

**Put Your Website to Work:**  
Effortlessly design and display banner ads on your website. Engage your visitors.



**22%** Banner ad market share, second only to search\*

**#1** United States generates the most banner ad revenue\*

**70%** More likely to convert on your website when retargeted with ads\*



## The Real Benefits of DeepTarget Web

- ☑ **Real Time**, as in NOW — Using our easy-to-use authoring and automation tools, you can make up dates to the display ads on your website in real time! No more depending on the IT department or some other expert to make your updates.
- ☑ **Real Time Savings** — A new campaign ad can be changed out and published in a matter of seconds. Want a new look or ad for your website visitors every week or even, every day? No problem, with DeepTarget Web.
- ☑ **Real Results** — With our comprehensive analytics and insights you get much more (than, for example, page visits from Google Analytics). See all ad-specific impressions and clicks in real time and measure the true engagement of visitors to your website.
- ☑ **Really Free** — When you have already deployed our Online Banking, Mobile Banking or Email Solution, our DeepTarget Web is included and available for your use — so, it's free!



**Welcome to the next generation of customer engagement and cross-selling with DeepTarget's integrated, enabling platform — for Web, Email, Online Banking and Mobile Banking!**

\* <http://www.ironpaper.com/webintel/articles/banner-advertising-stats-and-trends-for-2017/>

\* <https://smallbiztrends.com/2017/01/display-advertising-statistics.html>

# DeepTarget Web

## Using Your Financial Institution Website To Effortlessly Connect And Engage With Your Visitors

### Are you using your website effectively to communicate with your visitors?

Your website is like a canvas and we can make it effortless for you to display banner ads that promote your brand and your products to your website visitors. With DeepTarget Web, we have introduced a web channel that is fully integrated with our omni-channel platform providing intelligent banner ad delivery for any website – more importantly, for the main website of your financial institution.

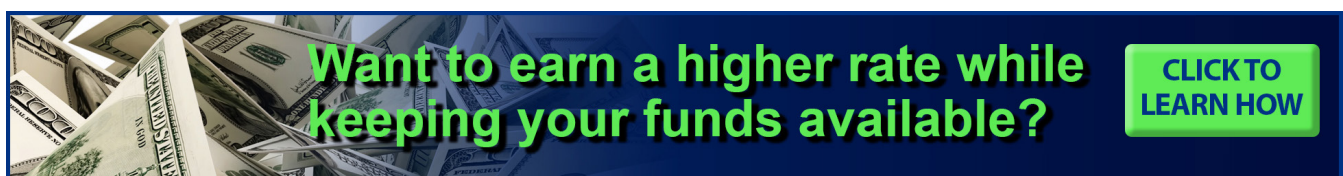
### Design and deploy – easy as 1-2-3!

Using our powerful, enabling communications platform, you can design your banners using our authoring tools or simply select a banner from our extensive banner library. Use these banners to promote your brand or specific financial products and services that you want your customers to know about. Or how about, just to say thank you to them?

### Connect with and engage your website visitors!

Banner ads that are visual and well located appeal to people. Why waste that precious digital real estate when you can use it to communicate and engage with your website visitors, every day, 24X7?

Use your website to showcase new products or campaigns, use the banners to inform and educate, and of course to build and promote the brand of your financial institution. This can be yet another tool in your digital arsenal to engage your customers and visitors who you should work to turn into customers.



### About DeepTarget Inc.

Today, hundreds of [DeepTarget](#) digital marketing solutions are in use by credit unions and banks across the country. By automating the use of customer information, these solutions deliver targeted product offers and pinpointed one-to-one messaging to their banking customers through mobile banking, online banking, web and email all the while engaging them in a seamless communications experience, wherever, whenever and however they bank. Expertise and technology from DeepTarget with actionable analytics and metrics enables marketing professionals to make informed decisions and drive measurable, positive results. The adoption of these solutions continues its rapid growth by driving success for financial institutions - in accelerating cross-selling, promoting product adoption increasing loan demand and income. To see more proven digital marketing successes, please visit the DeepTarget website.



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