

# It's a FACT: Missing out on Mobile Marketing will hurt.

**53%** of Smartphone users  
with bank accounts  
use mobile banking.

**83%** of millennials, a crucial  
demographic group, use  
a mobile banking app.

**FACT:** Using DeepTarget Mobile  
drives significant increases  
in new sales transactions.

Mobile banking is the ideal vehicle to educate your members and customers about your banking products - from auto loans to credit cards. And DeepTarget has proven success enabling credit unions and banks get new, qualified leads every day. It helps financial institutions increase loan demand, promote product adoption and supports marketers through better data, analytics and metrics. Measurable results show marketing's impact on increasing your revenue and customer loyalty.

## Remarkable results from DeepTarget Mobile in just 30 days

DeepTarget customers enjoy impressive results. The powerful marketing solution, developed specifically for the financial industry, tracks every user impression and each click, generating highly qualified leads for lending teams to immediately pursue! You can easily review results and fine tune campaigns in real time.

DeepTarget Mobile gives financial institutions the power to extend their marketing campaigns to the mobile banking environment and increase leads and income. With enhanced personalization capabilities, rule-based customer segmentation and targeting, and automated response and tracking tools, DeepTarget Mobile delivers exceptional targeted communication to your increasingly mobile customers.

And the best part? DeepTarget does all the heavy lifting for you, from implementation to analytics to keeping it running smoothly every day on a securely hosted cloud.

If mobile isn't part of your outreach to customers, your revenue growth will feel like it is standing still. People want easier ways to bank, and mobile delivers. DeepTarget Mobile delivers the solution you need to implement a results-oriented marketing program with mobile banking.

"We can't be more pleased with our results from DeepTarget Mobile..."

In January, we received **over 500,000 views** and **850 unique clicks** proving that our marketing and sales strategy for our mobile channel member engagement is a huge success."

Delynn Byars  
SVP of Marketing, First South Financial Credit Union



### Actual Results With DeepTarget Mobile

Campaign reaching 8,707 Mobile Users

Number of Impressions/Views: 518,893

Number of Click throughs: 1,154 in 30 days

Results: 179 New Transactions



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# DeepTarget Mobile

## Using Your Data to Increase Product Adoption and Income

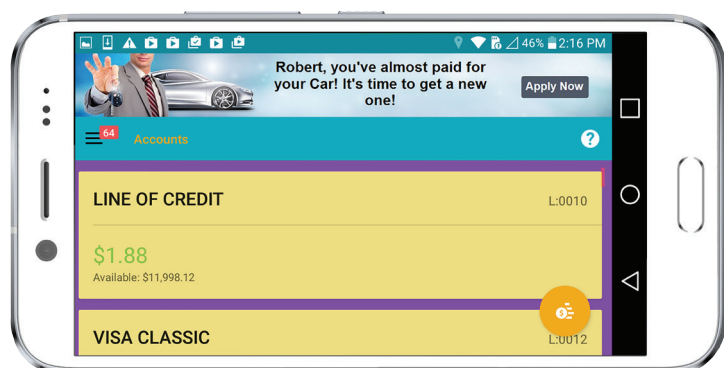
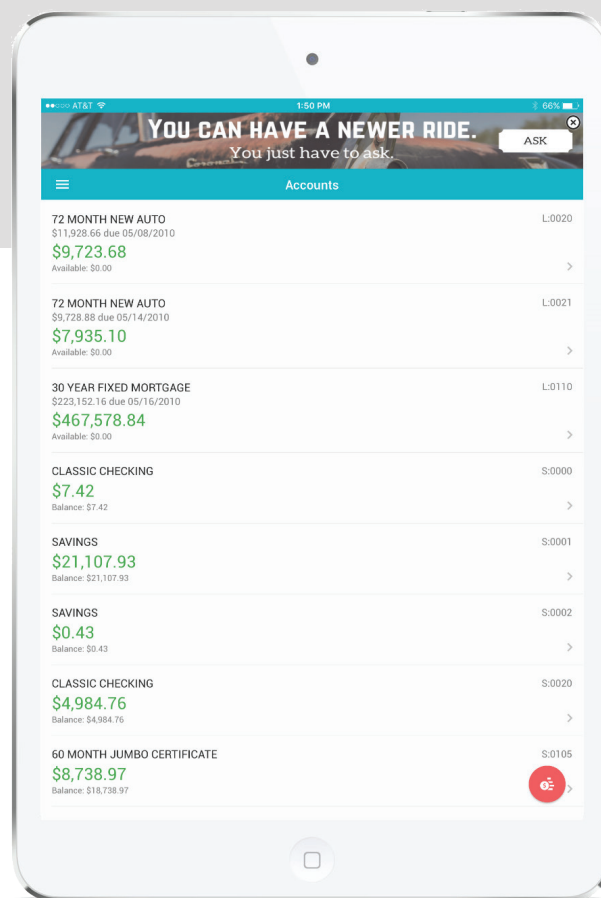


**Actual Results With DeepTarget Mobile**  
 Campaign reaching 13,580 Mobile Users  
 Number of Impressions/Views: 1,192,310  
 Number of Click throughs: 2,207  
 Results: 266 New Transactions in 30 days!

| Customer Segment   | Targeted Banner Ad |
|--|--------------------|
| Gender: Male<br>Ages: 18-34<br>Credit Card: Yes<br>Auto Loan: No |                    |
| Age: >62<br>CD: No   |                    |
| Age: >18<br>Credit Card: No<br>Income Level: >\$20K              |                    |

### How DeepTarget Mobile Works

- Intelligent data-driven rules present the ideal mix of products and services to each uniquely qualifying customer.
- Campaigns can be based on numerous criteria: age, gender, location, credit rating, loans, CDs, and more.
- Easily create, customize and change banners to focus on products and services that are important to your target audience.
- Track every view and click to capture leads, fine tune campaign results, and showcase marketing's impact on revenue.



### Coming Soon! Geolocation Based Targeting and Analytics

You will be able to see exactly where your mobile banking users are on a heat map. With this remarkable source of information, you can better place billboards or make informed decisions about the kinds of marketing campaigns to run at certain times. Even more exciting, geotargeting will enable you to send an auto loan offer when a qualified banking customer is near a car dealership. Can timing of your messaging get any better than that?

More than 225 financial institutions use [DeepTarget](http://deeptarget.com) to increase loan demand, promote product adoption and support well-informed marketing through advanced data mining and analytics. They engage customers in seamless communications with intelligently targeted product offers in online and mobile banking, web and email marketing. These banks and credit unions can now have thousands of concurrent one-to-one conversations with their customers every day - boosting customer loyalty and increasing income with [DeepTarget](http://deeptarget.com).



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