



NEWS RELEASE

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FOR IMMEDIATE RELEASE

CrossState Solutions Announces Strategic Partnership with LocaliQ to Enhance Credit Union Digital Marketing

Harrisburg, PA – CrossState Solutions is pleased to announce a new partnership with LocaliQ, a leading digital marketing provider, to support credit unions in New Jersey and Pennsylvania with cutting-edge, AI-powered marketing solutions. This collaboration will empower credit unions of all sizes to optimize their digital presence, attract new members, and enhance engagement through data-driven strategies tailored to the credit union industry.

LocaliQ specializes in delivering customized marketing solutions to small and medium-sized credit unions, helping them navigate the evolving digital landscape with AI-driven insights and expertise. Through this partnership, credit unions will gain access to a comprehensive platform and dedicated support to maximize their marketing impact.

"At CrossState Solutions, we are committed to equipping credit unions with the tools they need to thrive in an increasingly digital world. Our partnership with LocaliQ brings AI-powered marketing solutions and industry expertise to help credit unions attract new members, deepen relationships, and drive sustainable growth." — **Monika Edlis, Director of Solutions Engagement, CrossState Solutions**

"We take a personalized approach to digital marketing, helping credit unions and business understand their market, competition, and member needs. Through this

partnership, we are excited to help credit unions achieve their growth goals with strategic, results-driven marketing.”—Margo Bernstein, Senior Digital Marketing Consultant

About LocaliQ

LocaliQ combines award-winning technology, deep data insights, and decades of local expertise to help financial institutions and businesses reach their ideal audience. Backed by data from over 5.2 million campaigns across 1,100+ industries, LocaliQ provides credit unions with AI-powered marketing solutions that drive measurable results.

As part of the USA TODAY Network and global media company Gannett, LocaliQ offers unparalleled access to a national audience while delivering targeted, local advertising strategies that resonate and drive real impact.

- **Trusted by 501K+ businesses**
- **271M+ total leads generated**
- **\$15.9B+ total revenue generated**
- **138M+ total hours saved**

For more information, visit www.localiq.com.

About CrossState Solutions

CrossState Solutions, a wholly owned subsidiary of CrossState Credit Union Association, is committed to advancing credit unions in New Jersey, Pennsylvania, and beyond by providing innovative products and services that drive growth and success.

To learn more, visit www.crossstate.org.