Cathedral ePortal Demo script

When you login to the portal, the DeepTarget ads show up on two places inside the portal, one horizontal leaderboard banner on top and one side banner on bottom left. Both banners can be configured using the DeepTarget application to show different ads, as needed. Also, banners can be made clickable to redirect users to an external link to provide them more information about the campaign.

You may also notice that each banner space is showing multiple banners which is made possible through the banner rotation feature in DeepTarget. This allows a user to easily see multiple relevant banner messages one after the other in a sequence.

You may have noticed a pre-approved Auto Loan banner for Elisa. This is achieved due to the power of targeting in DeepTarget. This feature allows you to target specific users through rules or lists of ids with products that are more relevant and relatable to them. For illustrate this feature in details, we’ll log out of this instance and log into another instance. Here, you’ll notice that instead of the Auto Loan banner, Frank sees a Happy birthday campaign. This has been done by targeting a happy birthday campaign for Frank on his birthday. Additionally, you may have noticed some of the banners show the name ‘Frank on them. This is done thanks to DeepTarget’s ability to personalize the banners which allows the banners too show any customers’ First name before the banner text in order to get their attention.

DeepTarget also allows you to share some generic campaigns between multiple users. This is why some banners are common between Frank and Elisa’s account. Such campaigns are are called All User campaigns in DeepTarget.

DeepTarget banners are cross-channel in nature. This means that whatever targeting you’ve setup for the campaigns acts across all the multiple channels that users may have access to.