![DeepTarget logo — engage. cross-sell. measure.]

Why Your Financial Institution Needs a Digital Experience Platform (DXP)

DeepTarget Whitepaper

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Bankers and Credit Union Executives have a problem today—technology makes it hard to deliver consistent messages across channels to your customers and members. There is no way to be certain that they are hearing the same message across mobile, web, the teller line, and in their statements.

A Digital Experience Platform (DXP) meets that need.
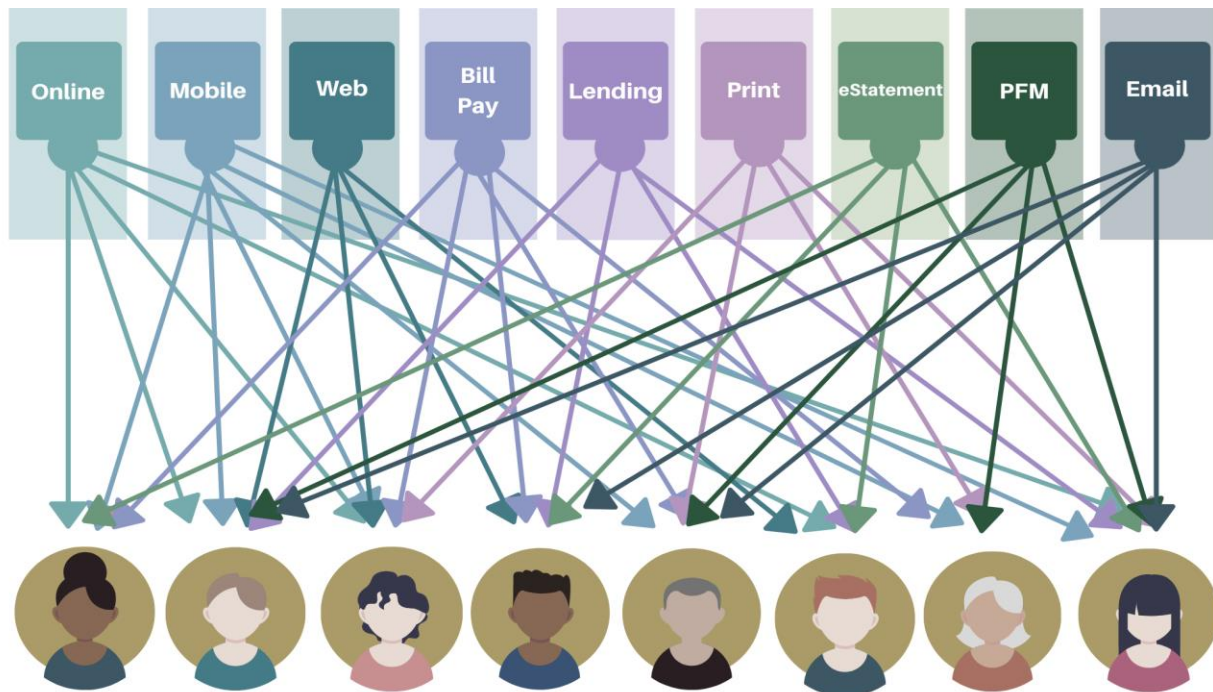
What is a DXP?

*Gartner defines a digital experience platform (DXP) as "an integrated and cohesive piece of technology designed to enable the composition, management, delivery and optimization of contextualized digital experiences across multi-experience customer journeys."

It boils down to a simple message—**DXPs are the path to consistent, relevant messaging to banking consumers.**

DeepTarget delivers a DXP that solves your business problem.

![DeepTarget logo — engage. cross-sell. measure.]

Our system helps you to build, deploy and continually improve websites, portals, mobile apps and other digital experiences. And our newly released 3D Storyteller will engage and excite your consumer.
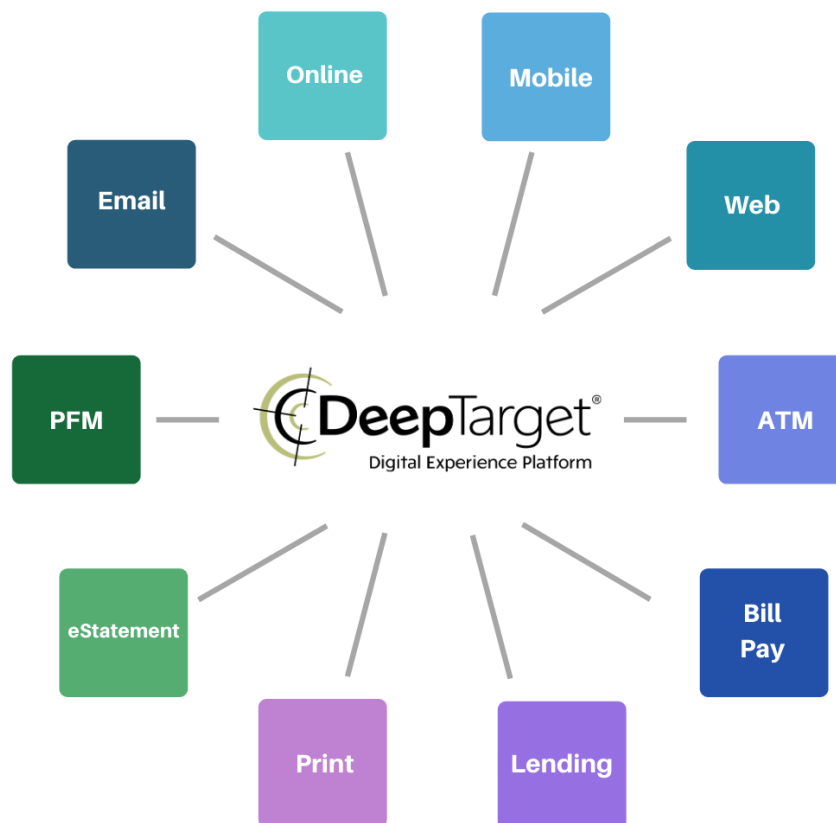
Two core principles that stand out in a DXP are that*:

1) it takes multiple integrated technologies to control a wide span of touchpoints

2) and there is a need for one central platform to be the control center for this expanded experience.

In working with over 200 customers, DeepTarget has found that FIs want to share any type of asset, or group of assets, across any digital touchpoint.   It also has become clear that the digital experience was no longer just a way to get people

in the door, but critical to growing customer satisfaction and loyalty post-acquisition.

The digital journey in financial institutions has expanded, and more front and back end applications are being used by different departments to handle their piece of that journey.

For the customer experience to remain consistent from acquisition to cross sell, these fragmented systems need a central DXP, and DeepTarget delivers it.

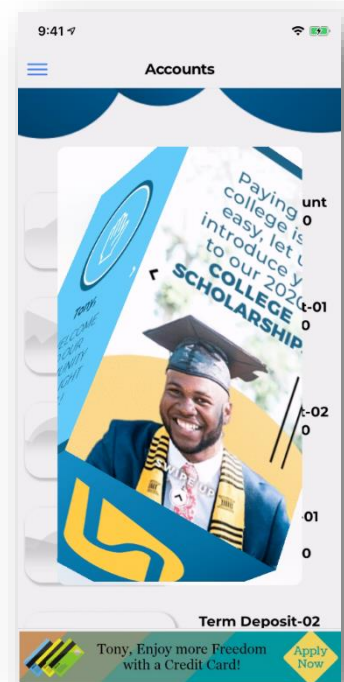**Digital is no longer just in Marketing's hands; the entire business is responsible for it*.**

Each delivery point—mobile, web, call center, teller platform, must operate in harmony. This need for a connected, consistent experience - both internal and customer facing has led to the rise of the agile DXP.

Our Bank and Credit Union marketers found that these systems are designed to work with native data. Many are stand-alone marketing tools that are difficult to connect to other systems. Data, profiling and applying business logic is limited when you work from a silo.

We built the DeepTarget DXP to address these business issues. Fundamental to this was the design of an open platform that easily integrates with other disparate systems, applications, and departments. This enables financial

3D StoryTeller on Mobile

institutions to coordinate and focus - and to craft truly personal experiences for their members/customers. This also led to our guiding philosophy of *Design Once, Engage Everywhere™* that drives our software architecture.

This is something that financial institutions today need more than ever.

DeepTarget provides a DXP for the Financial Services industry. No matter whether your financial institution has $50 million assets under management or a few billion, our DXP can be put to use to automate and elevate customer experiences

digitally to yield new loans, deposits & customer loyalty for credit unions and banks. In fact, our current customer base spans this level of diversity in scale and size.

DeepTarget's Digital Experience Platform (DXP) – Main Components

Start Simply, Then Scale

You don't need a huge budget or a large marketing team to make progress. Many DeepTarget customers start with the basics: consistent, rich, relevant data-driven marketing across Online/Web and Mobile channels. Then they extend it to eStatements. Next will come the call center and teller line. It can be a stepwise, economical process that will yield a strong ROI at each milestone.

DeepTarget will help you launch *your* DXP.

For more information on how to get started, please contact us at success@deeptarget.com.

*References:
What is a DXP?   And Gartner Definition of DXP

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