

DeepTarget® Targeted Look

engage. cross-sell. measure.



2,480,097 Impressions = Impressive Campaign

THE TARGET

Santa Ana Federal Credit Union launched a series of winter campaigns to help their 6,000 members get a great start to the New Year and new decade.

THE DELIVERY

These campaigns were powered by DeepTarget OLB and Mobile.

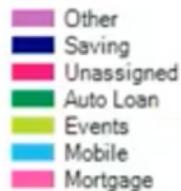


Industry-leading DeepTarget OLB delivers personalized, targeted offers through online banking platforms.



DeepTarget Mobile offers targeted banner ad messaging and personalized offers to smartphone users.

THE MIX



THE RESULTS

OVERALL RESULTS FOR AUGUST 1, 2019 – SEPTEMBER 18, 2019



Total Impressions	2,480,097
Unique Clicks	411
Influenced Sales	90

Average number of users per response ★★★★★ OUTSTANDING KEI

* KEI = Key Engagement Indicator