

DeepTarget® Targeted Look

engage. cross-sell. measure.

★
174
INFLUENCED
SALES

LBS Financial

CREDIT UNION



Spring into Higher Rates with a Share Certificate!

2.50%^{APY} 24 Month | \$2,500 Deposit

3.00%^{APY} 60 Month | \$2,500 Deposit

Learn More

1,040,062 Impressions = Impressive Campaigns

THE TARGET

LBS Financial Credit Union launched a campaign series in the first quarter of 2019 to increase awareness of their 12, 24, and 60 month share certificate deals to their approximately 38,000 digital users.

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

"Online and mobile banking has become one of our best marketing channels, thanks to DeepTarget. Our marketing messages have become much more targeted and we love the analytics and reporting available, allowing us to refine our promotions."

Heather Summers | Senior Vice President, LBS Financial Credit Union

THE RESULTS

OVERALL RESULTS FOR JANUARY - MARCH 2019



Total Impressions	1,040,062
Unique Users	13,114
Unique Clicks	371

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

* KEI = Key Engagement Indicator