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# PRESS RELEASE

FOR IMMEDIATE RELEASE:

## Targeted Email Marketing for Financial Institutions of All Sizes

*A comprehensive email marketing service that combines a rich user experience in contact management, email design, campaign delivery and performance tracking.*

**Huntsville, AL, August 5, 2009** – DeepTarget Inc. ([www.deeptarget.com](http://www.deeptarget.com)) today announced the release of its innovative, new email marketing product, DeepTarget Email. This product is built around DeepTarget's patent-pending technology and core, thereby bringing its personalization and targeting focus into the email marketing channel. The key benefit and differentiator of this product is the ease of use of its rich functionality. It is a comprehensive email marketing solution that has been designed to be ultra-intuitive and easy to use for marketers - ensuring control at the fingertips of the people who also provide the creativity and content for campaigns.

Email is a major channel for marketing today in financial institutions of all sizes. This is projected to grow over time as the demographics of credit union members and banking customers change. According to industry sources, it outperforms all other media in terms of ROI and is a highly cost-effective communication tool. Today, it's an optimal channel to incorporate into already stretched marketing budgets, while touting some impressive benefits of "green" marketing.

"Email has become a crucial medium of communication with our members", said Gina Hallford, President, Abilene Federal Credit Union, "We needed a product that was as effective and rich in functionality, as it was affordable and easy to use so that we could quickly implement some of our e-marketing and outreach initiatives with members. DeepTarget with its focus on the financial services space was an ideal choice for us".

DeepTarget Email was designed with these factors in mind, enabling marketers to:

- Easily import and manage all their contacts
- Target their email by utilizing a powerful filter option
- Design professional emails without needing to be an HTML wizard
- Personalize their email communication by utilizing rich account holder information



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- Include personalized banners selecting from a growing library of 750+ banners
- Effortlessly define and securely send an email campaign
- Know that email bounces and unsubscribed emails are handled well
- Keep track of who opened their email, what link they clicked on and where they were located

DeepTarget Email ensures that marketing professionals within financial institutions have a solution that they can utilize themselves and have control of, in order to make their email campaigns highly effective. Therefore, marketing departments can focus on the message, the recipients and the results, rather than on tools and technology. Since security is a critical aspect of any technology utilized by financial institutions, DeepTarget Email service is provided from a SAS 70 Type II certified production center. Finally, DeepTarget Email provides an affordable solution that can obtain superior results; this becomes especially crucial and beneficial at a time when marketing budgets are being examined and trimmed. For more information on the product, visit [www.deeptarget.com/email.html](http://www.deeptarget.com/email.html).

**About DeepTarget Inc.**

DeepTarget Inc. is an insight driven digital marketing company whose software is rapidly redefining targeted marketing. Through the use of DeepTarget marketing technology for online and other digital media, DeepTarget is able to provide comprehensive messaging solutions for businesses of varying sizes and in diverse industries. With anticipated significant growth in the online advertising and digital media industries, DeepTarget is uniquely positioned for sustained success. For more information, visit [www.DeepTarget.com](http://www.DeepTarget.com)

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