

Target and Personalize

Increase and accelerate responses from your **email marketing** campaigns

82% of businesses use email marketing*

74% of marketers say targeted personalization increases customer engagement*

28% Increase in conversion with a call to action button (not a text link)*

General email marketing campaigns are not enough anymore

Email marketing is the most commonly employed digital marketing tool, no matter what type or size of organization you are. It is the most ubiquitous digital marketing solution in your arsenal. But if you are not personalizing or targeting your email marketing campaigns, chances are that your results are less than stellar.

Targeted and personalized banners really stand out!

A picture is worth a thousand words. Check out this banner. Doesn't it grab your attention more than a piece of text that says – "Apply for your auto loan now". It's targeted, it's personalized and it's visual!

Email marketing is good, now make it great.

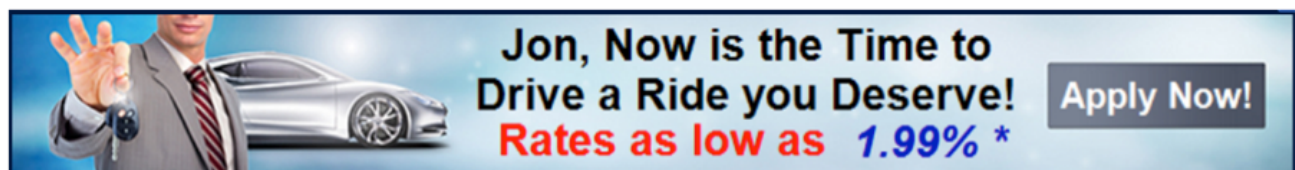
A profuse number of email marketing tools exist – one of them is what you are using today. But how many of them have the capability to design and embed personalized banners into an email campaign?





Steve,
Lease ending? Now's the best time ...take the open road and pocket \$5000 in savings!



Apply Now



Jon, Now is the Time to Drive a Ride you Deserve!
Rates as low as 1.99% *



Apply Now!

An omni-channel communications platform that includes Email Marketing

Using our powerful, enabling communications platform, you can design your banners once using our authoring tools or simply select banners from our extensive banner library. Use these banners to promote specific and relevant financial products and services to your customers through multiple digital channels – including email.

* <https://www.campaignmonitor.com/blog/email-marketing/2016/01/70-email-marketing-stats-you-need-to-know/>

DeepTarget Email

Make your email marketing campaigns perform by effortlessly embedding personalized, targeted banners within emails

Sally – With our IRA options, we can help you achieve your retirement goals!

Explore Now!

Dear Sally,
In this month's newsletter, Altmont Federal gives you tips on retirement savings and practical tax advice that you can use. We collected our experts and curated information from external sources in order to bring you news and views that we hope will be of great value to you.

Enjoy this newsletter and as always we look forward to hearing from you and supporting your financial goals.

SPOTLIGHT: RETIREMENT SAVINGS

Sample email campaign with embedded personalized and targeted banner using DeepTarget Email

Better results by enhancing email campaigns with targeted banners

You may already be using segmentation to create targeted campaigns. Now, with DeepTarget email, you can combine your emails with targeted banners that can be delivered through your email marketing campaigns and through all your other digital channels such as online and mobile banking. More impressions are bound to yield more positive results for financial institutions – especially when the message resonates and the product is relevant.



About DeepTarget Inc.

Today, hundreds of [DeepTarget](#) digital marketing solutions are in use by credit unions and banks across the country. By automating the use of customer information, these solutions deliver targeted product offers and pinpointed one-to-one messaging to their banking customers through mobile banking, online banking, web and email all the while engaging them in a seamless communications experience, wherever, whenever and however they bank. Expertise and technology from DeepTarget with actionable analytics and metrics enables marketing professionals to make informed decisions and drive measurable, positive results. The adoption of these solutions continues its rapid growth by driving success for financial institutions - in accelerating cross-selling, promoting product adoption increasing loan demand and income. To see more proven digital marketing successes, please visit the [DeepTarget website](#).



[deeptarget.com](#) | E: sales@deeptarget.com | P: 256-217-4055

© 2017 DeepTarget Inc. All Rights Reserved.