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# PRESS RELEASE

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## **Raddon Financial Group (RFG) Enters Alliance to Resell DeepTarget's Targeted Marketing for Online Banking**

*Strategic Business Unit of Open Solutions Inc. partners with DeepTarget to deploy Targeted Display Advertising within their clients' Online Banking*

**Huntsville, AL, December 3, 2009** – DeepTarget Inc. ([www.deeptarget.com](http://www.deeptarget.com)) today announced that Raddon Financial Group ([www.raddon.com](http://www.raddon.com)), a strategic business unit of Open Solutions Inc. ([www.opensolutions.com](http://www.opensolutions.com)), would resell DeepTarget OLB to its clients. RFG has been providing target marketing solutions exclusively to the financial services industry since 1983 and DeepTarget OLB will extend RFG's customer intelligence and cross-sell methodology to the online banking channel.

"We have a long history of providing strategic advice and marketing analytics to financial institutions. DeepTarget allows us to further transform this knowledge into targeted marketing offers within online banking," said Craig Capp, vice president, strategic solutions with RFG. "The integrated workflow between [INTEGRATOR](#) and [DeepTarget](#) provides unique value to our clients."

From this alliance, financial institutions will gain targeted online messaging from an integrated workflow between DeepTarget OLB and Raddon's INTEGRATOR MCIF. Banks and credit unions will be able to leverage their online banking channels with relevant product offers based on RFG's research-based segmentation and predictive cross-sell methodology.

RFG already offers integrated solutions to help clients improve cross-sales through the teller, platform, and call center channels. DeepTarget OLB extends RFG's solution to the online banking channel.

DeepTarget OLB is a secure, hosted, electronic banner messaging solution that presents targeted and personalized offers to members within various online banking environments. The messages displayed on the banners are highly targeted to individual account holders. DeepTarget OLB has a proven track record of exceptionally high software return on investment (ROI). This can be attributed to the relevance of the marketing messages presented which increases the likelihood of account holders taking advantage of the offers. In addition, the



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online setting in general drives higher response rates, and when combined with DeepTarget's relevant offers, this helps to further boost the success of marketing campaigns.

The combination of iNTEGRATOR and DeepTarget OLB provides a powerful workflow that links iNTEGRATOR's strategic findings and delivers them through an optimal cross selling delivery channel. For example, the next-best cross-sell opportunities as determined through research, profitability, and priority for each household in the database are used to create appropriate offers that are then displayed within online banking via the DeepTarget generated banners.

Preetha Pulusani, DeepTarget's CEO, said "We are very excited about the expanded reach and visibility that RFG will create in the market. RFG's decision to resell DeepTarget was based on an exhaustive assessment. Thus, this step really validates and demonstrates the value that credit unions and banks are receiving with our product. There is no doubt that such a key alliance will both directly and positively impact DeepTarget's mission for leadership and innovation in targeted digital marketing solutions for financial services."

**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)

**About RFG**

RFG, a strategic business unit of Open Solutions Inc., has been providing research-based solutions exclusively to the financial services industry since 1983. RFG understands the industry and knows how consumers and businesses interact with financial institutions. By combining practical know-how with best practices in research and analysis, RFG helps financial institutions manage their customer relationships and their organizations. Visit RFG online at [www.raddon.com](http://www.raddon.com).

**About Open Solutions Inc.**

Open Solutions Inc. offers a fully featured strategic information management product platform that integrates core data processing applications built on a single centralized Oracle relational database, with Internet banking, cash management, CRM/business intelligence, financial accounting and management tools, profitability tools, wealth management, imaging, digital documents, interactive voice response, technology services, HSAs, payments and loan origination solutions. Open Solutions' full suite of products and services allows banks, thrifts, credit unions and financial services providers in the United States, Canada and internationally to better compete in today's aggressive financial services marketplace, and expand and tap their trusted financial relationships, client affinity, community presence and personalized service. Visit Open Solutions' Internet site at [www.opensolutions.com](http://www.opensolutions.com).