

PRESS RELEASE FOR IMMEDIATE RELEASE

DEEPTARGET'S OPEN PLATFORM ENABLES CROSS-CHANNEL DIGITAL ENGAGEMENT

DeepTarget's "Design Once, Engage Everywhere" intelligent platform is powering engagement and growth across the connected FI ecosystem

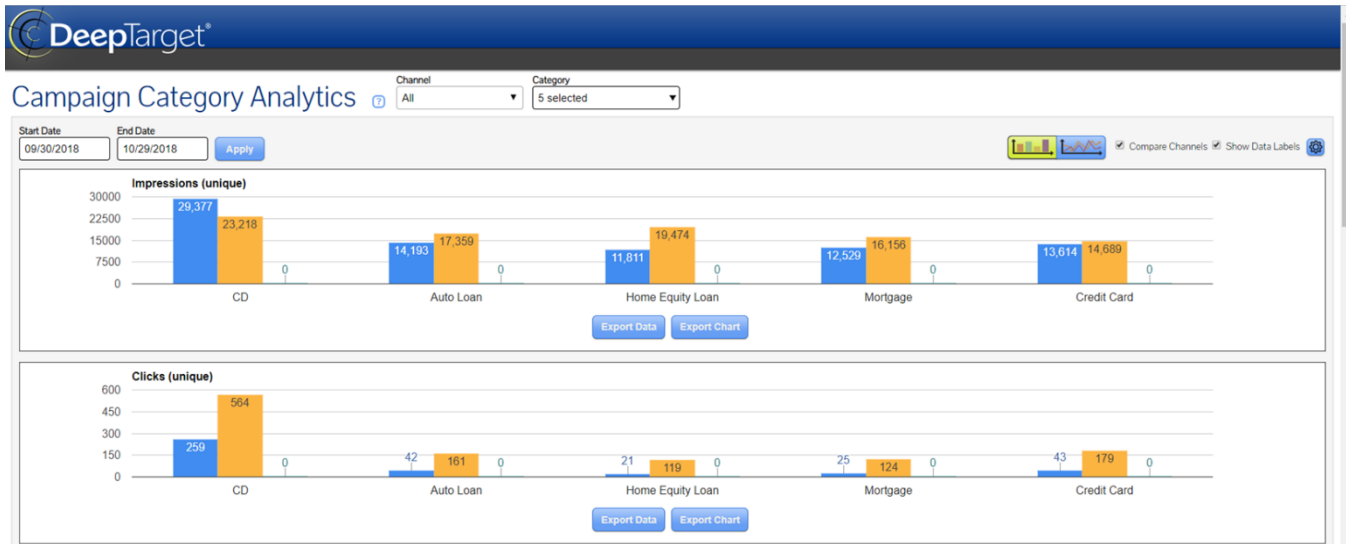
Madison, AL – August 13, 2019 – FinTech company [DeepTarget Inc.](#) today announced that it has extended its platform to support a new gateway API, further strengthening its open platform and enablement across unlimited types of digital applications. DeepTarget already provides support through its open API and enabling platform where financial institutions can design campaigns and data-driven rules one time and engage their banking customers anywhere they bank regardless of the technology stack in use. With the new gateway API, this support is further extended, allowing financial institutions to easily define desired digital applications for personalized customer engagements.

It is the rule, rather than the exception, that financial institutions use a diverse set of technologies from multiple vendors to run their banking operations; They might have a financial core from one vendor, an online banking platform from a second, a mobile banking solution from a third, email marketing from a fourth, and so on. Given this typical disparate technology ecosystem, it is critical to have a customer engagement and cross-selling platform that works effectively across this type of digital diversity.

For instance, one of DeepTarget's clients utilizes NetTeller from Jack Henry for online banking, MFM from Access Softek for mobile banking, Mailchimp for email marketing, and their own custom-built website. DeepTarget seamlessly integrates into all of these digital spaces and enables the financial institution to define and design data-powered campaigns, like a best-rate CD campaign, one time and engage across all these channels. Specific offers, relevant news, and onboarding activities are communicated to their banking customers as they navigate through these channels, which leads to delighted customers and increased sales and loyalty.

DeepTarget's built-in performance analytics provide growth metrics regarding the new deposits generated, including behavioral data specific to the various channels. While existing online banking or mobile banking providers do have some campaign capabilities, they do not have the ability to integrate

into multiple digital apps typically found at most financial institutions. Combined with the data-driven customer intelligence used for targeted and personalized communications and at virtually 95% automation, DeepTarget provides clear differentiation and successful results.



DeepTarget Performance Analytics Example with Comparison across Channels (Online, Mobile Banking)

“DeepTarget experienced a more than 200 percent year-over-year increase in sales transactions across its client base relative to the beginning of the year,” said Jill Homan, President of DeepTarget Inc. “Significant investment in the technology platform and open API design is resulting in dividends for our clients to ‘Design Once, Engage Everywhere’ as financial institution users utilize multiple digital channels such as Online Banking Systems, Mobile Banking Systems, PFM, Account Opening, Lending, Social Environments, and Kiosks. Considering the built-in automation, the lift of customer engagement and cross-selling across different technology stacks cannot be underestimated”.

Monthly, DeepTarget’s intelligent marketing and sales automation solution delivers more than 123 million impressions and has experienced up to 11,400 new deposit products for its partner community banks and credit unions, realizing a response rate 40X the industry standard.

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Demonstrations, Pricing, & Availability

DeepTarget’s Customer Engagement Platform and ROI Analytics, including Mobile, Online Banking, Email Targeting, and Web channels are available for demonstration and purchase by contacting [DeepTarget](mailto:sales@deeptarget.com) or one of [our reseller partners](#). To learn more about our DeepTarget Partner program, you can email us sales@deeptarget.com.



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About DeepTarget Inc.

Today, hundreds of credit unions and banks across the country are using [DeepTarget](#) solutions. By automating the use of customer information, these intelligent cross-selling and customer engagement solutions deliver targeted product offers and pinpointed one-to-one messaging to millions of their banking customers. Digital channels such as mobile banking, online banking, web and email engage banking customers in a seamless communications experience, wherever, whenever and however they bank. Actionable analytics enable financial institutions to make informed decisions and drive measurable, positive result that drive success - in accelerating cross-selling, promoting product adoption, increasing loan demand and income. To see more proven successes, please visit the [DeepTarget website](#).

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