

ANNOUNCEMENT

DEEPTARGET RECOGNIZES EXCEL FEDERAL CREDIT UNION AND LEBANON FEDERAL CREDIT UNION

Campaign and SuperSTAR of the month award winners for June 2020

Madison, AL – July 28, 2020 – Fintech company, [DeepTarget Inc.](#), honored two of their clients, Excel Federal Credit Union and Lebanon Federal Credit Union, with awards for their DeepTarget performance and results in June 2020 . The awards announced during DeepTarget’s monthly [Customer Success Webinars](#) recognized the DeepTarget Campaign of the Month and SuperSTAR of the Month.

The Campaign of the Month winners were chosen for their powerful creatives in digital marketing campaigns and the clickthrough rates of these campaigns. Britney Bailey, Marketing Director, and Coretta J. Wallace, Executive Vice President, at [Excel Federal Credit Union](#) were the recipients of the Campaign of the Month with an auto loan campaign that resulted in remarkable clickthrough rates.

DeepTarget also awarded a SuperSTAR winner who was selected because of their utilization of the Best Practices set forth by DeepTarget, resulting in laudable KPIs and KEIs to the title of SuperSTAR of the Month. DeepTarget’s Key Engagement Indicator or KEI™ is a performance rating which also doubles as a peer ranking number. The KEI provides a financial institution with the ability to measure how well they are doing engaging their members or customers. Alaina Smith, Marketing Specialist, at [Lebanon Federal Credit Union](#) received this award for their outstanding KPI and KEI results throughout the month.

Both of these award winners utilize the DeepTarget solution in order to engage their members with relevant messaging and offers. True to its adage *Design Once, Engage Everywhere*™, DeepTarget enables financial institutions to plan and design data-powered campaigns one time and use them to engage their account holders in unique digital experiences across all digital app spaces. In June 2020, the DeepTarget platform served up more than 260 Million Impressions to 1.93 million digital banking customers resulting in over 12,100 new deposits, loans, and

card acquisitions. DeepTarget has seen these statistics steadily increase month-over-month, an indicator of industry attentiveness to digital transformation.

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Demonstrations, Pricing, & Availability DeepTarget for Mobile, Online Banking, Email and Web 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.

About [DeepTarget Inc.](#)

DeepTarget provides a single Digital Experience Platform for financial institutions to manage the complete engagement-to-results lifecycle across all digital channels, resulting in increased revenue, loyalty and trust and decreased costs. Their solutions help financial institutions connect with their customers with messages that resonate. DeepTarget's intelligent digital marketing and sales solutions are used by hundreds of financial institutions to provide a seamless communications experience wherever, whenever, and however their customers bank. For additional information visit www.deeptarget.com.

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