

# DeepTarget® Targeted Look

engage. cross-sell. measure.



## 34,900 Impressions = Impressive Campaign

### THE TARGET

Joleen Granados, Senior Marketing Director of Partner Colorado Credit Union, deployed a community-focused campaign series across OLB and Mobile including educational promotions like emergency relief loans, loan payment relief, and financial wellness counseling.

### 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 MARCH 2020

Total Impressions	34,900
Unique Clicks	2,402
Avg. Clickthrough	6.85 percent



Average number of users per response

\* KEI = Key Engagement Indicator



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