

# DeepTarget® Targeted Look

engage. cross-sell. measure.



## THE TARGET

Teresa Santana-Burk, Director of Marketing of Wanigas Credit Union, created a campaign series utilizing DeepTarget's Best Practices that resulted in remarkable improvements of 50% in their KMI™ from the previous month; and a 254% increase in KEI™ from the prior month.

## THE DELIVERY

These campaigns were powered by DeepTarget's Digital Experience Platform (DXP) to connect with and engage their banking consumers with relevant messaging and offers.



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



- Other
- Auto Loan
- Credit Card
- Holiday
- Home Equity Loan
- IRA
- Mobile
- Mortgage
- Unassigned

KEI = Key Engagement Indicator

254%  
KEI™  
INCREASE



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