

DeepTarget® Targeted Look

engage. cross-sell. measure.

★
286 ACCOUNTS OPENED



2019 MAC Awards Winner for Electronic Marketing

THE TARGET

Cascade Community Credit Union launched an award-winning auto loan campaign deploying multiple ad designs, each personalized with the member's first name, to four targeted audiences.

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 are having award-winning success using DeepTarget's intelligent targeting capabilities for generation-based campaigns including images and messaging. Banner messages personalized to include member name has increased clicks and the results have been outstanding!"

Greg Holt, Marketing Manager, Cascade Community Credit Union

THE RESULTS

OVERALL RESULTS FOR APRIL 1 - JULY 31, 2018



Total Impressions	252,647
Unique Users	14,588
Unique Clicks	650

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

* KEI = Key Engagement Indicator