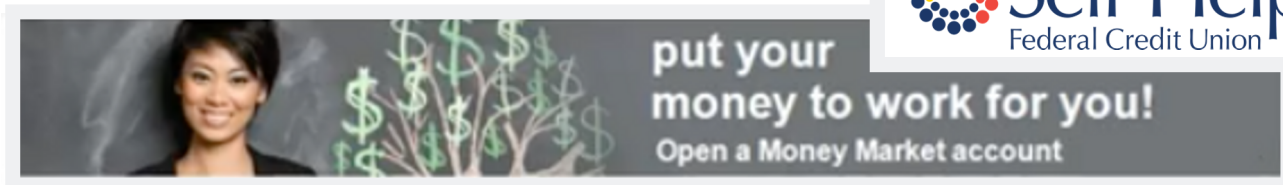


# DeepTarget® Targeted Look

engage. cross-sell. measure.



## 14,586 Impressions = Impressive Campaign

### THE TARGET

Director of Marketing Micheline Savarin and Marketing Coordinator Kris Krzan of Self-Help Federal Credit Union launched the "Put your money to work for you!" money market campaign to reach their 74,000 members across branches in California, Illinois, Wisconsin.

### 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's interface for creating ads is so easy to use we can plan and design an entire quarter of banners ads in just a few, short hours."  
- **Kris Krzan**, Marketing Coordinator

"I've been in marketing for a long time and the results we are getting with our campaigns is phenomenal. I've just been blown away. Our sister FCUs are so jealous of the results we've been seeing that it has enticed them to start using DeepTarget, too."  
- **Micheline Savarin**, Director Marketing and Communications

### THE RESULTS

OVERALL RESULTS FOR JULY 1 -31 2019



Total Impressions	14,586
Unique Clicks	2,048
Influenced Sales	114

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

\* KEI = Key Engagement Indicator