

DeepTarget® Targeted Look

engage. cross-sell. measure.



★
232
RESULTING
SALES
TRANSACTIONS



387,849 Impressions = Impressive Campaign

THE TARGET

Sara Groves, Marketing Manager of Helena Community Credit Union, wanted to reach their 16,000+ members across four Montana branch locations to spread the word about their "Drive Your Dream" campaign, specifically targeting GenX and Baby Boomers without auto loans.

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 RESULTS



JANUARY – AUGUST 2018

Total Impressions **387,849**

Unique Clicks **375**

Influenced Sales **232**

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

* KEI = Key Engagement Indicator



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