

DeepTarget® Targeted Look

engage. cross-sell. measure.



44,448 Impressions = Impressive Campaign

THE TARGET

Trademark Federal Credit Union launched a campaign in the first months of 2019 to increase awareness of their "Shovel Away Holiday Debt" campaign to their approximately 3,000 digital users.

THE DELIVERY

These campaigns were powered by DeepTarget OLB and Mobile.



Industry-leading DeepTarget OLB delivers personalized, targeted offers through online banking platforms.



DeepTarget Mobile offers targeted banner ad messaging and personalized offers to smartphone users.

THE REVIEW

"DeepTarget's platform enabled us to reach our membership with messages that matter. The backend analytics are easy-to-use and extremely helpful in measuring the success of each campaign. And customer service is above and beyond our expectations, from monthly webinars to personalized calls suggesting improvements. They really you to succeed. We wish we had started using DeepTarget ages ago!"
- **Melissa Goode**, Business Development Officer, Trademark FCU

THE RESULTS



OVERALL RESULTS FOR JAN-FEB 2019



Average number of users per response ★★★★★ OUTSTANDING KEI

* KEI = Key Engagement Indicator