

DeepTarget® Targeted Look

engage. cross-sell. measure.



6,636 Impressions = Impressive Campaign

THE TARGET

Director of Marketing Teresa Santana and Marketing Manager Christine Johnson at Wanigas Credit Union in Saginaw, Michigan wanted a personalized #VACATIONTIME consumer loan campaign to reach each of their members in the spring months.

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

"Our ability to present DeepTarget Online Banking and Mobile Banking promotions with specific member targeted and personalizing of each ad has resulted in strong responsiveness and directly related sales. Our members are engaging with us more than ever in our online channels and DeepTarget has been a key partner in our success!"

- **Teresa Santana**, Director of Marketing, Wanigas Credit Union

THE RESULTS



APRIL 1 2018 - JUNE 27 2018

Total Impressions 6,636

Unique Clicks 139

Influenced Sales 165

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

* KEI = Key Engagement Indicator



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