

DeepTarget® Targeted Look

engage. cross-sell. measure.



★
250
RESULTING
SALES



Bring us your
auto loan from
another lender,
and we'll
pay you up to
\$1,000.

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and we'll pay you up to **\$1,000.**



Details

DETAILS

362,487 Impressions = Impressive Campaign

THE TARGET

Shani Smith Reed, Director of Marketing at TrueCore Federal Credit Union, wanted to reach members across four Ohio branch locations to spread the word about their auto loan campaign, which rewards members for bringing a loan from another lender.

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 RESULTS



Total Impressions	362,487
Unique Clicks	555
Influenced Sales	250

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

* KEI = Key Engagement Indicator



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