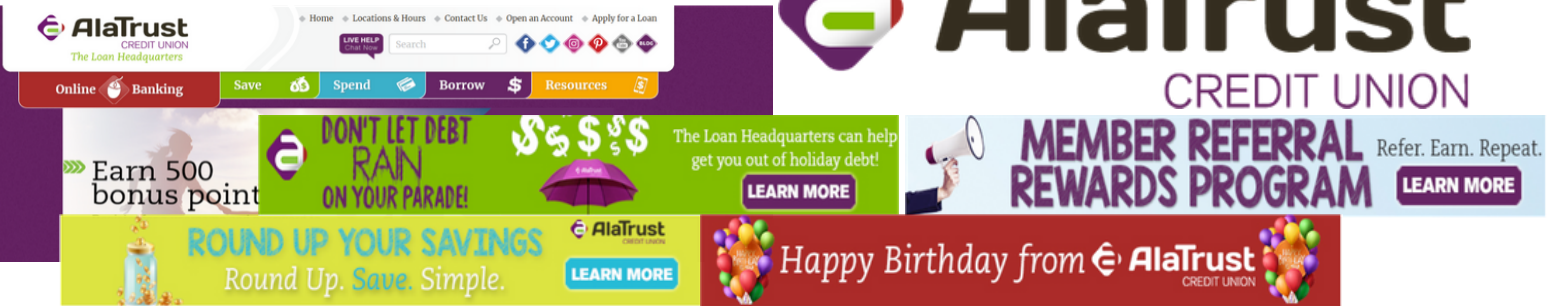


DeepTarget® Targeted Look

engage. cross-sell. measure.



902,049 Impressions = Impressive Campaign

THE TARGET

AlaTrust Credit Union Marketing Coordinator Raven Bell created an impressive four ad series that utilized seven DeepTarget best practices and clinched an impressive KEI™ score of 19.

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 MIX

- Other
- Auto Loan
- Consumer Loan
- Home Equity Loan
- Mortgage
- CD
- Checking
- IRA
- Money Market
- Bill Pay
- [Remaining]



THE RESULTS

OVERALL RESULTS FOR JANUARY 1 – 31, 2020



Total Impressions	902,049
Unique Clicks	4,059
Influenced Sales	56

Average number of users per response

* KEI = Key Engagement Indicator



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