

DeepTarget® Targeted Look

engage. cross-sell. measure.







686,025 Impressions = Impressive Campaign

THE TARGET

Director of Marketing Lynette McCluskey and Data Specialist Michael Dickerson at Heritage Federal Credit Union in Newburgh, Indiana wanted a targeted campaign to spread the word about their Spare Change Rolling Savings Program. Those members responding have saved a total of \$32,360 so far.

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

"We now actively use online and mobile banking to share our product and service offers. With DeepTarget, it's so easy to measure and prove our member reach and engagement on the digital channels where our members, especially Millennials, bank. We can now promote meaningful offers to our online members like never before!"

- **Lynette McClusky**, Dir. of Marketing, Heritage Federal Credit Union

THE RESULTS

APRIL 2018 - JULY 2018



Total Impressions **686,025**

Unique Clicks **957**

Influenced Sales **814**

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

* KEI = Key Engagement Indicator

