

DeepTarget® Targeted Look

engage. cross-sell. measure.



MONTANA
FEDERAL CREDIT UNION

Ad Of The Month
WINNER

★
285
RESULTING
SALES
TRANSACTIONS



224,442 Impressions = Impressive Campaign

THE TARGET

VP of Marketing Becky Timmons wanted to reach members at the three locations of Montana Federal Credit Union in Great Falls, Cascade, and Fort Benton, Montana, to spread the word about their "Happy Trails" ad campaign promoting summer vehicle and RV loans.

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

"DeepTarget has helped us engage our online members for many great offers like our Summer Vehicle Promotion. The results speak for themselves with over 285 new vehicle loans related to this campaign alone. We are very happy with DeepTarget's Digital Marketing solution. It's very easy to use and allows us to apply our digital content across all channels for a great member experience!"

- **Becky Timmons**, VP of Marketing, Montana Federal Credit Union

THE RESULTS

MAY 1 – JULY 31 2018



Total Impressions 224,442

Unique Clicks 401

Influenced Sales 285

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

* KEI = Key Engagement Indicator



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