



# 2023 Auto Loan Campaign - Member



**Overview:** A 2-part Auto Loan campaign focusing on new vehicle purchases and existing vehicle refinances. Part 1, promotes awareness around the credit union's vehicle loans. Part 2, retargets engagers from part 1 using the credit union's specific market-leading product benefits. Part 1 - learn more, pushes traffic to a purpose-built landing page. Part 2 - apply now, pushes traffic to the credit union's online application.

**Audience:** Existing credit union members.

**Offer:** The campaign tested a variety of offers.

**Campaign Launch Date:** 3/24/23



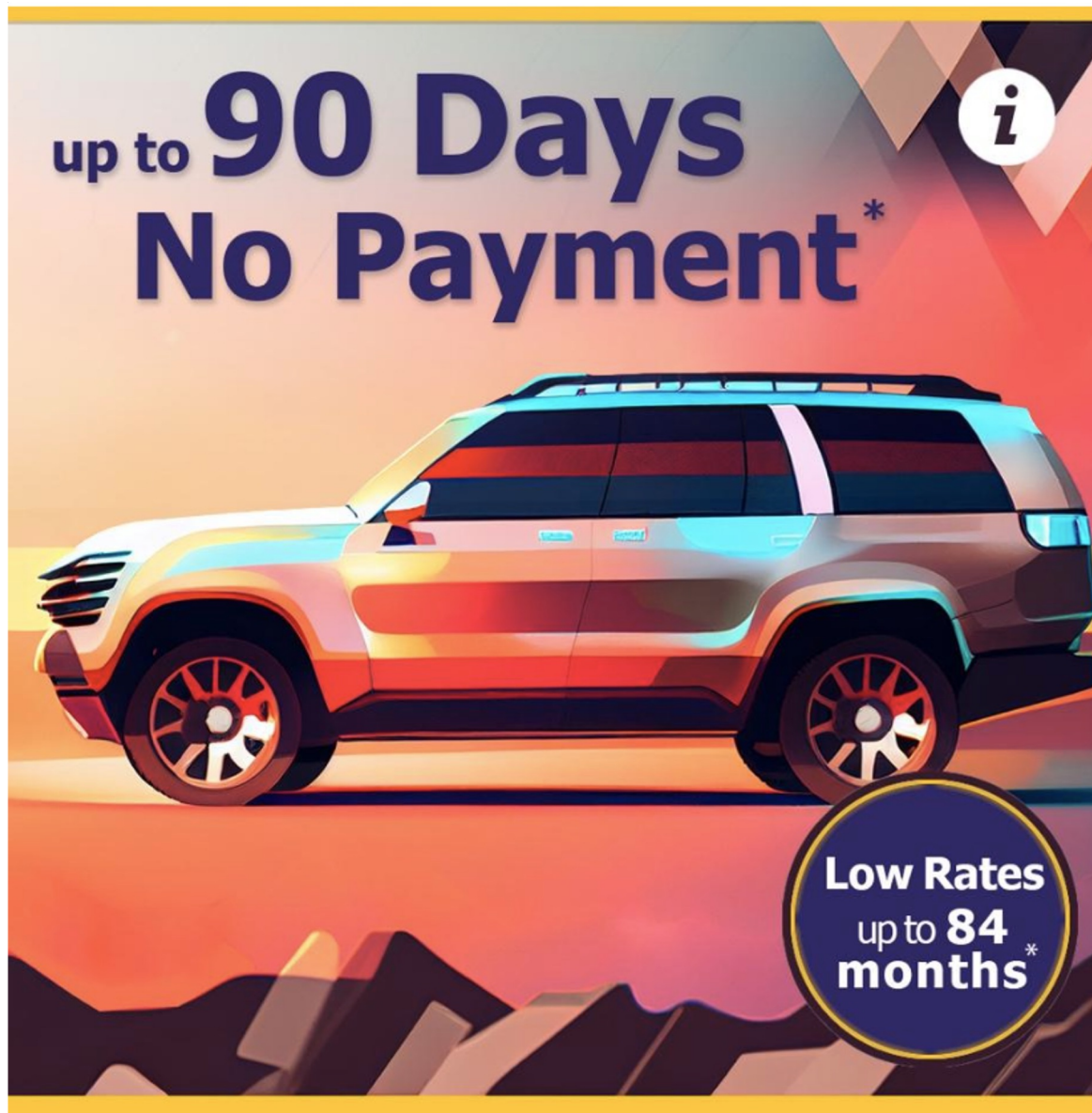
# || Campaign Theme



**Auto Loan Rates  
are Going UP Fast!**







up to **90 Days**  
**No Payment\***

**i**

**Low Rates**  
up to **84 months\***

# 3 Ways to Lower Your Auto Loan Payment





Finance up to  
125% of your  
vehicle's value\*



\*and still get our low rates

Campaign Theme 5



**“NIH Federal Credit Union  
is saving me almost \$100  
on my auto loan payment”**



**Cara B**  
Member Since 2010



# || Campaign Ads





Campaign Ad 1

**NIH Federal Credit Union** Sponsored ·

Credit union's like NIHFCU are the best kept secret in auto lending.

The average credit union auto loan rate (5.94%) is well below the average rate offered by banks' (8.36%)\*\*

These consistently lower rates, along with popular extended loan lengths (up to 84 months\*) can result in much lower payments. And who doesn't need that these days?

Tap here to learn more

\*Visit [NIHFCUAutoLoan.com](http://NIHFCUAutoLoan.com) for full details  
\*\*Experian auto loan origination data

**Auto Loan Rates are Going UP Fast!**

[nihfcuautoloan.com](http://nihfcuautoloan.com)  
**But You Have a Secret Weapon** [Learn more](#)

Like Comment Share

Campaign Ad 2

**NIH Federal Credit Union** Sponsored ·

What if you could cut back on your spending, without cutting back on lifestyle?

You can, with NIH Federal Credit Union's low-rate auto loans and up to 90 Days No Payment\*

Tap here to learn more

\*Visit [NIHFCUAutoLoan.com](http://NIHFCUAutoLoan.com) for full details

**up to 90 Days No Payment\***

[nihfcuautoloan.com](http://nihfcuautoloan.com)  
**Save \$ without impacting lifestyle!** [Learn more](#)

Like Comment Share

Campaign Ad 3

**NIH Federal Credit Union** Sponsored ·

1. Get a lower interest rate ✓
2. Finance over a longer period ✓
3. Purchase a less expensive vehicle ❌

At NIH Federal Credit Union, we can't help you with #3 but... two out of three, isn't bad.

Our low credit union rates, and up to 84-month terms\* have helped many happy members reduce their monthly payments on new and used vehicles.

Buying or refinancing? Tap to check NIHFCU first.

\*Visit [NIHFCUAutoLoan.com](http://NIHFCUAutoLoan.com) for full details

**3 Ways to Lower Your Auto Loan Payment**

[nihfcuautoloan.com](http://nihfcuautoloan.com)  
**3 ways to lower your auto loan payment** [Learn more](#)

Like Comment Share

Campaign Ad 4

**NIH Federal Credit Union** Sponsored ·

"I'm so happy 😊 I made the switch and you should do it too." Cara B

With everything getting more expensive, wouldn't it be great to add \$100 back into your monthly budget?

Tap here to learn more

Visit [NIHFCUAutoLoan.com](http://NIHFCUAutoLoan.com) for full details

**NIH Federal Credit Union is saving me almost \$100 on my auto loan payment**

★★★★★  
Cara B  
Member Since 2010

[nihfcuautoloan.com](http://nihfcuautoloan.com)  
**Cara cut \$100 off her Auto Loan Payment** [Learn more](#)

Like Comment Share

Campaign Ad 5

**NIH Federal Credit Union** Sponsored ·

Ever see an ad for a crazy-low auto loan rate only to discover it requires a 75% down payment? Don't fall for it!

NIHFCU lends up to 125% of a vehicle's value\*\*, plus, you can still get our low credit union rates.

Tap here to learn more

\*Visit [NIHFCUAutoLoan.com](http://NIHFCUAutoLoan.com) for full details

**Finance up to 125% of your vehicle's value\***

**\*and still get our low rates**

[nihfcuautoloan.com](http://nihfcuautoloan.com)  
**Be Sure to Read the Fine Print** [Learn more](#)

Like Comment Share



# || Campaign Landing Page



## Campaign Landing Page Example



[Apply Now](#)

# Auto Loan Rates are Going UP fast!

NIH Federal Credit Union can help with...

Great  
Low Rates

Borrow up to  
84 Months<sup>1</sup>

up to 90 Days with  
No Payment<sup>3</sup>

[Apply Online](#)

[Tell Me More](#)



## NIHFCU Offers Great Rates!

NIHFCU is one of the best kept secrets in auto lending. [The Credit Union Auto Lending Monthly Report](#) says, "the typical consumer with an average credit score who financed a six-year \$40,000 auto loan **at a credit union would pay an annual interest rate of approximately 5.45% — below the 6.86% bank average rate and well below the 7.64% average rate at a finance company.**"

# WOW!

[I'm Ready to Apply](#)

[I Need More Info](#)

[Show me the Rates](#)

[Visit Active Landing Page](#)





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