

GM Private Offer Q & A Addressing Ease of Execution

- Q: Our credit union has a community based charter and we don't have member occupational data. Can we still participate?
- A: Yes. Decide which members you want to target using your own modeling and spread them out evenly across any of the five program periods you desire. The direct mail piece will not require you to identify occupational segments.
- Q: Our credit union does not have the capabilities to develop a direct mail/email piece. Can Invest in America help?
- A: Yes. Invest in America has developed a template which can be customized for your credit union at a nominal cost of \$75. If desired, IIA can customize, print and mail your marketing piece for an additional cost. A pricing sheet has been developed detailing all costs. The bottom line is IIA can provide as much support as your credit union needs to successfully execute your direct mail/email offer. Of course a credit union is also able to completely develop their own piece meeting all enrollment requirements if desired.
- Q: We are concerned about upsetting members that don't get the offer because they are either in the control group or just weren't included in the mailing. What do we do to prevent member relations issues?
- A: GM will provide each participating credit union discretionary codes to resolve member relations issues on an exception basis
- Q: Is a 10% control group required?
- A: Yes. This allows GM to measure the program "lift". The data will be used for program measurement purposes only will not be used for marketing purposes. A data share agreement will be signed by the credit union and GM insuring the privacy and integrity your member data.
- Q: Why are credit unions required to provide member information for both the target and control groups?
- A: In order for GM to measure program "lift", they need to be able to compare the sales performance of the members who received the offer versus the control group members who did not receive the offer.
- Q: Even with "exclusive credit union financing" what will prevent a dealer from sending the business to another credit union?
- A: GM's program rules state the dealer/member must utilize the credit union listed on the offer for financing. Compliance is subject to a GM audit.