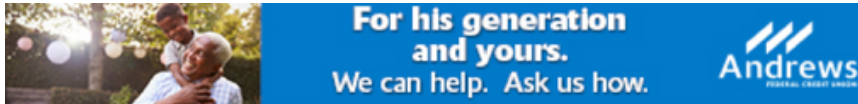
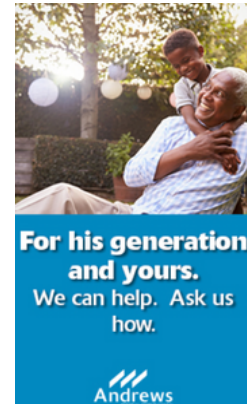


DeepTarget® Targeted Look

engage. cross-sell. measure.



★
175
ACCOUNTS
OPENED



129,361 Impressions = Impressive Campaign

THE TARGET

Andrews Federal Credit Union launched a family-oriented campaign with generational messaging in the summer of 2017 to increase awareness of their investment products to the "traditionalist generation" to help them ensure financial well-being for the future generations of their loved ones.

THE DELIVERY

This campaign was powered by DeepTarget OLB and Mobile, targeted at credit union members aged 72 years old and older.



DeepTarget OLB is an industry leading product that delivers personalized, targeted offers unique to the recipient.



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

THE REVIEW

"DeepTarget supports our digital marketing strategy allowing us to **easily implement our own creative graphics and messaging** while DeepTarget's campaign engine engages our members on online and mobile channels, targeting each generation with relevant products at their best financial time and **our results have been outstanding.**"

- **Ashley Baldeon**, Creative Manager, Andrews Federal Credit Union

THE RESULTS

MAY TO SEPTEMBER 2017



One click for every eighteen users ★★★★★ **OUTSTANDING KEI**

KEI = Key Engagement Indicator