

DeepTarget® Targeted Look

engage. cross-sell. measure.



THE TARGET

Denise Duperre, Executive Marketing Director at NorState Federal Credit Union, leveraged the full capabilities of DeepTarget to deploy multiple ads across four loan categories with a predictive model which achieved excellent results. This campaign engaged 9 out of 10 DeepTarget recommended best practices combining to produce exceptional KMI™ and KEI™ scores, increasing 40% from the prior month and resulting in 157 influenced conversions.

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



- Consumer Loan
- Auto Loan
- Holiday
- Credit Card
- Insurance
- Mortgage
- Home Equity Loan
- Saving

KEI = Key Engagement Indicator

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KEI™