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# PRESS RELEASE FOR IMMEDIATE RELEASE

## DEEPTARGET FOR GO DOUGH AVAILABLE

*DeepTarget to power customer engagement and revenue growth for goDough FI customers*

**Madison, AL** – January 21, 2020 — Today, fintech company [DeepTarget Inc.](https://www.deeptarget.com) announced the availability of their industry leading intelligent marketing and sales automation solution with goDough®, a mobile banking solution from Jack Henry and Associates, Inc.®. goDough gives customers/members the ability to access their accounts, view account balances and transaction history, initiate transactions, and pay bills anytime, from anywhere, by offering industry-leading native apps for both iPhone and Android devices. goDough clients can leverage DeepTarget to engage account holders with messaging and advertising that targets with pinpoint precision across multiple digital channels allowing financial institutions to reach them with relevant communications wherever, whenever, and however they transact.

Monthly, DeepTarget's intelligent marketing and sales automation solution delivers more than 220 million impressions and consistently generates influenced sales of more than 12,000 new deposit and loan products for its partner community banks and credit unions, realizing a response rate of 40X the industry standard.

“Auburn University Credit Union has been using DeepTarget to promote our products and services to our membership through our online branch. We have had great results with acquiring targeted leads for loans and other products through the use of DeepTarget's user friendly tools.” said Austin Meek, Executive Communications Director, Auburn University Credit Union, “We are delighted to learn that we can now deploy DeepTarget for goDough and get in front of even more members using our mobile app!”

True to its adage *Design Once, Engage Everywhere™*, DeepTarget enables financial institutions to plan and design data-powered campaigns one time and use them to engage their account-holders across all available digital channels as their account holders navigate through various touch points.

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“We have had many requests for DeepTarget from existing goDough customers and I am delighted to announce its immediate availability to bring the benefits of DeepTarget to Jack Henry’s goDough clients.” said Jill Homan, President, DeepTarget, “We have successfully transformed the annual marketing budgets of so many FIs from an expense to a tremendous profit center and look forward to providing this significant benefit to goDough clients.”

DeepTarget’s built-in performance analytics provide growth metrics regarding the new deposits generated, including behavior data specific to various channels. Combined with the data-driven customer intelligence used for targeted and personalized communications and virtually 95% automation, DeepTarget provides clear differentiation and successful results.

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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 Jack Henry & Associates**

Jack Henry (NASDAQ:JKHY) is a leading provider of technology solutions primarily for the financial services industry. We are an S&P 500 company that serves more than 9,000 clients nationwide through three divisions: **Jack Henry Banking**<sup>®</sup> supports banks ranging from community banks to multi-billion-dollar institutions; **Symitar**<sup>®</sup> provides industry-leading solutions to credit unions of all sizes; and **ProfitStars**<sup>®</sup> offers highly specialized solutions to financial institutions of every asset size, as well as diverse corporate entities outside of the financial services industry. With a heritage that has been dedicated to openness, partnership, and user centricity for more than 40 years, we are well-positioned as a driving market force in future-ready digital solutions and payment processing services. We empower our clients and consumers with the human-centered, tech-forward, and insights-driven solutions that will get them where they want to go. Are you future ready? Additional information is available at [www.jackhenry.com](http://www.jackhenry.com).

#### **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.

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