

# ANNOUNCEMENT

## DEEPTARGET RECOGNIZES GUARDIAN CREDIT UNION AND FIRST EAGLE FEDERAL CREDIT UNION

*Campaign and SuperSTAR of the month award winners for August 2020*

**Madison, AL** – September 29, 2020 – Fintech company, [DeepTarget Inc.](#), honored two of their clients, Guardian Credit Union and First Eagle Federal Credit Union, with awards for their DeepTarget performance and results in August 2020. The awards announced during DeepTarget's monthly [Customer Success Webinars](#) recognized the DeepTarget Campaign of the Month and SuperSTAR of the Month.

Pace Josey, Marketing Manager, and Rachel Stewart, VP of Marketing, at [Guardian Credit Union](#) are the recipients of the Campaign of the Month for their credit card campaign that resulted in a 4.85% clickthrough rate in August and a 15.99% clickthrough since launching the campaign in February.

DeepTarget also awarded a SuperSTAR winner based on their utilization of engagement Best Practices in addition to employing a variety of different campaigns resulting in exceptional KMI™ and KEI™ scores. Evelena Anderson-Eley, Director of Marketing, at [First Eagle Federal Credit Union](#) received this award for her fresh and modern campaigns that resulted in outstanding KMI and KEI results throughout the month. DeepTarget's Key Engagement Indicator or KEI™ is a performance rating which also doubles as a peer ranking number enabling a financial institution to see how well they are engaging their account holders.

Both award winners utilize DeepTarget's Digital Experience Platform (DXP) to connect with and engage their banking consumers with relevant messaging and offers. True to its motto *Design Once, Engage Everywhere*™, DeepTarget enables financial institutions to plan and design data-powered campaigns one time and use them to engage their account holders in unique digital experiences across all digital app spaces. In June 2020, the DeepTarget platform served up more than 260 Million Impressions to 1.93 million digital banking customers resulting in over 12,100 new deposits, loans, and card acquisitions. DeepTarget has seen these statistics



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steadily increase month-over-month, an indicator of industry attentiveness to digital transformation while increasing customer engagement, loyalty and revenue.

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**Demonstrations, Pricing, & Availability** DeepTarget for Mobile, Online Banking, Email and Web are available for demonstration and purchase by contacting [DeepTarget](#) or one of [our reseller partners](#). To learn more about our DeepTarget Partner program, you can email us [sales@deeptarget.com](mailto:sales@deeptarget.com).

**About [DeepTarget Inc.](#)**

DeepTarget provides a single Digital Experience Platform for financial institutions to manage the complete engagement-to-results lifecycle across all digital channels, resulting in increased revenue, loyalty and trust and decreased costs. Their solutions help financial institutions connect with their customers with messages that resonate. DeepTarget's intelligent digital marketing and sales solutions are used by hundreds of financial institutions to provide a seamless communications experience wherever, whenever, and however their customers bank. For additional information visit [www.deeptarget.com](http://www.deeptarget.com).

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