



FEDERAL CREDIT UNION

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**Allegacy Named 2023 Credit Union National Association's  
Diamond Award Winner For Website Redesign**

**WINSTON-SALEM, N.C., April 28, 2023** – Allegacy Federal Credit Union was named one of the Credit Union National Association (CUNA) [Marketing & Business Development Council's 2023 Diamond Award Winners in Websites](#). The credit union was awarded this industry honor for its recent website redesign in collaboration with [PixelSpoke](#).



The Diamond Awards honor credit unions in 35 categories, ranging from direct mail to website marketing to social media. Judges evaluated entries based on various phases of planning, editing, execution, and results. This year's Diamond Awards competition received 1,246 entries.

“As a trusted partner with expertise in the latest online capabilities, PixelSpoke’s understanding of Allegacy’s brand and commitment to member service made them

our partner of choice,” said Allegacy’s Digital Program Manager Colleen King. “After actively seeking input from new and repeat site visitors, it was fulfilling to develop solutions and opportunities to better serve our members.”

King led various aspects of the project and, along with the help of marketing specialists, managed the editing, review, and loading of more than 300 pages within the website.

Allegacy’s Assistant Vice President of Marketing Suzie Burrow said, “This project truly was a collaborative team effort and we were thrilled to see a significant increase in website traffic soon after launching.” In the six weeks after the launch, clicks to the "Join" page increased 44.8 percent, pages per session increased 87.6 percent, and the bounce rate decreased 84.9 percent.

“We are incredibly proud of our Marketing team for receiving this award that recognizes all their remarkable talents and hard work on our website redesign,” said Allegacy President and CEO Cathy Pace. “With our new design, members are empowered to explore various paths to their goals by using our interactive tools.”

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## **About Allegacy**

For 56 years, Allegacy Federal Credit Union has helped its members, employees and the communities it serves be their best by helping all make smart financial decisions. Allegacy has become one of the largest credit unions in North Carolina, serving more than 174,000 members worldwide with \$2.2 billion in assets and more than \$1.4 billion in assets under management in Allegacy Investment Group. With roots in Winston-Salem, Allegacy has 18 locations across the Triad and Charlotte areas, and nine high school student-run credit unions. Allegacy offers personal and business financial services to its members, including the employees, retirees, and families of more than 5,000 companies throughout the country. To learn more, visit [Allegacy.org](https://www.allegacy.org).

## **About CUNA**

Credit Union National Association (CUNA) is the only national association that advocates on behalf of all of America's credit unions, which are owned by 120 million consumer members. CUNA, along with its network of affiliated state credit union leagues, delivers unwavering advocacy, continuous professional growth and operational confidence to protect the best interests of all credit unions. For more information about CUNA, visit [cuna.org](https://www.cuna.org). To find your nearest credit union, visit [YourMoneyFurther.com](https://www.yourmoneyfurther.com).