

DeepTarget[®] Targeted Look

engage. cross-sell. measure.



THE TARGET

Julie McCamley, Marketing and Business Development Officer at Russell Country 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 multi-level targeting to ensure that the right message made it to the right person at the right time. These factors combine to produce outstanding KEI of 35 and KMI of 83.

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



KEI = Key Engagement Indicator

- Auto Loan
- Checking
- Credit Card
- Mobile
- Other
- Saving

