



## Targeted Engagement for Educational Webinar

### THE TARGET

Shonari Hale, Vice President of Member Experience at Healthcare Systems FCU, crafted a campaign to promote a financial wellness webinar which deployed targeting to reach members with a credit score of 629 or less to help those most in need of this service.

### 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 REVIEW

"This campaign utilized targeting to put this education webinar in front of those who would benefit most from it. And, with registration at a click, it received a click-through rate of 2.82% in the first month."

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

### THE RESULTS

FINANCIAL WELLNESS WEBINAR | AUGUST 2021

Click through rate August 2021: 2.82%

