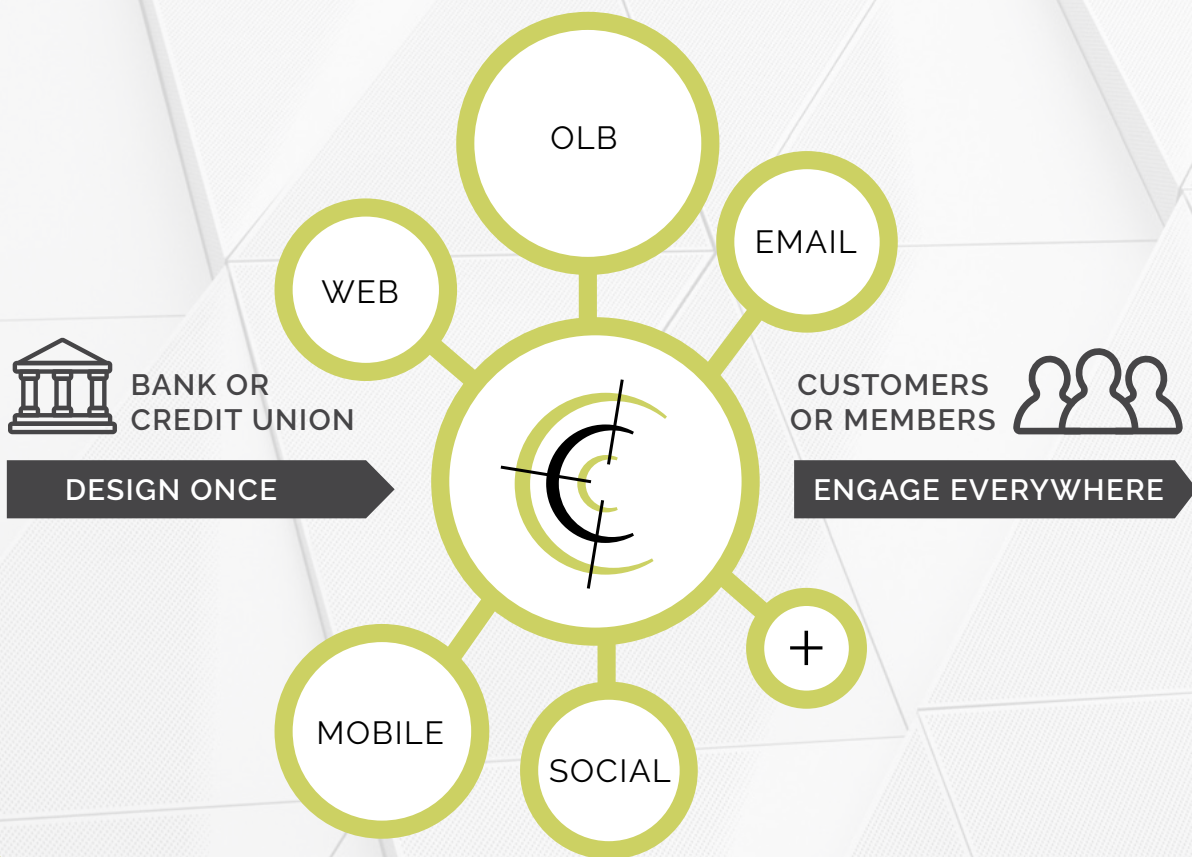




# engage. cross-sell. measure.



DeepTarget intelligent digital marketing and sales solutions are used by hundreds of banks and credit unions to deliver a seamless communications experience to consumers wherever, whenever, and however they bank driving growth through customer engagement and targeted cross-selling.

# Intelligent Marketing and Sales Automation – Driving Growth, Profit, Loyalty and Success



INDUSTRY STANDARD  
RESPONSE RATES



REVENUE GROWTH



ROI OFTEN  
EXPERIENCED

## UP TO 95% AUTOMATED

Simpler, faster, more affordable no matter what your size. DeepTarget does all the heavy lifting, so you don't have to!

## What You Get



### DESIGN ONCE, ENGAGE EVERYWHERE

Design campaigns once for use with customer intelligence across all digital apps for a consistent voice across all channels.



### TARGETED & PERSONALIZED OFFERS

Takes advantage of customer intelligence to deliver the perfect, relevant offers, 24x7. Define, personalize, prioritize and more.



### INTEGRATION IS A BREEZE

Multiple, disparate technology platforms? Not a problem with DeepTarget's open, enabling API. Online banking systems, mobile banking systems, PFM, account opening, lending, kiosks, eStatements, even printed statements are a breeze to integrate.



### TRACK EVERYTHING!

Performance analytics – macro to micro – keep track of how your campaigns are doing – from impressions and clicks to accounts opened. Analyze anytime, optimize whenever needed. DeepTarget transforms a marketing cost center into a quantified profit center.



### SECURITY & PRIVACY

Integral to DeepTarget solutions with SOC 2 compliant data centers, secure database encryption, GLBA compliance, and more.

DEEPTARGET INFLUENCED.  
**REAL RESULTS. ACTUAL CLIENTS\*.**  
IN JUST ONE MONTH.

\$13.4 m in new deposits...

\$5.6 m in new auto loans...

990 new consumer loans...

\$12.8 m in total new accounts...

475 new accounts & \$11 m,  
3 products...

*\* Sample results from Financial Institutions of varying asset-sizes, OLB + Mobile*



**Debt Free.  
Stress Free.  
Worry Free.**

[Click Here to Learn More >](#)

# The Right Offer to The Right Person At the Right Time



## DeepTarget's Top Channels



### ONLINE BANKING

Harness your online banking application to intelligently power customer engagement and enable cross-selling of relevant products to individual account-holders.



### WEB

Put your website to work to connect and engage with your visitors anywhere with banner ads that promote your brand and products.



### ENTERPRISE

A single platform that integrates an unlimited number of channels across the enterprise.

Take your marketing up a notch with minimal effort and never miss an opportunity to engage your account-holders.

**Connect and cross-sell  
24/7. It's time!**



### MOBILE BANKING

Mobilize your mobile banking system to create personalized offers with the ideal mix of products and services unique to each customer.



### EMAIL

Personalize and target your email campaigns to reap the rich rewards of this powerful communications channel.



# What Financial Institutions Need



**BETTER CUSTOMER  
ACQUISITION AND  
RETENTION**



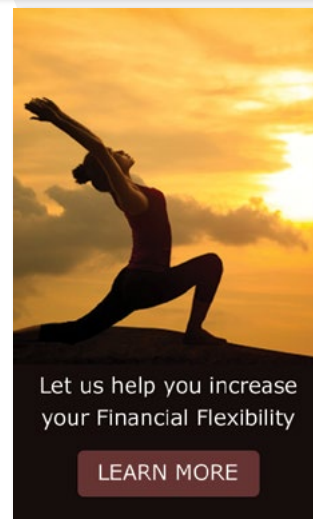
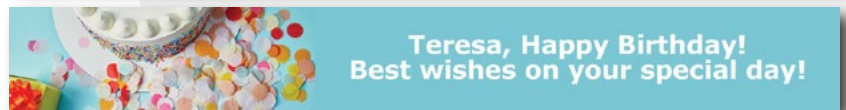
**EASILY AND  
EFFECTIVELY  
CROSS-SELL PRODUCTS**



**GROWTH METRICS  
WITH HIGH  
MARKETING ROI**

## DeepTarget works.

- "...Over 600% ROI in just the first three months!"
- "...in first week, over 850 unique clicks!"
- "...our results have been outstanding."
- "...generating an outstanding number of clicks!"
- "In one month, 1084 clicks and 314 sales transactions!"
- "...mobile member engagement is a huge success."
- "...over 285 new vehicle loans related to this campaign alone."
- "Online and mobile banking...our best marketing channels, thanks to DeepTarget."
- "In our first 30 days, 275 new, high-quality leads..."
- "DeepTarget has been a key partner in our success!"



## Let it work for you.

**CHECK OUT MORE CLIENT  
SUCCESSSES ON OUR WEBSITE!**

**Do you want to grow and drive amazing results with data-driven, automated customer engagement and sales?**

Contact us to schedule your complimentary personalized consultation and demo. Email us now at [success@deeptarget.com](mailto:success@deeptarget.com) to turn your cost center into a profit hub!