



# DeepTarget® Targeted Look

engage. cross-sell. measure.

★  
146  
INFLUENCED  
SALES



## 189,207 Impressions = Impressive Results

### THE DELIVERY

Campaigns powered by DeepTarget's Online Banking Solution.



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

### THE REVIEW

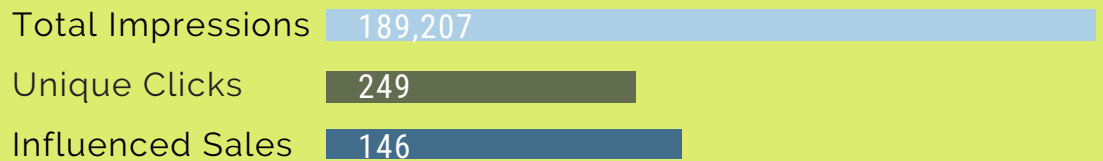
"We are very excited to see our digital marketing efforts are achieving such **great member engagement** results. Thanks to the DeepTarget team for offering great support in helping AOD FCU achieve our goals. We look forward to lots of success in 2019!"

- **Amie Hinton**, Marketing Director - AOD FCU

### THE RESULTS

#### OVERALL RESULTS FOR DECEMBER 2018

27  
KEI™



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

\* KEI = Key Engagement Indicator

RESULTS ACCRUED ACROSS SIX LOCATIONS IN  
Anniston, Bynum, Jacksonville, and Oxford, **Alabama**



46  
KMI™

OUTSTANDING KMI ★★★★★ Unique impressions per account opened

\* KMI = Key Impression Indicator