

DeepTarget® Targeted Look

engage. cross-sell. measure.





Lebanon Federal Credit Union

THE TARGET




Alaina Smith, Marketing Specialist of Lebanon Federal Credit Union, leveraged the full capabilities of DeepTarget to achieve excellent results with a campaign that engaged 9 out of 10 DeepTarget recommended best practices. The campaign framework featured two level targeting over 30+ campaigns using prioritization to ensure that the right message made it to the right person at the right time. These factors combine to produce outstanding KEI and KMI scores for 18 consecutive months over 30 targeted campaigns.

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

-  Unassigned
-  Auto Loan
-  Mortgage
-  Consumer Loan
-  Credit Card
-  Home Equity Loan
-  IRA
-  Checking
-  Money Market
-  Bill Pay
-  [Remaining]

