

# PRESS RELEASE

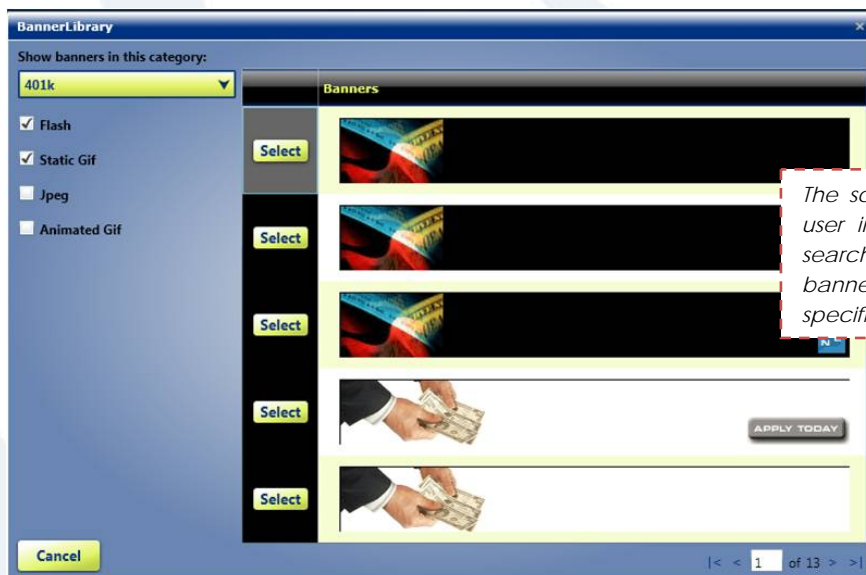
FOR IMMEDIATE RELEASE:

## Make It Personal with DeepTarget's New Release of Offer Manager

*Latest Release Provides Major Benefits to Marketing with Focus on Increased Performance and Ease of Use*

Huntsville, AL, May 17, 2009 – DeepTarget Inc. ([www.deeptarget.com](http://www.deeptarget.com)) today announced that it has released DeepTarget Offer Manager 4.0, enhanced so that Financial Institutions and their marketing departments have more creative control over their marketing messages, 24x7. This is a major new release of the web application utilized to rapidly and easily create or maintain display banners that are used within the patent pending targeted banner ad technology [DeepTarget OLB](#) and [DeepTarget Email](#).

DeepTarget OLB is a new income source for financial institutions trying to cross sell to their existing account holders in the online banking environment. DeepTarget's philosophy has always been to develop technology with easy access to marketers for optimizing their message without having to involve IT departments. They are able to concentrate on the marketing messages, with technology in the background which is a design principle followed by Offer Manager. The new Release 4 is now even better.



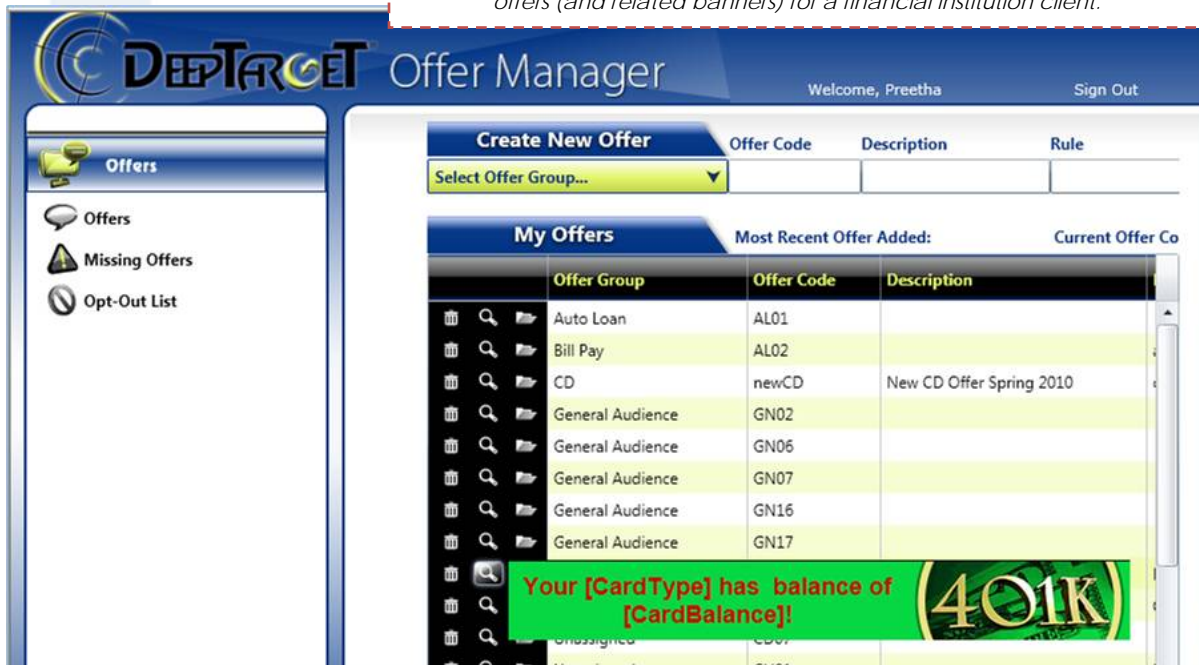
The screen image on the left illustrates the rich user interface which a marketer can utilize to search for and select banners from the rich banner library. Each banner corresponds to a specific offer and a rule.

Offer Manager 4.0 was completely overhauled to be based on [Microsoft® Silverlight™](#) technology in order to provide significantly higher performance and a very rich user experience. The Silverlight platform powers rich web applications and user experiences.

Release 4 incorporates all the features of Offer Manager 3.0 as well as these new features:

- New **faster access** to banner library
- Select banners from a growing library of more than **1200+ banner backgrounds**; new banners added regularly
- **Personalize** the banner with any data field available
- **Notification email** on banner click feature
- **Opt-out** individual online banking users, so they will not see banners
- A great deal more **user friendly** and **responsive**
- More than one text area can be defined on static GIF and JPEG banners
- Security question based "forgot password" feature

*This screen shot of Offer Manager is displaying all of the currently active offers (and related banners) for a financial institution client.*



The screenshot displays the 'Offer Manager' interface. At the top, it says 'Welcome, Preetha' and 'Sign Out'. Below the navigation menu, there is a 'Create New Offer' section with a dropdown for 'Select Offer Group...'. The 'My Offers' section contains a table with the following data:

Offer Group	Offer Code	Description
Auto Loan	AL01	
Bill Pay	AL02	
CD	newCD	New CD Offer Spring 2010
General Audience	GN02	
General Audience	GN06	
General Audience	GN07	
General Audience	GN16	
General Audience	GN17	

At the bottom of the screenshot, a personalized banner reads: "Your [CardType] has balance of [CardBalance]!" with a large "401K" displayed in a green box.

Fueled by the momentum in digital marketing, financial institutions are looking for effective ways to use a channel such as online banking for reaching out and communicating to individual account holders. DeepTarget OLB's targeting and personalization technology combined with its growing gallery of over 1200+ banners offers an optimal solution for financial institutions of any



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

DeepTarget OLB is universal and agnostic in support of various online banking platforms. Its customers have used a variety of online banking providers including [Symitar](#), [Harland UltraData](#), [Digital Insight](#), [EPL](#) and [USERS](#).

Moreover, the solution has a proven track record of delivering exceptionally high software return on investment (ROI) for clients over the past few years. 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 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 messages displayed on the banners can optionally be personalized with first name or a specific loan rate, for example. Click [here](#) to view the complete list of DeepTarget clients and customer testimonials.

**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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