generation of fintech solutions, filled with powerful tools such as artificial intelligence and machine learning.

Learn more at [Trellance.com](http://Trellance.com)

