

# DeepTarget® Targeted Look

engage. cross-sell. measure.

First Financial  
FEDERAL CREDIT UNION

311  
INFLUENCED  
SALES

CARD Craze SWEEPSTAKES  
\$5,000 awarded monthly!  
Learn More > and get official sweepstakes rules

SuperSTAR Of The Month WINNER

Ad Of The Month WINNER

## 36,232 Impressions = Impressive Campaign

### THE TARGET

First Financial Federal Credit Union launched a campaign in the fall of 2017 to increase awareness of their Card Craze Sweepstakes for FFFCU Visa debit card or credit card users to spread the word of the \$5,000 monthly giveaways.

### 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

"We've been experiencing **outstanding engagement** with our members through DeepTarget's digital marketing capabilities both within our Online Banking and Mobile Banking channels. We are very happy with our results and their overall customer support!"

- **Mary McCormick**, Marketing Communications Specialist, FFFCU

### THE RESULTS

OVERALL RESULTS FOR OCTOBER 2018

Total Impressions	36,232
Unique Clicks	1,754
Influenced Sales	446



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

\* KEI = Key Engagement Indicator