



Ready, Set, GO! Driving Membership Engagement

THE TARGET

Desert Valleys Federal Credit Union Marketing Coordinator Amanda Diaz designed a catchy Auto Loan Campaign titled 'Ready, Set, Go!' and featured a clear call to action to 'drive' members to apply.

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 REVIEW

"This campaign boasts a high engagement rate and a fun and refreshing design. We love how this design utilized the colors of a traffic light to send a clear message to members to GO for it!"

-**Brenda Thompson Pearce**, DeepTarget Director of Marketing

THE RESULTS

READY, SET, GO! AUTO CAMPAIGN

Click through rate May 2021:

4.6%

