



PRESS RELEASE

Expanded Data Offering and ROI Analytics to Boost Cross-Sell Profits and Digital Engagement for Credit Unions

MDT – DeepTarget Join Solution Drives Credit Union Member Engagement through Digital Relationships

MADISON, AL, March 27, 2018 /24-7PressRelease/ -- FinTech company [DeepTarget Inc.](#) and innovative CUSO [Member Driven Technologies \(MDT\)](#) today announced their enhanced 2018 Customer Engagement Solution Offering. This includes MDT's DeepTarget Enhanced Data Set to help credit unions better engage their members with relevant digital conversations and increase cross-sell revenue for the credit union.

“MDT’s expanded data solution will elevate the effectiveness of credit unions’ member engagements using the DeepTarget Solution.”

This expanded data solution will elevate the effectiveness of credit unions' member engagements using the DeepTarget solution. The joint offering of this solution through MDT also includes expanded Customer Engagement Performance Analytics to allow credit unions to easily assess the bottom-line results of member engagement campaigns by understanding the number of impressions, clicks, leads, and transactions resulting from targeted, data-driven communications. The new DeepTarget Key Engagement Indicator™ (KEI™) allows the credit union to measure, understand, and strengthen member engagement using data-driven targeting for relevant messaging in all digital channels.

Several MDT customers were among DeepTarget's top performers in 2017 and received the monthly ROI Performance SuperSTAR or Ad of the Month honors. They include the following credit unions:

MDT-DeepTarget Award Winners

- LAFCU
- Catholic FCU
- Sky FCU
- Wanigas FCU
- First Eagle FCU

"We are excited with the results the DeepTarget solution is providing us," noted Bethany Dutcher, Vice President of Marketing for Catholic Federal Credit Union and a customer of DeepTarget and MDT. Catholic FCU was the recipient of DeepTarget's January 2018 Ad of the Month Award for their eye-catching and targeted Skip-A-Pay Campaign. Bethany continues, "The ease of deploying our creative ads is very straightforward, and to make only minor tweaks monthly to engage our members and achieve great results is so easy. Our partnership with DeepTarget has been excellent, and we look forward to continued success."

Larry Nichols, President and Chief Executive Officer of MDT, commented, "We take pride in providing our credit unions the opportunity to leverage a variety of solutions to best compete in today's digital world. We share a passion with DeepTarget for providing member education, open solutions, and continuous improvement and innovation. DeepTarget works well as an extension of our team."

DeepTarget provides integrated engagement performance analytics tools including real-time engagement channel comparison reports, numerous campaign effectiveness graphs, and an enhanced ROI Management

Report detailing campaign impressions, leads, resulting cross-sell transactions, and other key performance indicators.

"Our relationship with MDT is stronger than ever," said Jill Homan, President - DeepTarget. "As we continue to innovate our technology platform to accelerate levels of member engagement and deliver an unprecedented increase in leads and resulting revenue, it is like-minded partners such as MDT who push us forward and make us better. Their expanded data offering to enable more relevant communications demonstrates their commitment to provide to their members the best results, period. MDT understands the digital banking transformation that is under way and is actively providing education, best practices, and FinTech solutions that deliver the best results."

Demonstrations, Pricing, & Availability

DeepTarget's Customer Engagement Platform/ROI Analytics, including Mobile, Online Banking, Email Targeting, and Web channels are available for demonstration and purchase by contacting [DeepTarget](#) or your Client Relationship Manager at MDT. To learn more about our DeepTarget Partner program, you can email us sales@deeptarget.com.

About Member Driven Technologies

MDT (Member Driven Technologies) provides credit unions with a secure, private cloud alternative for core banking and IT needs. The CUSO's service-first, hybrid approach to outsourcing enables credit unions to gain efficiency and reduce costs while maintaining a high level of control. MDT hosts the Symitar Episys® core platform, along with seamlessly integrated solutions to run the entire institution, including digital banking, payments, lending, security, continuity and regulatory services. MDT serves credit unions representing more than \$22 billion in assets and approximately two million members. Visit mdtmi.com or follow [@memberdriven](#) for more information.

About DeepTarget Inc.

Today, hundreds of credit unions and banks across the country are using [DeepTarget](#) solutions. By automating the use of customer information, these intelligent cross-selling and customer engagement solutions deliver targeted product offers and pinpointed one-to-one messaging to millions of their banking customers. Digital channels such as mobile banking, online banking, web and email engage banking customers in a seamless communications experience, wherever, whenever and however they bank. Actionable analytics enable financial institutions to make informed decisions and drive measurable, positive result that drive success - in accelerating cross-selling, promoting product adoption, increasing loan demand and income. To see more proven successes, please visit the [DeepTarget website](#).

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