

# ANNOUNCEMENT

## DEEPTARGET RECOGNIZES NORSTATE CREDIT UNION AND NORTHERN STAR CREDIT UNION

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

**Madison, AL** – November 23, 2020 – Fintech company, [DeepTarget Inc.](#), honored two of their clients, NorState Credit Union and Northern Star Credit Union, with awards for their DeepTarget performance and results in October 2020. The awards, announced during DeepTarget's monthly [Customer Success Webinars](#), recognized the DeepTarget Campaign of the Month and SuperSTAR of the Month.

Lynelle Haugabrook, Marketing Manager, at [Northern Star Credit Union](#) is the recipient of the Campaign of the Month for their holiday personal loan campaign that resulted in a 4.16% clickthrough rate in September.

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. Denise Duperre, Executive Marketing Director, at [NorState Federal Credit Union](#) received this award for their campaigns that resulted in remarkable improvements in their KMI and KEI, that increased 40% from the prior month. They also achieved an increase of 21% on their influenced conversions from the previous 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 and AI-powered campaigns one time and use them to engage their account holders in unique digital experiences across all digital app spaces. Monthly, the DeepTarget DXP serves up more than 250 Million engagements to ~2 million digital banking customers resulting in over 75000 leads and over 10000 new deposits, loans, and card acquisitions for its 225 financial institution customers.

DeepTarget has seen these statistics 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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