Asterisk Intelligence 2018 Contest

For 2018, CU*Answers Asterisk Intelligence is running two exciting contests with a total of four ways to win a prize. Each contest will run from April 15th through October 15th and winners will be announced by the end of October. In the meantime, watch for monthly updates to be posted online on the Asterisk Intelligence page of cuanswers.com

ANALYTICS BOOTH

ANALYTICS *EVERY DAY*

$500 IN PRIZES

Contest runs 4/15/2018 – 10/15/2018

TWO WAYS TO WIN!

DATA ON REPEAT
$250 prize

The credit union with most page loads *(by count)* by all users within contest period will win a prize.

DATA SCHOLARS
$250 prize

The credit union with highest page loads *(average per users per month)* across all users within contest period will win a prize.

See back for contest rules and details

Duration

The contest period will be a six (6) month period from April 15, 2018 through October 15, 2018.

Eligibility

Eligible credit unions must be on the CU*BASE ® core. Eligible credit unions must also have an Analytics Booth subscription active prior to the start of the contest period and remain active throughout the entire contest period. Contact Asterisk Intelligence before April 15, 2018 if you do not yet have an Analytics Booth subscription.

Contest Entries

Valid entries include user actions that qualifies as a page load within the Analytics Booth software application. Page loads are only counted after a successful login to Analytics Booth. Entries are counted only during the contest period.

How We Determine the Winner

Data on Repeat

Page loads after a user logs in are counted each month for any user profile on your Analytics Booth subscription. The total page loads across all users is calculated and recorded once each month. After the end of the contest period, the total of all months represents the final tally of a credit union's entries. The credit union with the highest count of page loads will be determined the winner.

Data Scholars

Page loads after a user logs in are counted each month for all user profiles on your Analytics Booth subscription. The total number of page loads for the month is compared to the total # of users at the end of the month to calculate average page loads per user. This metric is calculated and recorded once each month. After the end of the contest period, the average recorded for each month is compared to the total number of months in the contest period to calculate the average across each month within the contest period. This average will represent the final tally of a credit union's entries. The credit union with the highest average page loads per user per month over the contest period will be determined the winner.

Disclaimers

A month is defined as the period of the 16th through the 15th of each month. Data is collected for this contest on the 15th of every month. The initial month will include an additional date as it will be considered April 15th through May 15th.

If a credit union qualifies as a winner for both contests, one of the two contests will be randomly selected as their winning result, and a runner-up credit union on the remaining contest will be promoted to a winner. In the event of a tie in either contest, the winning credit union will be chosen by a random drawing from the pool of top credit unions.

More Information

Visit the Asterisk Intelligence webpage for more information about this contest, including the most recent leaderboard.