



FOR FURTHER INFORMATION:

Jennifer Peel

(256) 217-4431

[jennifer.peel@deeptarget.com](mailto:jennifer.peel@deeptarget.com)

# PRESS RELEASE

FOR IMMEDIATE RELEASE:

## Financial Institutions Adopt DeepTarget Email for Email Marketing

*Innovative DeepTarget Email Product to Advance Targeted Marketing Initiatives for Financial Institutions*

**Huntsville, AL, April 28, 2010** – DeepTarget Inc. ([www.deeptarget.com](http://www.deeptarget.com)) today announced that five financial institutions across the country have recently signed on to utilize DeepTarget Email for their email marketing efforts. The new customers include:

- F & A Federal Credit Union, California
- Electrical Federal Credit Union, Colorado
- Dupaco Credit Union, Iowa
- The Fauquier Bank, Virginia
- Liberty First Bank, Georgia

These financial institutions are the latest to take advantage of this innovative e-Marketing solution. DeepTarget Email is a cost-effective email marketing service that has a focus on targeted marketing and extreme personalization. Click [here](#) to review the other features and related benefits of DeepTarget Email.

Email outperforms all other media in terms of ROI, according to industry sources. It is a highly cost-effective communication tool and an optimal channel to incorporate into already stretched marketing budgets.

According to Mike Harden, COO, [F&A Federal Credit Union](#), "It became clear to us that we could expand the marketing and outreach efforts with our members very effectively by using email. We studied and selected DeepTarget Email when we realized its benefits. It's a one stop shop for managing all email contacts, creating professional email messages, delivering them and finally for monitoring their effectiveness using robust campaign statistics".

F&A Federal Credit Union also utilizes DeepTarget OLB for targeted marketing within their online banking environment. Fueled by the momentum in digital marketing, financial institutions are beginning to look for effective ways to use various electronic channels such as email and online banking for reaching out and communicating to individual account holders. DeepTarget Email



# DEEPTARGET™

*Insight Driven Digital Marketing™*

FOR FURTHER INFORMATION:

Jennifer Peel

(256) 217-4431

[jennifer.peel@deeptarget.com](mailto:jennifer.peel@deeptarget.com)

is particularly well-suited to marketers who are looking for a non-technical user experience and expediency in the ability to implement new marketing campaigns or modify existing ones.

**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)

###