



# Eight Simple Ways To Turn Up The Volume Of Your Digital Marketing

And Address Key Goals Of Your Financial Institution



With a greater customer focus, increased emphasis on targeted marketing and effective customer retention plans, you will discover greater profitability within your existing customer base.

This eBook will detail how.

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# Digital Marketing Introduction

**Digital marketing** (also known as **data-driven marketing**) is an umbrella term for the **marketing** of products or services using **digital** technologies, mainly on the Internet, but also including mobile phones, display advertising and other **digital** media. (Source: <http://bit.ly/1PjLimw>) Smart digital marketing utilizes targeted communication to support eight goals critical to financial institutions:

- High quality customer service
- Cost-effective customer retention
- Deeper relationships with your most profitable customers
- Generating new income from existing customers
- Increasing overall income
- Using communication channels that your customers use most
- Eliminating silos with one marketing module for multiple channels
- Increasing efficiencies (by letting us do the work)

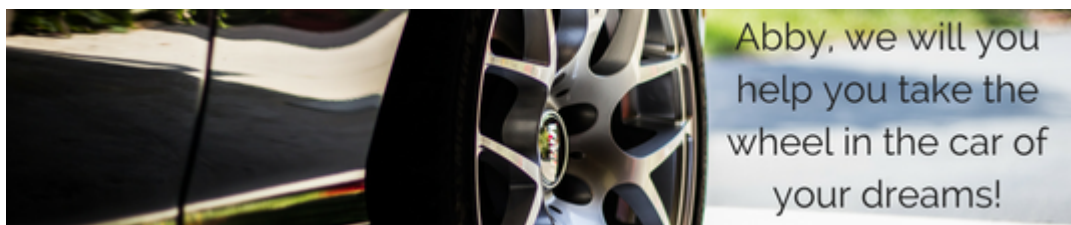
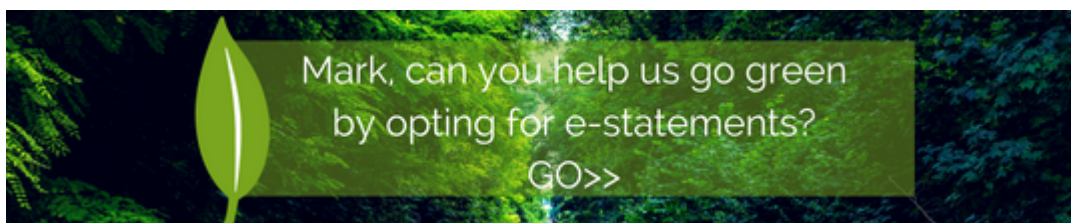
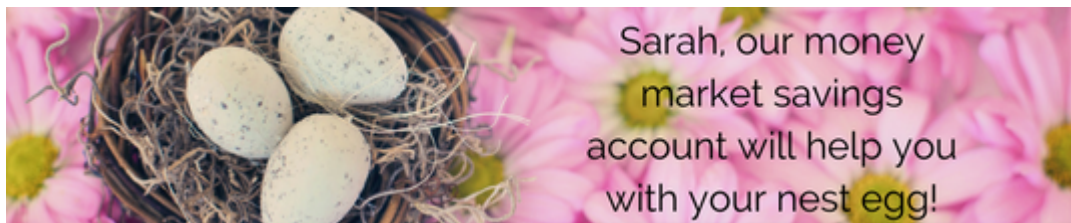


## Goal #1

# High Quality Customer Service

Marketing is essential not just for generating leads but for superior customer service. It should never stop being a top-of-mind activity for your financial institution.

DeepTarget supports cross-selling appropriate products to individual customers. We use the account holder information you already own and use it to promote the products that they need or want in a personalized way. Regular, relevant communications like these show your customers that you care about them, which in turn builds a sense of trust and loyalty.



With DeepTarget, display ads and messages run 24/7  
so account holders see them when they access their online banking

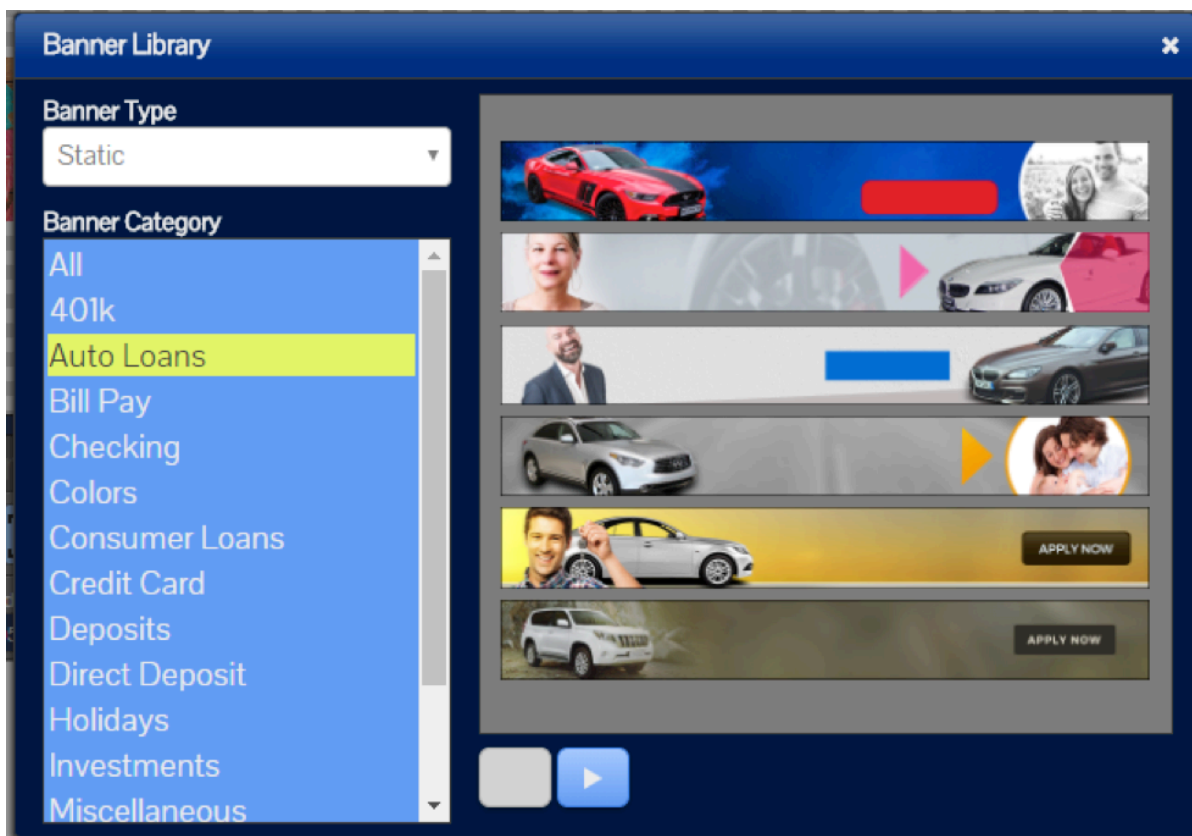
# Whenever. Wherever.

## Goal #2

# Retain Customers Cost-Effectively

DeepTarget's fine-tuned cross-selling ability ensures that your customers can benefit from more of your products, and become more loyal. Using your customer knowledge and smart rules, DeepTarget has proven results when you cross-sell relevant products with clear messaging.

The more products and services an account holder has, the  
**more profitable**  
or “sticky” they are.



DeepTarget OEC (OmniEngagement Cloud) allows you to pick your display banners, customize the messages, and target them appropriately, 24/7.

*"We are extremely happy with the way DeepTarget supports our digital marketing strategy by allowing us to easily implement our own creative graphics and messaging into DeepTarget's campaign engine.*

*And the analytics show our results have been outstanding!"*

- **Ashley Baldeon**, Marketing Creative Manager, Andrews Federal Credit Union



### Goal #3

# Deepen Relationships

With Your Most Profitable Customers

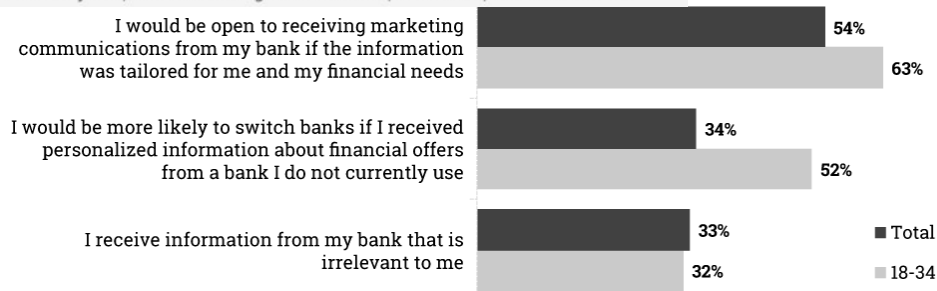


Loyal customers are typically more profitable customers. There are no acquisition costs, they tend to buy more products and services, and they are more likely to try out new ones. Financial Institutions can closely monitor customer behavior to develop insights and use DeepTarget to target the right customer segment with a relevant, compelling offer at a time when the customer is most open to receiving the message. This also means using the right channel – whether online banking, email or mobile. DeepTarget makes it easy because it works from one set of data and rules – regardless of the delivery channel.



Published on MarketingCharts.com in October 2017 | Data Source: Segmint

Based on a survey of 2,201 US adults ages 18 and older, of whom 2,065 have a bank.



## Goal #4

# Generate New Income

## From Existing Customers

Acquiring new customers is important, but keeping those customers enhances profitability exponentially. With the data gathered from your account holders, you can market to them more efficiently (and cost effectively) than new ones. And, the longer you keep and connect with your existing customers, **the more profitable they become** as they buy more products and services. Their growing numbers becomes an annuity. There is strong evidence that retention increases in direct proportion with the number of products held by a customer, i.e. they become "sticky."

The move to a greater customer focus is an attempt to see things from a customer's perspective. This will enable the best engagement and

## best results of marketing campaigns and initiatives.

Financial institutions are using DeepTarget today to generate new income. We don't just market, we also measure. Here are some actual examples of new accounts/loans generated from existing customers using DeepTarget:

*"DeepTarget has been extremely successful for us since implementing the system earlier this year! Our member engagement has been outstanding and we've witnessed over 600% Return on Investment (ROI) in just the first three months. We've also engaged DeepTarget's Digital Marketing Services to assist us in our strategy and campaign development and their expert services have been excellent, too!"*

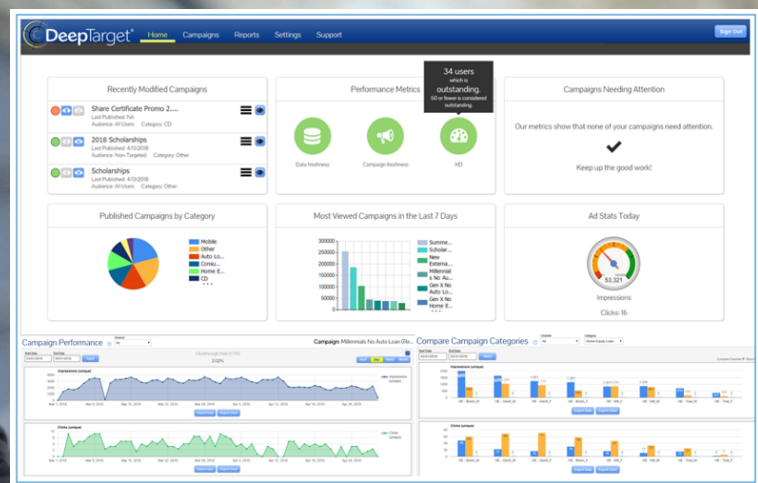
**-Amanda Middleton**, Assistant Vice President of Operations,  
Lutheran Federal Credit Union

Can your marketing campaigns do this for you today?

## Goal #5

# Increase Your Income

With deeper understanding of the customer as an individual, a Financial Institution is able to more effectively target the right prospect for the right promotion at the right time using the right channels.



**REAL-TIME REPORTS AVAILABLE 24/7**

Overall income increase has been experienced by DeepTarget clients. This new income for your financial institution is generated using DeepTarget's platform and is income you are not getting with your current campaigns and initiatives.

Real-time reports are available online 24/7 so you can fine tune your messages or campaigns. In addition, DeepTarget provides management reports that show how well your strategy has performed over the life of a campaign with comparative analytics and recommendations.



## Goal #6

# Use The Channels

## Your Customers Use Most

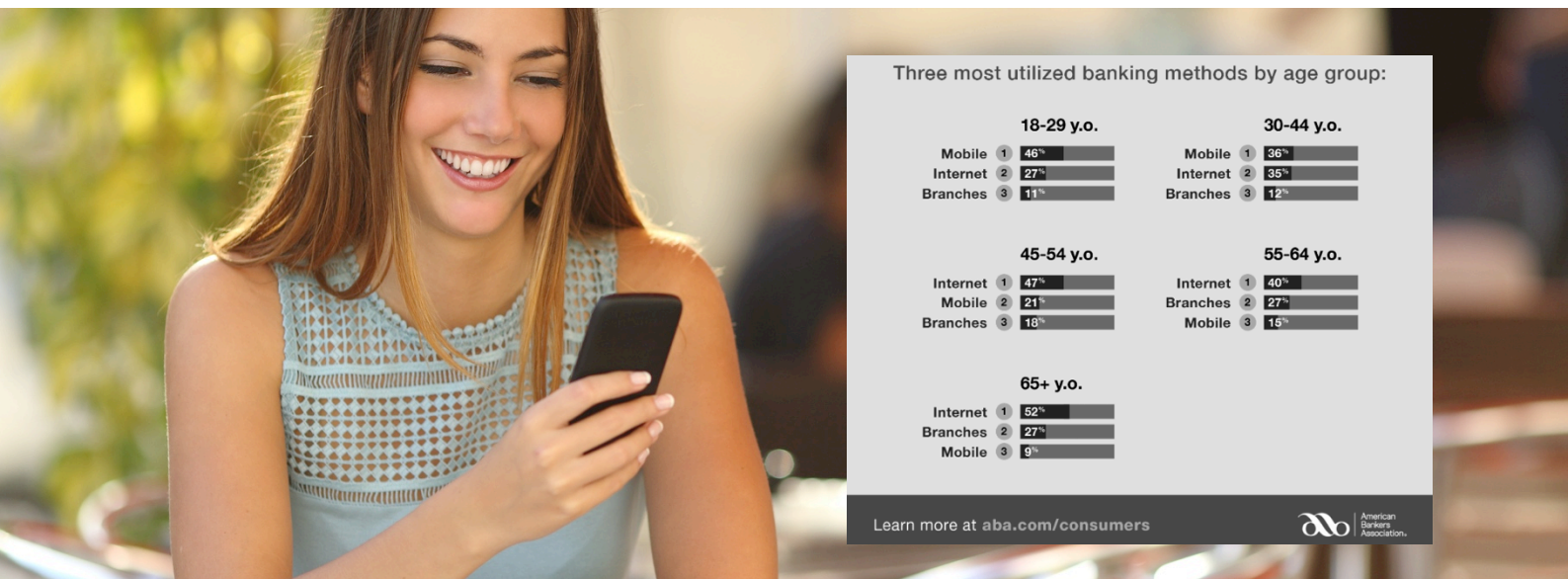
There is an undeniable and measurable shift occurring in terms of where your customers are spending the most time. For this reason, the web, email and mobile channels must get a larger share of advertising dollars, particularly as their use is growing significantly and they can be more cost effective than other consumer touch points including brick and mortar branches or call centers. They also work for you 24/7.

For example, online banking includes valuable online real estate that you own. It gives you these unique features when combined with DeepTarget:

- A Captive Audience
- Trusted Relationship
- Time and Attention
- One-to-One Personalized Communication
- Relevant Products
- Growing Number Of Users

### Did you know?

Online banking customers are more likely than offline customers to take advantage of additional services with the same bank, and they are less likely to switch to another bank. Online banking services provide ample opportunity for financial institutions to market additional financial products to existing customers which deepen customer relationships and increase engagement beyond viewing account statements and paying bills.



## Goal #7

# Eliminate Marketing Silos

## With One Multi-Channel Product

One of the biggest advantages that DeepTarget provides you is that a single marketing module can be used to deliver messaging and campaigns through multiple channels. Your data is processed securely once, and the resulting offer stacks – unique for each of your account holders – are used to deliver messages in multiple channels.

**OFFERS**  
and messages  
POWERED BY



**DeepTarget®**  
engage. cross-sell. measure.



OLB



Mobile



Web



Email



More



## Goal #8

# Increase Efficiencies

## Let Us Do The Work

Usually after a software purchase, challenges such as these soon follow:

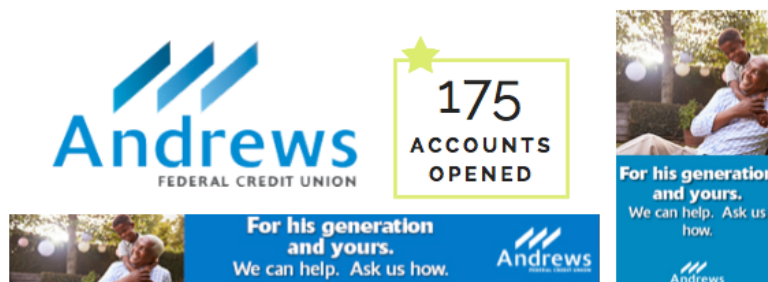
What is it going to take to make it useful and usable?

How many IT resources will I need to get it going?

DeepTarget takes that worry away from you.

- We set it up
- We host it (securely)
- We process your data (securely)
- We provide you the initial banners
- We provide you the initial messaging
- We provide you the initial rules
- We provide you a banner library
- We provide training to use it
- We send you reports
- We get you started

So, the only time you have to touch the software is when you want to create amazing campaigns like these:



Or check your amazing results like these:



Total Impressions 3,837,563

Unique Clicks 3,271

Influenced Sales 236

One click for every nine users



OUTSTANDING KEI

KEI = Key Engagement Indicator





Get a greater customer wallet share and a more focused solution to achieve your income targets. **DeepTarget's software turns up the volume of your marketing messages.** We use multiple channels (online banking, web, email, mobile, etc.) for cross-selling to grow high-quality relationships and generate income while pinpointing a personalized marketing message for each customer. Your messages are delivered where and when your customers will see them, helping you with relevant and timely contact.

DeepTarget digital marketing solutions are in use by credit unions and banks across the country. These financial institutions have automated the use of customer information with solutions that deliver targeted product offers and pinpointed one-to-one messaging to their banking customers through mobile banking, online banking, web and email all the while engaging them in a seamless communications experience, wherever, whenever and however they bank.

Expertise and technology from DeepTarget with actionable analytics and metrics enables marketing professionals to make informed decisions and drive measurable, positive results. The adoption of these solutions continues its rapid growth by driving success for financial institutions - in accelerating cross-selling, promoting product adoption increasing loan demand and income. To see more proven digital marketing successes, please visit our [website](#).

*"DeepTarget gives us the power to reach our online and mobile members,  
and the ability to see effective results month after month!"*

- Debra Chaffins, Data Strategy, ELGA Credit Union

For more information or a personalized demo to show how we can help you deliver  
the **right offer** to the **right person** at the **right time**, just

email us at [sales@deeptarget.com](mailto:sales@deeptarget.com)

phone us at 256-217-4055

[www.DeepTarget.com](http://www.DeepTarget.com)