



## Vacation Notification at a Click

### THE TARGET

Heather Pizzala, Vice President of Marketing at Genisys Credit Union, crafted a mobile-only campaign at the height of summer travel season to direct users to an instructional video to show members how to place travel notifications on their account.

### THE DELIVERY

These campaigns were powered by DeepTarget OLB and Mobile.



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

### THE REVIEW

"Congratulations to Heather and her team at Genisys Credit Union on a brilliantly crafted and implemented campaign. This mobile ad is not only colorful and catchy, but also a great example of a campaign meant to educate end-users and not just cross-sell to them."

**-Brenda Thompson Pearce**, DeepTarget Director of Marketing

### THE RESULTS

#### TRAVEL NOTIFICATIONS MOBILE CAMPAIGN

Click through rate July 2021:	5.47%
Monthly unique clicks:	5000