

MEDIA CONTACT: Cristi Murray
For DeepTarget
650-339-2132
cristi@williammills.com

NEWS RELEASE

FOR IMMEDIATE RELEASE

**Credit Union and Bank Executives Turn to Plug-In Innovations to Enable Revenue
Growth From their Current Digital Banking Platforms**

Huntsville, AL., April 12, 2023 – With escalating competition for wallet share, it's more important than ever for credit unions and banks to nurture their current accountholders who increasingly transact digitally. [DeepTarget Inc.](#), a transformational financial services company that provides Growth As A Service (GRaaS) to community financial institutions, announced the immediate availability of two product innovations, samples of which can be viewed [here](#).

Designed to enable financial institutions to grow, both innovations are included at no additional cost in their patented [DXP](#) currently deployed by 100s of FIs. Because DXP plugs in to more than 30 online and mobile platforms today, the system can be up and running in days, not months.

DXP now includes [GrowthGrid™](#), a rare and powerful look at how digital campaigns are directly contributing to the financial success of the institution.

"The new GrowthGrid really shows us our sales results clearly across product lines and where we could add more promotions," said Heather Summers, Senior Vice President, Marketing, LBS Financial Credit Union. "And with the total revenue results, we get to see how our digital marketing contributes to our overall financial goals."

This game-changing report provides financial institutions with powerful analytics of product sales and estimated new revenue influenced by their DeepTarget campaigns. The color-coding and metrics give an instant view of what campaigns are active and successful or need optimization what new campaigns are needed.

"For the first time I have seen the revenue impact of the digital marketing campaigns I have been running," said Emily Dykstra, Marketing and Business Development Manager, Best Financial Credit Union. "The new GrowthGrid report shows us a breakdown by account type of where our

campaign strategies have been successful and where we have opportunities to expand our marketing outreach.”

"GrowthGrid is a great report that I can show the board so they understand how effective our marketing is!," said Jim McCorkle, President and CEO, Common Trust Credit Union.

The second innovation, [SPINfluence™](#) gives a new “spin” on banner ad technology. Unlike traditional flat banner ads, SPINfluence™ uses an eye-catching rotating carousel to display relevant products and services, grabbing the attention of accountholders and keeping them engaged.

“I love it! It looks cool and so modern! We think this new feature will increase engagement by our digital users,” said Heather Summers, Senior Vice President, Marketing, LBS Financial Credit Union. “A revolutionary and powerful ad display innovation, it is an engaging showcase of personalized offers and messages to customers in digital banking increasing the likelihood of conversion and boosting revenue for financial institution.”

"Wow, SPINfluence is a massive upgrade to the old, bland style of banners!" added Jim McCorkle, President and CEO, Common Trust Credit Union.

“I wanted to tell you how much I appreciate our partnership with DeepTarget. We recently reviewed and implemented the new features, GrowthGrid and SPINfluence, and WOW, they were SO SIMPLE and easy to use. I am blown away,” said Cindy Loi, Business Development Manager, One Vision Credit Union. “You have outdone yourselves again. Thanks for being so awesome!”

Samples of both innovations are available for viewing [here](#).

About DeepTarget

Powering the digital communication revolution for credit unions and banks with *Growth as a Service* (GRaaS), DeepTarget enables their growth of assets - deposits & loans, revenue, new members/customers, digital users, account holder relationships & loyalty and more. GRaaS is backed by a risk-free money-back guarantee and powered by their patented [DXP](#) currently deployed by 100s of FIs. GRaaS combines a skilled labor force and best practices to utilize data and AI insights from multiple data sources for a seamless, meaningful communications experience wherever, whenever and however their consumers bank. For additional information visit www.deeptarget.com and follow them on [LinkedIn](#).