



Vye

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CITY & COUNTY CREDIT UNION

TRANSFORMING A CREDIT UNION'S MARKETING ENGINE THROUGH HUBSPOT COLLABORATION

CLIENT OVERVIEW

City & County Credit Union (CCCU) is a Minnesota-based financial institution that provides personal and business banking solutions to its members. In 2022, CCCU approached our agency **seeking a marketing partner to help modernize their strategy**, elevate campaign sophistication, and ultimately transition away from the limitations of Mailchimp and other marketing tools they were using at the time.

THE CHALLENGE

CCCU had **outgrown their current marketing efforts and technology** and was unable to execute the level of personalized, multi-channel marketing they envisioned. They **lacked centralized contact data, streamlined automation** capabilities, and **robust reporting** — all of which hindered both campaign effectiveness and internal efficiency.

OUR APPROACH

Our team collaborated closely with CCCU and HubSpot to **turn their investment in HubSpot Marketing Hub into a full-fledged marketing engine**. This engagement required not only technical onboarding, but also a **strategic roadmap and collaboration with HubSpot team** members to unlock the platform's full value.

KEY MILESTONES

Initial Onboarding & Setup

- Implemented foundational items including lifecycle stages, contact segmentation, and persona-based targeting
- Migrated CCCU's email marketing, blog, and landing page assets from Mailchimp/CMS to HubSpot
- Created ready-to-use brand assets
- Integrated 3 third-party tools

Collaboration with HubSpot

- Partnered with HubSpot onboarding and CS teams to scope integrations, align on recommendations, and scale CCCU's portal capabilities
- Leveraged HubSpot support to troubleshoot advanced reporting setups and domain configurations
- Collaborated to transition from Pro to Enterprise Hubs and capitalize on Content Hub's new features.

Lifecycle Expansion & Sophistication

- Created custom segmentation based on product ownership, persona, and member journey.
- Launched tailored nurture workflows and lead gen campaigns by product line.
- Enabled custom dashboards to align reporting with KPIs like: Website sessions, Social engagement, Lead generation and new member tracking

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RESULTS & GROWTH

Over the course of 2 years, CCCU scaled dramatically within the HubSpot ecosystem:

- Expanded HubSpot MRR from \$800/mo to \$5,282.15/mo
- Grew from Marketing Hub Pro to Marketing Hub + Content Hub Enterprise
- Increased contact tier from 5,000 to 80,000+
- Added a brand domain add-on

This growth was fueled by both technical expertise and close, ongoing collaboration between our team, the client, and HubSpot.

THE TAKEAWAY

This project exemplifies what's possible when a **partner agency works in lockstep with both HubSpot and the client to solve real challenges**. By deeply collaborating with the HubSpot team—from onboarding through scale—we were able to create a roadmap for transformation that not only **modernized CCCU's marketing but positioned them for long-term growth and agility**.

HUBSPOT TESTIMONIAL

"Partnering with the team at Vye on the City & County Credit Union account has been such a great experience. From day one, they brought a clear vision and a collaborative mindset that made it easy to align on goals and move quickly.

They knew exactly how to tap into HubSpot's tools to not just get CCCU up and running, but to truly turn the platform into a powerful marketing engine. Whether it was segmentation, reporting, or helping CCCU scale from Pro to Enterprise, Vye was always a step ahead — **strategic, thoughtful, and incredibly easy to work with**.

Since then, **they've become my go-to agency when working with credit unions and financial institutions**. What started with CCCU has grown into a true partnership — one I trust deeply and am always excited to collaborate on."

Hannah Weitzel Palmer,
HubSpot Growth Specialist

