

How Financial Institutions Are Increasing Revenue



Using a powerful, enabling and intelligent communication and cross-selling platform delivering relevant, highly targeted and personalized content through multiple digital channels.



- Proven
- Measurable results
- Customer acquisition
- Customer engagement
- Revenue Growth

99

"With DeepTarget's intelligent digital marketing, we received over 250K impressions of our ad resulting in over 850 unique clicks in just the first week!"

Thorpe Miller
AVP Sales & Marketing
Indiana Members Credit Union



2X

Targeted ads are, on average, almost twice as effective as non-targeted ads.

40.5%

Is the percentage of respondents who said they would rather see online ads directed towards their interests rather than ads for random products and services.



The Right Offer, Right Time, No Matter How You Bank!



83%

of mobile users say that a seamless experience across all devices is very important.



Example: Intelligent Cross Selling Targeting Every Generation



Generational segmentation is a proven foundation for targeting digital communications. It uses patterns derived from generational differences to deliver highly effective communication and cross-selling content - that is engaging, relevant and gets results.

Results You Can Measure

Proven ROI!

ACTUAL RESULTS		RESULTS IN 1 MONTH	
Loan/Account Type	Newly Opened	Loan/Account Type	Newly Opened
Checking	22	Consumer Loan	186
Consumer Loan	184	Credit Card	1
Credit Card	9	IRA	1
HELOC	1	Mortgage	5
Money Market	5	New Auto	4
Mortgage	1	Savings	13
New Auto	3	Used Auto	58
Used Auto	9		
Total	234	Total	277

In 2017, TV ad spending will total \$72.01 billion or 35.5% of total media investments in the US. Meanwhile, total digital ad spending will equal \$77.37 billion or 38.4% of total ad spending.

There's a good reason why digital is outperforming TV advertising



Recent Success Stories - Increasing Revenue with Digital!



"We can't be more pleased... in just one month, we received over 500K views and 850 unique clicks that helped drive 213 sales transactions!"

Delynn Byars, SVP of Marketing
First South Financial

"Since investing in DeepTarget for both Online Banking and Mobile Banking earlier this year, we have had outstanding results! We are witnessing over 250 clicks per week and our related sales transaction have increased significantly too! These results show the value of intelligent digital marketing and DeepTarget has enabled us to achieve these results very quickly!"

Mike Bridges, VP of Marketing and Communications, Five Star FCU



"In our first 30 days using DeepTarget, we received over 275 new, high quality leads from our new DeepTarget digital marketing campaigns. As a CEO responsible for the growth of our business, that's outstanding!"

Joann Bisson, CEO
Trademark Federal Credit Union



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