





In Use Today By **225** FINANCIAL
INSTITUTIONS

GENERATING

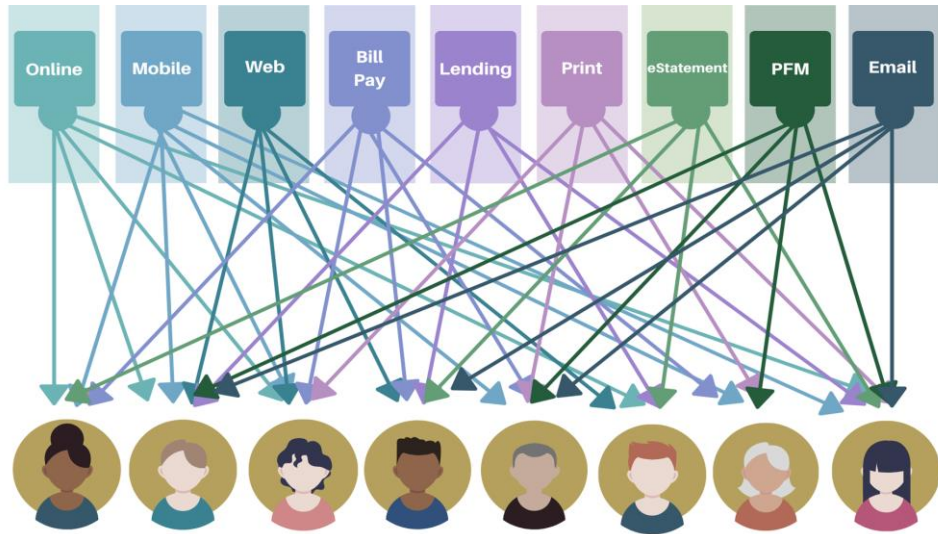
More than **250 Million** ENGAGEMENTS

More than **75,000** QUALIFIED LEADS

More than **10,000** ACCOUNTS OPENED

EVERY MONTH

DESIGN ONCE. ENGAGE EVERYWHERE.™



FI Landscape - Communication and Campaign Silos

FROM THIS...

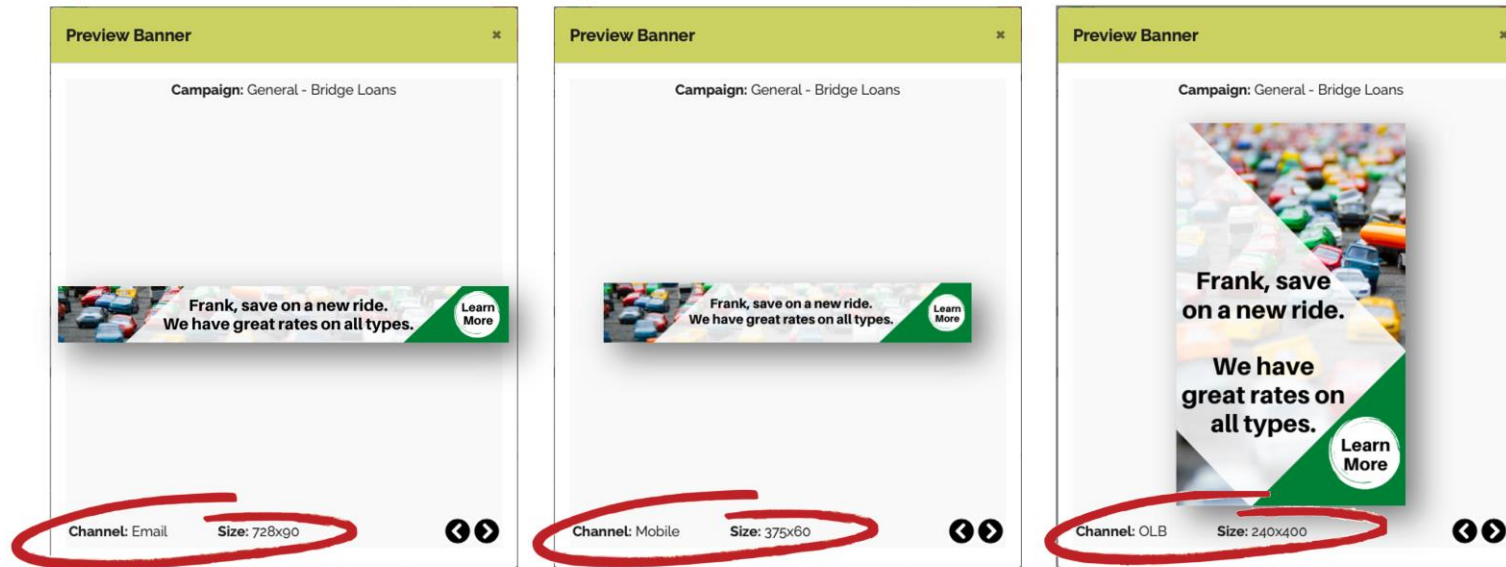
...TO THIS



DeepTarget automates and elevates customer experiences digitally to yield new loans, deposits & customer loyalty for credit unions and banks.



EACH CAMPAIGN EXTENDED ACROSS THE MEMBER/CUSTOMER JOURNEY



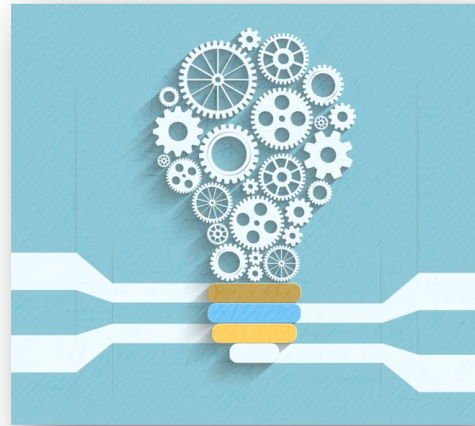
A single Digital Experience Platform for financial institutions to manage the complete engagement-to-results lifecycle across all digital channels, resulting in:

INCREASED REVENUE: Increase loans, grow deposits, issue cards by engagement with right time and needed service

INCREASED LOYALTY AND TRUST: Providing resources customers or members need, like or want, e.g. rewards, financial lit videos, critical community outreach, nudges to cool apps like BillPay, PFM, business banking, etc.

DECREASED COST: Eliminate siloed communications and redundant efforts with a single Command and Control center for targeted “Design Once, Engage Everywhere” campaign management and analytics.

DIGITAL ENGAGEMENT: MY DATA INFORMS MY FINANCIAL STORY



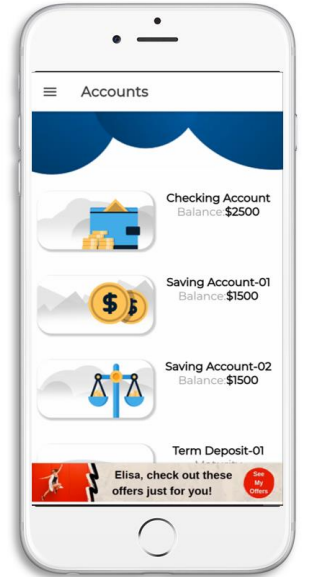
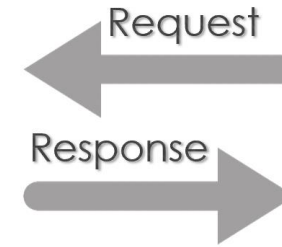
Intelligent Targeting The Master Stack

Processing rules, priorities and more



"My" Financial Story My Stack of Campaigns

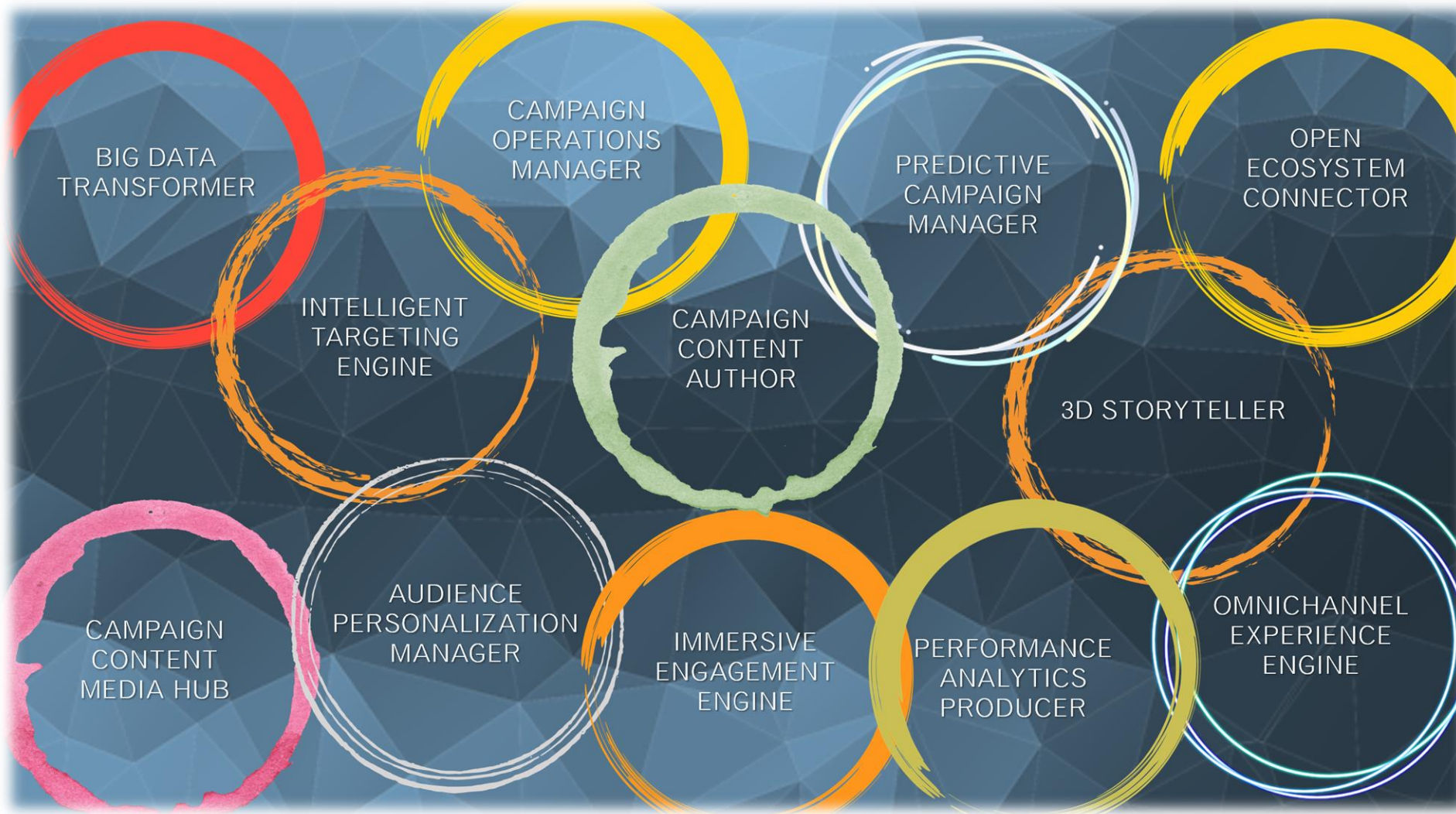
User ID, Campaign 1, Campaign 2...Campaign n



Client Apps Multiple campaigns, multiple channels

The Digital Experience Platform (DXP) from DeepTarget helps financial institutions integrate data sources for the purpose of driving meaningful digital engagements that yield more loans and deposits. Intelligent digital marketing and sales campaigns enable financial institutions to connect with their members or customers with messages that resonate. DeepTarget's DXP is used by hundreds of financial institutions to provide a seamless communications experience wherever, whenever, and however their members or customers bank.

AN ALL-INCLUSIVE, ENABLING PLATFORM



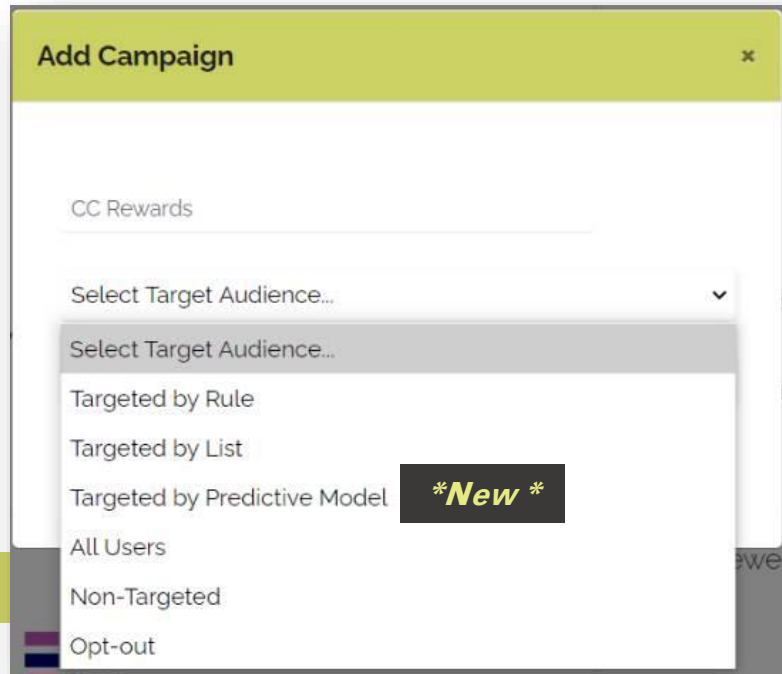
FEATURING

- Multiple Data Sources
- Intelligent Targeting
- Campaign Lifecycle Management
- Cradle-to-grave Performance Analytics
- Predictive Campaigns powered by ML
- Gateway API
- 3D StoryTeller
- & much more

DEEPTARGET DIGITAL EXPERIENCE PLATFORM COMPONENTS

BUILT-IN INTELLIGENCE: USING PREDICTIVE MODELS FOR TARGETING

Enabling financial institutions of all sizes to use techniques and insights previously reserved for only the largest institutions.

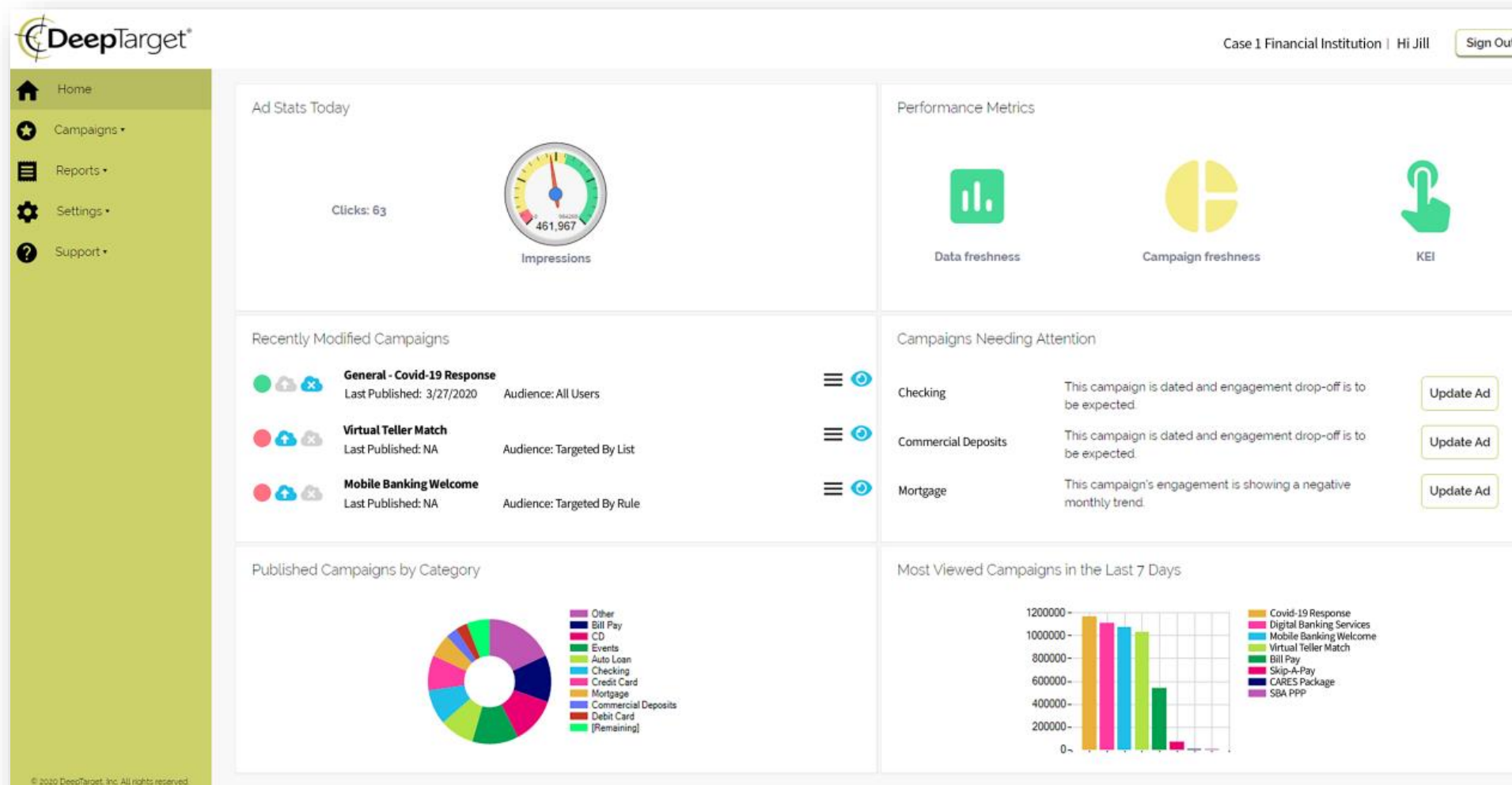


AUTOMATED TARGETING BUILT ON YEARS OF
ADVERTISING AND DEMOGRAPHIC INSIGHTS

USING A PROPRIETARY DEEPTARGET
MACHINE LEARNING MODEL

- A targeting option that predicts and “turns on” a selected campaign for those accountholders with the highest propensity to purchase that product.
- With complete flexibility to “mix and match” targeting methods per campaign

MICRO-TO-MACRO PERFORMANCE ANALYTICS



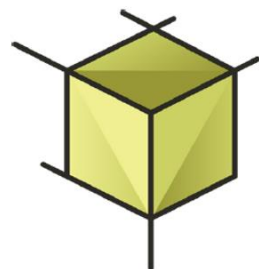
Always On, Always Tracking

Engagements | Qualified Leads | Accounts Opened

MORE THAN A COOL FACTOR

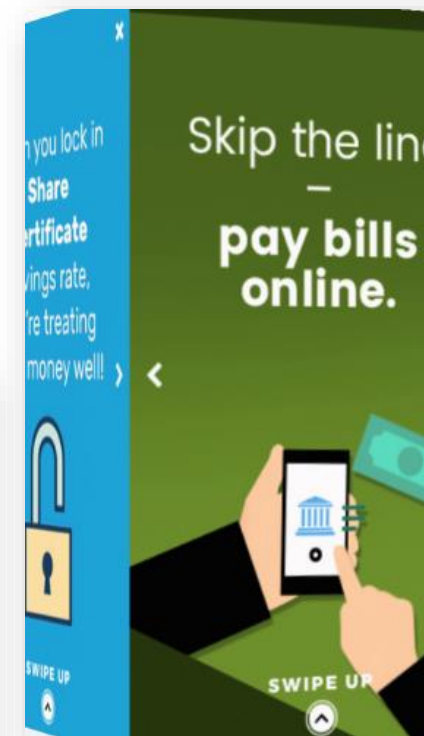
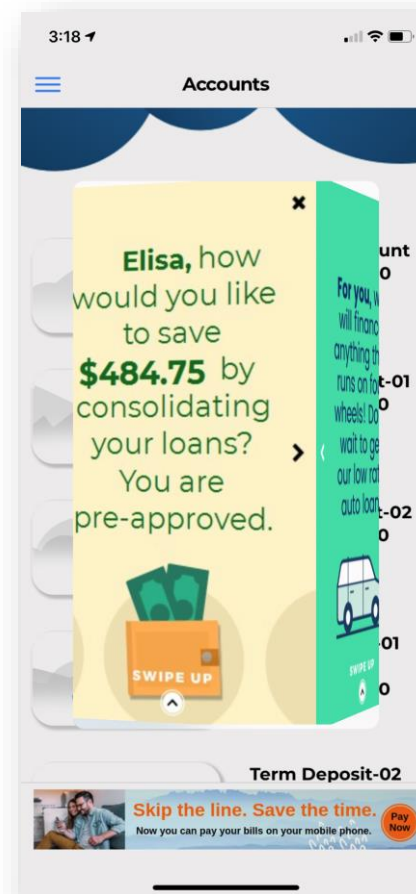
Powered by DeepTarget, 3D StoryTeller drives more loan and deposit products in digital channels. The social media inspired user experience is powered by data accumulated from years of customer service and can be enhanced with third party sources. Meaningful messages are prioritized, inventoried and delivered in an immersive 3D format that compels end user engagement. Customers have a great visual experience and can quickly skip to content that interests them.

Deliver relevant offers with a captivating UX inspired by social media and with the ease of use you have come to expect from DeepTarget.



3D StoryTeller

A DeepTarget Digital Experience



RICH | RELEVANT | RAPID

We do all the heavy lifting.

IT'S EASY TO GET STARTED. AND KEEP IT GOING.

IMPLEMENTATION FACTS

Average time
required to setup:
10 hours!

Typical FI Time
Required:
2-4 weeks to go live!

Over 95%
Automated!

- ✓ We set the system up for our customers
- ✓ We host it.
- ✓ We process the data.
- ✓ We provide a content library rich with proven, successful display ads and images.
- ✓ We provide initial campaigns and messaging.
- ✓ We provide initial targeting rules.
- ✓ We provide the stats and reports to prove that the campaigns are working.
- ✓ We show how they perform versus the competition.





“It led to clicks, it led to engagement, it led to sales... instantly.”

MIKE HOSTETLER, CRANE CREDIT UNION



DeepTarget, Inc.



“When Crane CU first started with DeepTarget, we were putting banners out there but we didn’t know if it would work or not. We just launched it and waited to see what happened. It led to clicks, it led to engagement, it led to sales... instantly. It’s drastically improved our performance in the past two years for both Online and Mobile engagement and we expect the same thing in 3D StoryTeller.”

So for anyone who is on the fence, I can’t see how 3D StoryTeller won’t increase the amount of participation that you have and conversations that you have with your users because again it’s a very captive audience. They’re in the app or on online banking, they want to be there and they really do want to hear from you. That’s our biggest takeaway from using DeepTarget is that our members want to talk to us and we need to be sure we’re ready to talk to them too.” - Mike Hostetler, Crane CU

For this customer testimonial and many more, visit

<https://www.deeptarget.com/success-stories>

The future is here.

