



2,860 Impressions = Impressive Campaign

THE TARGET

Trademark Federal Credit Union invited their members to participate in their "High Five" sweepstakes promotion culminating in five lucky members winning \$500. The campaign was deployed across DeepTarget OLB and Mobile with the goal of incentivizing members to utilize Trademark FCU as their primary financial institution.

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 RESULTS

OVERALL RESULTS FOR OCTOBER 71 - NOVEMBER 2, 2019



Total Impressions	2860
Unique Clicks	140
Conversions	43

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

* KEI = Key Engagement Indicator