Mobile app Demo Script

So, let’s take a look at what DeepTarget looks like inside a mobile banking app. We’ll consider two customers – Frank and Elisa, and see how DeepTarget enriches their mobile banking experience.

To begin with, let’s say Elisa wishes to check her account balance in the mobile banking app and opens the app on her phone.

*(\* Open the Spotlight Federal app and login with 2011 userid\*)*

When Elisa logs into the app, she goes to the Accounts page inside the app.

*(\*Open the Account screen through the app menu once logged in the app\*)*

As she is checking her Account balances, she notices some offers being presented to her on the bottom of the screen. These offers are the DeepTarget campaigns targeted specifically for her in her mobile banking app which she knows is a safe and trusted banking environment for her.

She also notices multiple product offers being presented one after the other while she’s inside the app. This is actually done through the ad rotation functionality of DeepTarget which enables Elisa to see multiple relevant offers on each screen of her mobile app.

Now, as she is browsing through these banners, she notices a personalized credit card offer with $200 cashback that is targeted for her. This immediately catches her attention as the cashback provided to her seems interesting. This is a very powerful functionality inside DeepTarget called personalization, that allows customers to see their First names on the campaigns along with the special credit card cashback.

At this point, Elisa is keen to learn more about this offer and clicks on the $200 credit card cashback offer (\**click on the credit card offer with $200 cashback\**). Thanks to DeepTarget’s ability to associate a link with each offer campaign, she is redirected to Credit Card page on her bank’s website where she can easily get more information.

Once she has reviewed the information, she is able to navigate back to her app by simply clicking the back button on her device *(\*click on the back button to go back inside the app\*)* and then continue with her mobile banking experience.

The DeepTarget application is smart and understands that each click lead is important for the bank to enable cross-selling and strengthen its relationship with the existing customers. Hence, DeepTarget Analytics stores all the impressions and clicks data within the application to be extracted and utilized by the bank at a later date.

Now let’s switch roles for a minute and login to the app from Frank’s id.

*(\*Logout of Elisa’s account and login to Frank’s account using the userid 2514 and go to the accounts page\*)*

As you may notice, Frank gets different set of offers that are personalized for him and targeted based on his interests. DeepTarget’s admin tool helps create and deliver these targeted conversations to your customers in a seamless manner, through rule based or list-based targeting mechanisms. This way you can show a variety of product offers to Frank and allow him to engage with the ones he is interested in.

Using DeepTarget each offer is targeted, relevant and clickable, and takes your customers to the right location where they can learn more or even apply. That is the beauty of DeepTarget.

Moreover, these banners can be customized to appear on any screen inside the app for example on the Bill Pay page (\*Go to Bill Pay screen to show the ads \*) or on the Send Money page (\*Go to the Send Money screen to show the ads\*). This way your customers can see multiple product offers consistently which helps in retaining their attention on your financial products over a longer period of time.

So, this is just a quick look at what DeepTarget looks like inside a mobile banking app. And with that, let me turn the presentation back to you Gabriel.