

DeepTarget® Targeted Look

engage. cross-sell. measure.



7,911 Impressions = Impressive Campaign

THE TARGET

Harvesters Federal Credit Union launched their "Move Your Car" auto loan campaign to reach their 18,000 members across eight branches located in Escambia County and Santa Rosa County, Florida.

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

"I wanted to test out using larger-sized ads and, with DeepTarget's reports, we were able to track their effectiveness showing us that they were well-received by our customers, resulting in more click-throughs and influenced conversions."

-**Sierra Council**, Digital Media Specialist

THE RESULTS

OVERALL RESULTS FOR AUGUST 1, 2019 – SEPTEMBER 18, 2019



Total Impressions	7,911
Unique Clicks	423
Influenced Sales	34

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

* KEI = Key Engagement Indicator