

**FOR IMMEDIATE RELEASE**

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## **LEVERAGE Announces Strategic Partnership with Pulsate to Transform Member Engagement for Credit Unions**

**TALLAHASSEE, FL – LEVERAGE**, the service corporation for The League of Credit Unions & Affiliates, is excited to announce a new strategic partnership with Pulsate, a leading provider of intelligent member engagement and mobile marketing solutions. This collaboration marks a major step forward in *LEVERAGE*'s commitment to helping credit unions deliver highly personalized, timely, and impactful digital experiences to their members.

At the center of this partnership is Pulsate's Opportunities Engine™, a breakthrough engagement platform that uses behavioral insights, transactional data, and predictive analytics to automatically identify and act on meaningful, high-value engagement opportunities. These insights are translated into real-time, personalized communications that reach members across mobile and digital channels—helping them make confident financial decisions and stay on the path to financial wellness.

“Our partnership with Pulsate allows credit unions to meet their members exactly where they are—digitally, emotionally, and financially,” said Steve Willis, President of *LEVERAGE*. “This is about more than technology. It’s about helping credit unions become lifelong financial partners to their members by providing relevant, timely, and impactful engagement every step of the way.”

Pulsate's intelligent platform delivers seamless, secure integration with a credit union's existing digital banking and core systems, using secure APIs and trusted partnerships to protect member data while enabling effortless adoption. Its powerful engine works in real time—helping institutions identify the right opportunities, deliver the right message, and engage members through the right channels.

The platform enhances digital communication with a variety of dynamic tools. Push notifications ensure members receive relevant updates in their moment of need. In-app messages greet members with tailored offers and communications the instant they log into their mobile or online

banking. And a scrollable, personalized feed keeps important financial information and offers right at members' fingertips—creating a seamless, always-on experience.

"Pulse is designed to help credit unions nurture loyal, financially empowered members for life," said Sarah Martin, CEO of Pulse. "Together with *LEVERAGE*, we're excited to bring this cutting-edge technology to more institutions, helping them strengthen relationships, grow revenue, and deliver exceptional digital experiences."

By harnessing actionable insights from core and digital systems, credit unions can better anticipate member needs, drive adoption of financial products, and increase wallet share. The Opportunities Engine™ empowers institutions to segment, target, capture intent, and retarget—ensuring no opportunity is ever missed.

To learn more about how *LEVERAGE* and Pulse can support your credit union's digital engagement strategy, visit [My.LEVERAGE.com](http://My.LEVERAGE.com) or contact a League Consultant at [consult@myleverage.com](mailto:consult@myleverage.com).

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## About *LEVERAGE*

*LEVERAGE*, the service corporation for [The League of Credit Unions & Affiliates](#), is the business services provider that leverages credit union system resources, relationships, and industry knowledge for optimal performance and sustained growth of its clients and business partners. It works to offer credit unions best-in-class products and services that result in reducing costs, maximizing results, and making the most difference. For more information, visit [myleverage.com](http://myleverage.com) or follow *LEVERAGE* on [LinkedIn](#) and [Facebook](#).

## About Pulse

Pulse is a mobile-first, personalized consumer engagement platform, enabling customers to optimize revenue and engagement through their digital channels with data-driven, personalized, localized and relevant mobile marketing communications. Pulse works with over 270 credit unions and community banks reaching 20 million consumers. Learn more at [www.pulsehq.com](http://www.pulsehq.com).