

DeepTarget Data Fields

Members File Fields:

Field Name	Description
Member Number,	Unique id that identifies an individual account holder
First Name,	
Last Name,	
Birthdate,	mm/dd/yyyy format
Phone,	
Cell Phone,	
Age,	
Gender,	
JoinDate,	Date the individual joined the institution. mm/dd/yyyy format
TotDeposit,	Current sum value of all their deposit accounts, as of the date of the data extract
TotDDeposit,	Total amount of direct deposits that occur in the month
TotLoan,	Current sum value of all their loan accounts, as of the date of the data extract
Street,	
City,	
State,	
Zip,	
DebitCardFlag,	Flag. 1 if they have a debit card / 0 if they don't
BillPayFlag,	Flag. 1 if they have bill pay / 0 if they don't
DirDepFlag,	Flag. 1 if they use direct deposit services / 0 if they don't
EstmtFlag,	Flag. 1 if they have estate statement / 0 if they don't
OLBankingFlag,	Flag. 1 if they have online banking / 0 if they don't
MobileBankingFlag,	Flag. 1 if they have mobile banking / 0 if they don't
NumServices,	Number of services. If not provided, we use the number of financial accounts the member owns.
HouseIncome,	Household income
CreditScore,	
Email,	Email address
RDCFlag,	Flag. 1 if they have remote deposit in mobile / 0 if they don't
OverdraftProtFlag,	Flag. 1 if they have overdraft protection / 0 if they don't
Branch,	Indicates the primary branch where the individual opened their account. Branch can be identified by a number or a name.
BadAdd	Flag. 1 if they have a bad address / 0 if they don't
Login ID	N/A unless otherwise told to use this by DeepTarget.

DeepTarget Data Fields

Accounts (Financial) File Fields:

Field Name	Description
Member Number,	Unique id that identifies an individual who holds the account; it MUST match the Member Number in the Individuals file.
AcctNum	Account number that is unique to the financial account.
Share/Loan,	Identifies if the account is a share or loan (e.g. S/L/CC)
Share/Loan Type,	Identifies the product code for the share/loan (e.g. 10, 99)
Open Date,	Date the account was opened. mm/dd/yyyy format
IntRate,	Interest Rate
CurBal,	Current Balance
AvgBal,	Average Daily Balance
MatDate,	Maturity Date
CredLimit,	Credit Limit
GapFlag,	Guaranteed Asset Protection Flag. 1 if they have it / 0 if they don't
DelinqFlag,	Delinquent Flag. 1 if delinquent / 0 if they aren't
ChgoffFlag,	Charge Off Flag. 1 if to be a charge-off / 0 if not
DeniedLnFlag,	Denied Loan Flag. 1 if denied loan/ 0 if not
AvgMonthlyTrans,	This is the average number of transactions posted to this particular financial account for the month. (e.g. If a member swipes their debit card on their checking account 4 times, their checking account will have a 4 for that month, and that 4 would be averaged on your end across any number of months.)
NumTran30,	This is the actual number of transactions posted to this particular financial account for the last 30 days. (e.g. If a member swipes their debit card on their checking account 4 times, their checking account will have a 4 for the last 30 days.)
NumTran60	This is the actual number of transactions posted to this particular financial account for the last 60 days. (e.g. If a member swipes their debit card on their checking account 4 times, their checking account will have a 4 for the last 60 days.)

Mandatory

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