

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

GROW YOUR AUDIENCE



\$500 *IN PRIZES*

Contest runs 4/15/2018 - 10/15/2018

TWO WAYS TO WIN!

DATA FOR EVERYONE! \$250 prize

The credit union with most users (by count) added within contest period will win a prize.

EYES ON DATA \$250 prize

The credit union with most users (by percent growth) added within contest period will win a prize.

See back for contest rules and details

CONTEST

RULES



ANALYTICS
BOOTH

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 any new user profiles added within the contest period. Each new user profile must include the configuration of a user role.

How We Determine the Winner

Data for Everyone!

New user profiles with a user role assigned are counted each month for your Analytics Booth subscription. The total new user profiles to-date for your credit union is calculated and recorded once each month. After the end of the contest period, the total count of qualifying new user profiles added within the contest period represents the final tally of a credit union's entries. The credit union with the highest count will be determined the winner.

Eyes on Data

New user profiles with a user role assigned are counted each month for your Analytics Booth subscription and calculated as a percent increase compared to the number of qualifying user profiles recorded at the start of the contest period. The percent increase of user profiles to-date for your credit union is calculated and recorded once each month. After the end of the contest period, the number of qualifying new user profiles is compared to the number of user profiles at the start to calculate the credit union's final user growth metric. The credit union with the highest percent increase in qualifying new user profiles 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.