

DeepTarget® Targeted Look

engage. cross-sell. measure.

3,837,563 Impressions = Impressive Campaign

THE TARGET

ELGA Credit Union in Burton, MI wanted to reach their 69,000+ members in ten branches to encourage everyone to build their savings accounts and alert them of monthly prizes and a chance to win \$5,000 each quarter.

THE DELIVERY

These campaigns were powered by DeepTarget OLB and Mobile, with 20,000 ELGA users and 16,000 ELGA users respectively, personalizing each ad with the member's first name.



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



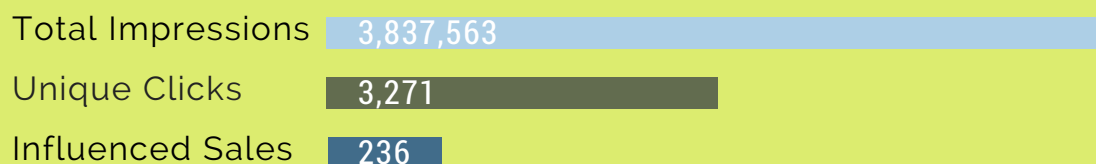
DeepTarget Mobile offers targeted banner ad messaging and personalized offers to smartphone users.

THE REVIEW

"DeepTarget gives us the **power to reach our online and mobile members**, and the ability to see effective results month after month!"
- Debra Chaffins, Data Strategy, ELGA Credit Union

THE RESULTS

MARCH 2017 TO JANUARY 2018



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

KEI = Key Engagement Indicator