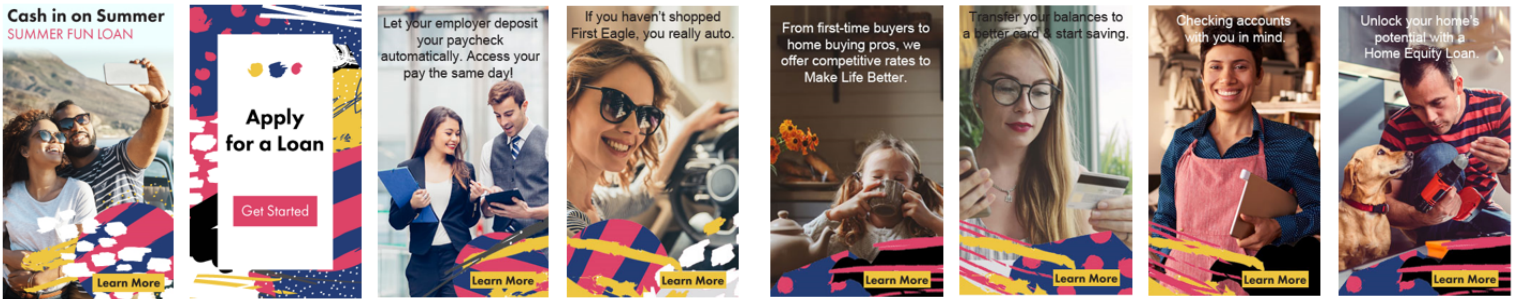


DeepTarget® Targeted Look

engage. cross-sell. measure.



THE TARGET

Evelena Anderson-Eley, Director of Marketing at First Eagle Credit Union, ran an impressive ad series that utilized 9 out of 10 DeepTarget Recommended Best Practices, which gained impressive metrics including a KEI of 58 and KMI of 38.

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



- Consumer Loan
- Deposit
- Auto Loan
- Credit Card
- Direct Deposit
- Events
- Home Equity Loan
- Mortgage
- Other