



For Further Information: Jill Homan

P: 256-217-4430

E: [jill@deeptarget.com](mailto:jill@deeptarget.com)

# PRESS RELEASE FOR IMMEDIATE RELEASE

## DEEPTARGET AND ACCESS SOFTEK EXTEND RELATIONSHIP AND DOUBLE DOWN ON CUSTOMER SUCCESS

*Over seventy-five Access Softek clients have achieved marketing and sales success using DeepTarget's intelligent platform to power member engagement and revenue growth*

**Madison, AL** – September 17, 2019 – Today, FinTech company, [DeepTarget Inc.](#), announced their participation as a Platinum sponsor at the [Access Softek Client Conference 2019](#) in Emeryville, California from September 29 to October 3, 2019 as the two companies continue to invest in their partnership and strengthen their business relationship. They have been working together since 2017 to deploy DeepTarget across the Access Softek customer base. During this time, the two FinTech companies have implemented over seventy-five joint clients using DeepTarget's intelligent marketing and sales automation integrated within Access Softek's innovative, omnichannel MFM mobile and Orpheus online banking solutions. These intelligent engagements may now be further extended into Access Softek's Lending and Account Opening applications using DeepTarget's open gateway API, allowing financial institutions to seamlessly extend their reach for personalized customer engagements.

"DeepTarget has helped us engage our online members with many of our great offers like our Summer Vehicle Promotion. The results speak for themselves with over 285 new vehicle loans related to this campaign alone", said Becky Timmons, VP of Marketing from Montana Federal Credit Union, a mutual client. "We are very happy with DeepTarget's Digital Marketing solution; it's very easy to use and allows us to use our own digital content for a great member experience across all channels!"

Over 95% automated, DeepTarget enables a financial institution to do one-time planning and design of data-powered campaigns, such as the aforementioned targeted and personalized summer auto loan offer, or a best-rate CD promotion, and use it to engage their consumers across all available digital channels. As their banking customers navigate through various digital banking apps, specific offers, onboarding activities, and other relevant news are communicated - leading to delighted customers, increased sales, and heightened loyalty.

3825 Sullivan Street – Suite 5, Madison, AL 35758

E: [sales@deeptarget.com](mailto:sales@deeptarget.com) P: 256.217.4055 [www.deeptarget.com](http://www.deeptarget.com)

Copyright © 2019 DeepTarget Inc., All Rights Reserved

“Year after year, our customers tell us how DeepTarget has turned the Access Softek mobile and online banking applications into profit centers. Our clients have had resounding success with their targeted ad campaigns. With increased competition, financial institutions have realized the importance of DeepTarget to drive customer engagement and ROI,” said Chris Doner, CEO of Access Softek. “We are excited to double down on our customer success by more seamlessly integrating this capability, investing in marketing services and effective data use, and expanding the reach of DeepTarget’s data-powered engagements within our base.”

DeepTarget’s built-in performance analytics provide growth metrics regarding the new deposits generated, including behavior data specific to the various channels. While existing online banking or mobile banking providers do have some campaign capabilities, they do not have the ability to integrate into multiple digital apps typically found at most financial institutions. Combined with the data-driven customer intelligence used for targeted and personalized communications and virtually 95% automation, DeepTarget provides clear differentiation and successful results.

“Our partnership with Access Softek is continuing to strengthen as we build a sizable joint customer base,” said Jill Homan, President of DeepTarget Inc. “Significant investment in the technology platform and open API design is resulting in dividends for our clients to “*Design Once, Engage Everywhere*” as members bank using multiple digital channels. We are working together to ensure a seamless environment that leverages all the digital channels that Access Softek offers - Online Banking, Mobile Banking, Omnichannel Account Opening and Omnichannel Lending. Considering the built-in automation, the lift of customer engagement and cross-selling across channels with different technology stacks cannot be underestimated”.

DeepTarget’s intelligent marketing and sales automation solution routinely delivers more than 123 million impressions monthly, driving results like 11,400 new deposit products for its partner community banks and credit unions - a response rate 40X the industry standard.

###

#### **Demonstrations, Pricing, & Availability**

DeepTarget’s Customer Engagement Platform and ROI Analytics, including Mobile, Online Banking, Email Targeting, and Web channels are available for demonstration and purchase by contacting [DeepTarget](#) or one of [our reseller partners](#). To learn more about our DeepTarget Partner program, you can email us [sales@deeptarget.com](mailto:sales@deeptarget.com).

**About Access Softek**

Access Softek is the only company to offer an integrated solution for the Four Pillars of digital banking: online banking, mobile banking, mobile and online lending, and mobile and online account opening. The company's history of innovative digital banking firsts includes the first app-based mobile banking; first web-based PFM; the first triple play of app, WAP, and SMS banking; and continues with its industry-leading use of A.I. and machine learning. Since 1986 they have continued to unveil cutting-edge industry firsts to over 400 bank and credit union customers from their Berkeley, California headquarters. Access Softek is mobile-first and A.I. everywhere.

**About DeepTarget Inc.**

Today, hundreds of credit unions and banks across the country are using [DeepTarget](#) solutions. By automating the use of customer information, these intelligent cross-selling and customer engagement solutions deliver targeted product offers and pinpointed one-to-one messaging to millions of their banking customers. Digital channels such as mobile banking, online banking, web and email engage banking customers in a seamless communications experience, wherever, whenever and however they bank. Actionable analytics enable financial institutions to make informed decisions and drive measurable, positive result that drive success - in accelerating cross-selling, promoting product adoption, increasing loan demand and income. To see more proven successes, please visit the [DeepTarget website](#).

*DeepTarget, the DeepTarget logo, OmniEngagement Cloud, Offer Manager, DeepTarget Mobile, DeepTarget Web, DeepTarget Email, DeepTarget Social, DeepTarget ATM, and DeepTarget Insight are trademarks of DeepTarget. Other company and product names may be trademarks of their respective owner.*