

DeepTarget® Targeted Look

engage. cross-sell. measure.



THE TARGET

Matthew C. Krula, Operations Manager, and George Sun, Marketing and Business Development Manager, of McKesson Employees' Federal Credit Union did a fantastic job deploying a low-rate auto financing campaign which featured a great rate catchy graphic to members with no auto loan.

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

3.81% click-through rate for the month of July 2020

5.13% overall click-through rate since June 19, 2020 campaign launch



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