A picture containing drawing, food

Description automatically generated

**FAQ**

Frequently Asked Questions; Last Updated On: July 28, 2020

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# What is 3D StoryTeller?

3D StoryTeller, powered by DeepTarget, is a transformative, patent-pending 3D user experience that turns raw data into engaging and personalized “My Financial Story” user experiences. You can visualize this experience with the picture on the left which forms the foundation of the experience. Each facet of the 3D Story will display a targeted message or offer to the banking consumer providing control to them to swipe left or right to see all their offers, and the ability to swipe up to be taken to a web page with more information or another app.

Essentially, what you have with 3D StoryTeller is a solution that combines all the intelligence and benefits of DeepTarget with an innovative, new 3D user experience. Banners are supplemented with this new and immersive visualization, and clicks are replaced by swipes, a contemporary engagement gesture.

This add-on product to DeepTarget’s Digital Experience Platform will be available for use in July 2020.

# How does it work with DeepTarget?

3D StoryTeller is a separately purchased add-on product to the DeepTarget suite that bolts on and adds the innovative new user experience by leveraging the entire benefits of DeepTarget’s Digital Experience Platform.

# What is a Digital Experience Platform?

Digital Experience Platform (DXP) is a rapidly emerging category of enterprise software seeking to meet the needs of companies undergoing digital transformation, with the ultimate goal of providing better customer engagement and experiences. According to the Gartner, a “DXP is an integrated set of core technologies that support the composition, management, delivery and optimization of contextualized digital experiences. DXPs entail a high degree of emphasis on interoperability and cross-channel continuity across the entire customer journey.”

Beginning with the launch of our exciting new innovation 3D StoryTeller, we have rebranded our core platform as Digital Experience Platform or DXP for short.

Organizations use DXPs to build, deploy and continually improve websites, portals, mobile apps and other digital experiences.

**Two core principles that stand out in a DXP are that:**

1. it takes multiple integrated technologies to control a wide span of touchpoints
2. and there is a need for one central platform to be the control center for this expanded experience.

Used by financial institutions of various sizes, the DeepTarget platform started its journey utilizing customer intelligence for highly relevant communications and has evolved into its current state of being a fully-fledged Digital Experience Platform for the Financial Services industry.

# What are the benefits of using 3D StoryTeller?

There are three key benefits that can be immediately leveraged by customers:

**Rich, Rapid, Relevant** - Instagram, Facebook, Snapchat, and other leading digital players have shown customers that they can have a great visual experience AND quickly skip to content that interests them. Social media platforms have shown people how to capture and share great visual stories that entice, engage, and entertain their audience. 3D StoryTeller provides a transformative digital experience for those FIs to power their customer engagement and delight their users on all platforms - limited only by their own imagination.

**Engage to Amplify Results** – 3D StoryTeller, powered by DeepTarget, drives more loan and deposit production in Digital channels. The social media inspired User Experience is power by data accumulated by years of customer service and can be enhanced with third party sources. Meaningful messages are prioritized, inventoried and delivered in an immersive 3D format that compels end user engagement.

**Quick and Easy Results** – rapidly implement and manage 3D StoryTeller as part of the DeepTarget Digital Experience Platform. It is so easy that you can focus your resources on content, not the tech. Your user-focused stories will resonate because they are relevant – and they will get a huge boost from a new, exciting visual user experience that will captivate and delight your audience.

# How easily can 3D StoryTeller be implemented?

If you are already a DeepTarget customer, it is super-easy! All the data uploads, data processing and campaigns that you already have continue to work. For each published campaign, you will have a new option and check box when you are creating your ad, that says “Enable as 3D StoryTeller”. You will need to check this box and ensure that you have a story frame of the default or your custom size for that campaign.

# What are Story Frames (or just Frames)?

You can think of the new user experience as a 3D object. Each of facets of the object or 3D Story represent a story frame (or just frame). This where your message or offer (contents of a campaign) would be displayed.

Story Frame

Story Frame

# How is 3D StoryTeller accessible (or activated) by the banking user?

The easiest way to activate 3D StoryTeller is to simply create a campaign with a banner such as this:

3D StoryTeller is activated by a simple API. Therefore, we can work with you, your web designer or your online/mobile application vendor to include other options on your website or application to invoke 3D StoryTeller, for example from a selection on the main hamburger menu or from a special, permanent selection banner or area. More on this below.

# How can 3D StoryTeller be launched?

DeepTarget allows for multiple ways of launching 3D StoryTeller and provides the API to do so. We will use the recommended story usage of My Financial Story:

1. This can be launched from a DeepTarget campaign banner that says "check out my story"
2. It can be launched from a pull-down menu item “My Financial Story"
3. It can be launched from a icon/button that says "My FI Story" from within digital ecosystem
4. It can be launched from Interstitial Banner, if activated
5. It can be launched automatically once a user logs in to a digital banking app.

# Where can the swipe up/click action on the Story take you?

DeepTarget is designed for integration and allows for the following actions upon a swipe-up or click on a story frame:

1. Go to any external website based on the URL provided in the DXP UI
2. Go to any internal application page such as Bill Pay or Zelle
3. Go to any external app

DXP provides for multiple integration options with an open API.

# How many 3D Stories can I have active?

You can have one story per channel. They can either be similar or different from each other. This will depend on the campaigns you have activated per channel for 3D StoryTeller.

# What digital channels will 3D StoryTeller work in?

With this initial release, 3D StoryTeller works in the Online Banking (OLB), Mobile Banking and Web channels. For the Web, since no sign on is required, non-targeted or 1-to-Many campaigns can be implemented. In addition, 3D StoryTeller also works with 1-to-Many campaigns with [DeepTarget Community](https://www.deeptarget.com/community), our free product. We will be adding other channels such as eStatements/ePortals as we enhance the product. We will also be working with 3rd party vendors and partners in adding 3D StoryTeller to specific apps. All of these additional channels will be announced as they are “turned on” for 3D StoryTeller and released.

# Can I have a story that is “untargeted”, i.e. the same story for everyone?

Yes, you can. While the power of the stories is relevance and the intelligence that drives this, there are also use cases where you may want a single story that is displayed for all users. It may be a story about your Financial Institution (branding), community outreach and resources, or education on one or more financial products that you offer. These types of stories can easily be accessible on your website (with DeepTarget Web) by deploying multiple general, non-targeted campaigns. They can also be deployed on other specific channels such as OLB or Mobile. All you have to do is select only the general campaigns to be enabled by 3D StoryTeller.

# Can I use existing banners as Frames?

If you want to promote stories that are the size of existing banners, these banners can do double duty if you copy them and designate them as story frames as well. Given the shape of the 3D Story, we recommend a specific size of 498 X 280. This has an ideal visualization16:9 ratio. However, that is not to say that you cannot pick a custom size that may be the size of one of your banners. It is recommended that the custom size be larger vertically than horizontally, especially for displaying on mobile phones in portrait mode.

# Do I need to create new content?

That depends on your Financial Institution’s marketing strategy, standards and resources. Our content library includes story frame content for promoting financial products such as auto loans, HELOCs, credit cards, etc. in the recommended size. You can use these when you select our recommended size. Otherwise, you can create your own content for this purpose.

# What Frames are available in the DeepTarget library?

We have included new story frames in the recommended size for various financial loan and deposit products. There are both static story frames which can be personalized and animated ones with messages already burned on them. Products covered include auto loans, mortgages, HELOCs, personal and consumer loans, credit cards, savings accounts and CDs. They are ready to be used for campaigns or they can also be used as a sample for financial institutions to design their own. We will be continuing to enrich the content library with new story frames on an ongoing basis so it is important to check out what is new when you are ready to create your campaigns.

# What is the recommended size of a Frame?

The ideal and recommended size for story frames uses a 16:9 ratio in portrait mode and is sized at 280 X 498. You may want to experiment with other sizes as well but we recommend you start using 3D StoryTeller with our recommended frame size.

There is another connotation to “Size” and that is how large a particular story frame image is. Generally, static images are fairly small and animated ones are larger. We recommend that you keep the images in general to 150 kb or less. For animated frames, a few hundred kb is ideal. Larger size frames will work but may experience some latency in the display – especially if all of the frames are multi-MB in size. If you are using external design resources, you will want to alert your graphics designers about this requirement for optimal display performance.

# Do all of the Frames need to be of equal size?

All the frames for a single story need to be of the same size. However, you may choose to have a different story size per channel. Again, we recommend that you begin your use of 3D StoryTeller using our recommended size for all stories and then experiment with other sizes based on your desired display size. You may choose to use the 498 x 280 size for the mobile channel but a much larger size display for your online channel. This will be possible.

# What are the various use cases for 3D StoryTeller?

Our first recommended use case is to enable all of your campaigns for 3D StoryTeller so that each account holder sees their unique and relevant campaigns in this unique user experience and visualization. We call this “My Financial Story”. In other words, when I, Jane Doe, log in to my banking channel whether online or mobile, I have the option of seeing “My Financial Story” – i.e. all the offers and messages from my financial institution that are relevant and resonate for me.

There are other use cases. For example, on your website (DeepTarget Web), you can promote *1: Many* stories which are not targeted but may have these characteristics instead:

1. Promotion of the FI brand with various campaigns that reach everyone
2. Financial literacy: you could have a story focused on mortgage education
3. Community Outreach: your story could be made up of several campaigns that promote community resources
4. Specific app usage promotion: if you want more of your account holders to use Bill Pay, you could create a story where each campaign specifically points to different benefits of using BillPay and providing appropriate navigation to related web pages.

The use of 3D StoryTeller is limited only by the imagination and creativity of your marketing department.

# Can I promote the use of Zelle to all my account holders with 3D StoryTeller?

Yes!  Create a one-to-many campaign in DeepTarget DXP. Check the box for 3D StoryTeller inclusion.  Add the graphics for the 3D StoryTeller frame.  You are done.

# How about if I want to promote it only to certain account holders?

Simply create a rule-based campaign or an audience-based campaigns if there are certain "Zelle user targets" and the Zelle promo will only be within those banker's stories.  And ... any promo automatically "exits the story" when it no longer applies to the banker because she took an action!

# Do I get all performance analytics/reporting when using 3D StoryTeller?

Absolutely! The power of this new user experience is in that it “inherits” all the powerful capabilities of DeepTarget DXP including the intelligent targeting engine and all the performance analytics and reporting we have built over several years. So, when you receive insights on impressions, clicks and influenced conversions the analytics will take into account the campaigns that you have enabled with 3D StoryTeller.

# How much does 3D StoryTeller cost?

3D StoryTeller is an add-on product to DeepTarget DXP. Cost will depend on what DeepTarget products you have currently. Please send an email to [sales@deeptarget.com](mailto:sales@deeptarget.com) for a personalized quote or simply contact your Customer Success Consultant.