

# 3DStory OnTheGo

Powering Immersive Experiences in Email | Text | Social



A Revolutionary New Product to Power your Email, SMS  
and Social Media Marketing to New Heights

Featuring:

AI & Data Insights Based 1-to-1 Personalized Offers  
Adaptive & Immersive User Experiences  
Unlimited Campaigns to Unlimited Users  
Deep Campaign Analytics



# FACTS

- Email generates \$42 for every \$1 spent, which is an astounding 4,200% ROI.
- SMS texts have open rates - up to 98% according to Gartner
- At 35% (2 hours, 27 minutes per day), social media accounts for the largest single share of our connected media time

## SPOTLIGHT



### Personal Banking Made Easy.



*Email campaign to onboard new customers creates this FI-branded microsite with an adaptive 3D Story showcasing multiple 1-to-1 personalized offers and messages for the new member.*

## POWER UP

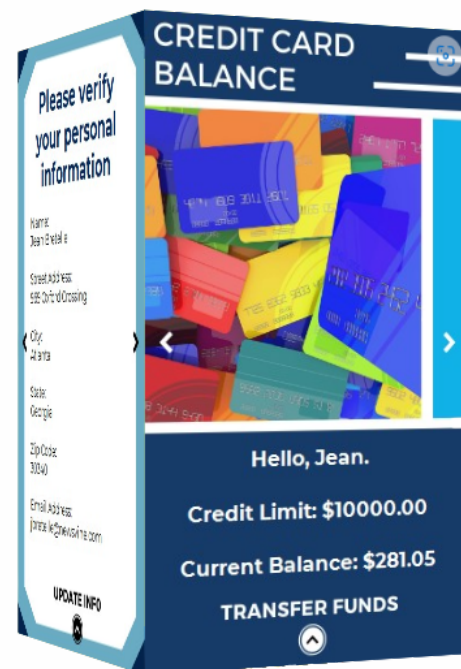
your Email, Text and Social Marketing with captivating, personalized 3D Stories!

When consumers click on a link embedded in email or SMS, a custom microsite is created upon which a 3D Story unites consumer intelligence and AI with a prismatic user experience to deliver customized and personalized offers to individual banking consumers.

Meaningful messages are prioritized, inventoried and delivered in immersive and adaptive 3D visualization that compels end-user engagement.

Users are provided exceptional, unique visual experiences and can quickly skip to content that interests them, eliciting powerful, positive responses.

The product leverages multiple targeting methodologies available within DeepTarget's DXP to achieve these results.







# Email



# Text



# Social

Elevate and compel engagement on these 3 channels with prismatic and adaptive user experiences for use cases such as onboarding new customers, sending personalized offers and promotions, communicating financial wellness information and much more.

## SPOTLIGHT

### ULTIMATE BANKING WITH A PERSONALIZED PLAYLIST.



*SMS marketing campaign of offers & promotions to account holders creates this FI-branded microsite showcasing an adaptive 3D story with personalized offers and promotions.*

## BENEFITS

### SMS/MMS MARKETING

Text messaging is a highly effective communication strategy for financial institutions.

82% of consumers open every text message they receive!

SMS open rates are as high as 98%.

60% of customers want to actively text businesses back about customer support issues.

- Unlimited Campaigns
- 98% Automation
- Campaign Analytics

### EMAIL MARKETING

Personalized, relevant emails get more clicks – 50% more likely!

Emails today reach a mobile audience – about 60% of email opens are on smartphones.

- Lead Distribution
- Predictive (AI) Campaigns
- Immersive Experiences

### SOCIAL MEDIA MARKETING

Almost 45% of internet users research products on social media.

85% of marketers rate short-form videos as the most effective type of social media content.

Using social channels increases touch points with banking consumers.

Use them to deliver value about the FI brand and special offers.

- Personalized Offers
- Rule or List Targeting
- Ad Design, Ad Content



Design & Publish  
Unlimited Data-driven  
and AI campaigns



TARGETED AUDIENCE  
list with links to  
personalized  
3D Story

## Simplify your Digital Marketing

We help financial institutions grow by simplifying digital marketing to deliver amazing experiences that result in up to 10X more sales and lasting relationships with their digital users.



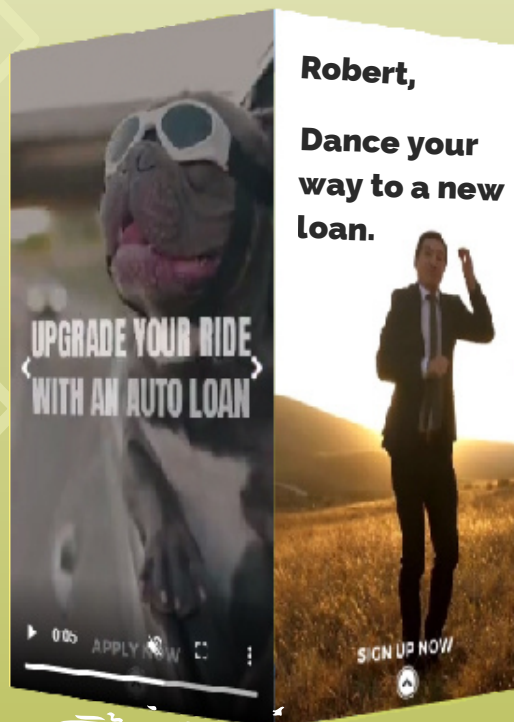
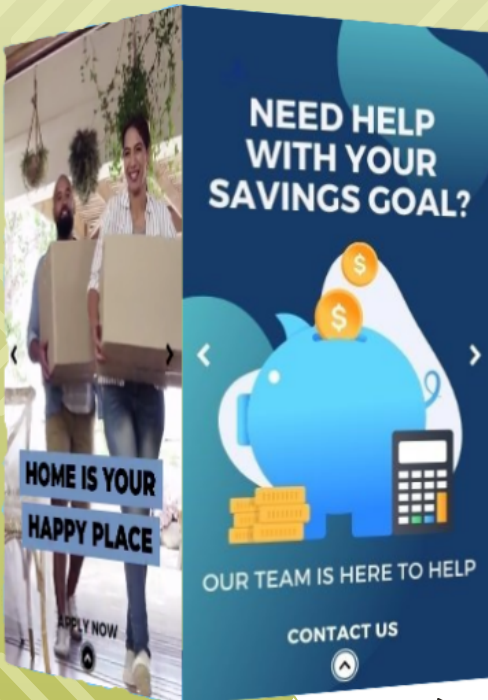
EMAIL MARKETING or  
MARKETING  
AUTOMATION -  
HubSpot, Mailchimp  
etc.



SMS or MMS  
MARKETING - Twilio,  
Postscript, etc.



SOCIAL MEDIA  
MARKETING -  
Hootsuite, Sprout  
Social, etc.



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