



Love My
Credit Union®
rewards

CARVANA PROGRAM

Getting Started Guide

Welcome to Carvana

We know you're excited to share this exclusive offer with your members, so we created this guide to help you get started.

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Welcome to Carvana - Benefits for You and Your Members

➤ Member Benefits

- **\$100 cash reward** exclusive for credit union members
- Safe, simple, trustworthy car-buying experience, from pre-approval to purchase
- Best-in-class Customer Support
- More than 20,000 high-quality vehicles with a seven-day money-back guarantee and a 100-day warranty

➤ Credit Union Benefits

- Carvana will suppress competitive financing and promote credit union auto loans instead
- Real-time auto loan leads when members request to be notified about your current credit loan rates
- Free [Marketing Materials](#) available in the Partner Center



First Thing's First – Turbocharge Your Auto Loan Leads

➤ Loan Lead Notifications

- From our Partner Center Dashboard, click on the [Loan Lead Notifications](#) button to let us know who should receive the real-time auto loan leads
- All leads will be sent via email in real-time
- To ensure that loan leads are received by your credit union, we recommend you whitelist the following email address: noreply@cusolutionsgroup.com

➤ Auto Loan URL

- Carvana will suppress competitive financing and promote credit union auto loans instead
- Click on the [Update Auto Loan](#) URL button and let us know where you would like your members directed
- If we do not have an *Auto Loan URL*, your members will be directed to your credit union's homepage

The screenshot displays the 'myDashboard' interface. At the top right, there are fields for 'Credit Union:', 'Address:', and 'Phone Number:'. Below this is a navigation bar with six yellow buttons: 'PARTNER OFFERS', 'WEBINARS', 'PROGRAM SALES REPORTS', 'STAFF TRAINING', 'LMCUR NEWSLETTER', and 'MESSAGE CENTER'. A red bar below the navigation bar reads 'Program Overview & Enrollment'. The main content area features a 'Carvana Program' section with the text 'Participation Status: Enrolled (enrolled on April 13, 2021)'. Below this text is a paragraph describing Carvana's program. To the right of the text are five blue buttons: 'Marketing Materials', 'Marketing Requirements', 'Report Marketing', 'Loan Lead Notifications', and 'Update Auto Loan URL'. Red arrows point from the text in the left column to the 'Loan Lead Notifications' and 'Update Auto Loan URL' buttons.

Carvana Marketing Best Practices

➤ Marketing Best Practices

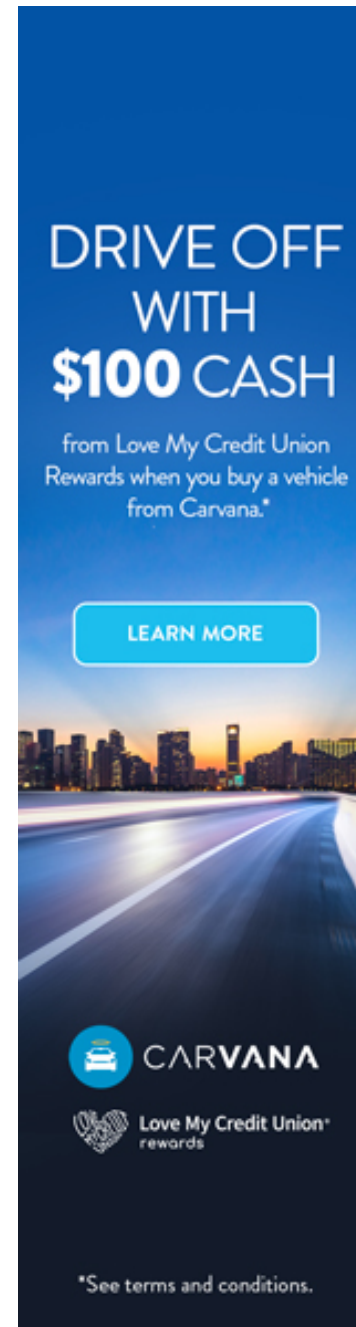
- Web banner (continuous placement). Suggested:
 - Home page
 - Member Benefits/Discounts page
 - Auto loan page
 - Mobile site and app
- Quarterly email or e-news to members
- Monthly social media posts

➤ Ancillary Marketing

- Other tactics that credit unions deem effective for optimal member reach:
 - Online banking banner to accompany website banner
 - Newsletter
 - Blog Article
 - E-statement messaging

[Carvana Marketing Materials](#) are FREE and available in our Partner Center.


IMPORTANT: *You MUST use our HTML Code and/or Custom Click URLs for all your digital marketing efforts.*




DRIVE OFF
WITH
\$100 CASH

from Love My Credit Union
Rewards when you buy a vehicle
from Carvana.*

[LEARN MORE](#)

 CARVANA

 Love My Credit Union[®]
rewards

*See terms and conditions.



CARVANA

**\$100 CASH
REWARD**

From Love My Credit Union Rewards when you
buy a vehicle from Carvana.*

 Love My Credit Union[®]
rewards

*Eligible for Carvana purchase through Love My Credit Union.org. See terms and conditions.



 CARVANA

 Love My Credit Union[®]
rewards


*See terms and conditions.



DRIVE OFF WITH
\$100 CASH

from Love My Credit Union Rewards when
you buy a vehicle from Carvana.*

[LEARN MORE](#)

 CARVANA

 Love My Credit Union[®]
rewards

*See terms and conditions.

Marketing Best Practices – The Importance of Using HTML Code and Custom Click URLs

➤ Utilizing our HTML Coding and Custom Click URLs ensure the following:

- Members have access to the most up-to-date offer and special limited-time promotions
- Your members are directed to your website for financing
- Insights into how members discovered the offer (via email, website, newsletter, social etc.)
- Your credit union receives auto loan leads
- Your credit union receives traffic and sales attribution

➤ Where do I access my credit union's HTML Code and Custom Click URLs?

- All HTML Codes and Custom Click URLs can be found within the [Carvana Marketing Materials](#) page of our Partner Center
- Each marketing asset has its own HTML Code or Custom Click URL, and you **MUST** use the URL exactly as shown in the Partner Center
- ***IMPORTANT: DO NOT link your marketing to the destination URL (shown on the next slide)***



Format of a Custom Click URL

The example below details the format of your credit union's Custom Click URL. This format contains three identifying pieces of information that are needed to direct your members to the correct offer, track member sales and traffic associated with your credit union and track executed marketing, eliminating the reporting requirement.

NOTE: The example below is a **SAMPLE** URL. Please access your Carvana Custom Click URLs in the [Partner Center](#).

`https://links.lovemycreditunion.org/client/love_my_cu/banner/?bid=5715&campid=77&clientid=1234&sid=1`

BID

A BID is assigned to each marketing asset and allows us to track your executed marketing, eliminating reporting requirements.

CAMPID

Each program has its own campaign ID. This ID will vary depending on the program you are promoting.

CLIENTID

The Client ID represents your credit union's charter # and allows us to track member sales and traffic associated with your credit union.

! IMPORTANT: Do **NOT** link your marketing to the **destination** URL or landing page (as shown below) since tracking will be lost.

`https://carvana.lovemycreditunion.org/?utm_source=cu_1234&utm_medium=Carvana-TextLink&utm_campaign=lmcur-Carvana&lmcurcid=1`

Next Steps



Next Steps for a Successful Carvana Program

- Submit your [Auto Loan URL](#) through the Partner Center.
- Submit list of staff to receive [Loan Lead Notifications](#) through the Partner Center.
- Post a [Carvana web banner](#) on your web and mobile sites.
 - Home Page
 - Auto Loan Page
 - Member Benefits/Discounts Page
- Plan your upcoming quarterly marketing.
 - Email/E-News
 - Social Media
 - Always obtain fresh assets from the [Carvana Marketing Materials](#) page for the latest deals and creative.
- Review your Carvana reports regularly, including your [Traffic Report](#), to see how your marketing is performing.
- Questions? Visit our [FAQ Hub](#) or email ClientSupport@cusolutionsgroup.com.