



Frequently Asked Questions about DeepTarget

DeepTarget Security

How Secure is DeepTarget?

DeepTarget is very secure and uses the latest in technology to ensure all data and systems are secure. The servers that house and process client data are located in a SAS 70 certified facility.

What is your privacy/security policy?

We would be happy to share our document policies and procedures upon request. You can be assured we take security very seriously and ensure the security of your data. All of your data is secured on our network and deleted after use.

Is DeepTarget SAS 70 compliant?

All servers that host the software for our clients are located in a SAS 70 certified facility.

DeepTarget Implementation

How hard is DeepTarget to install?

DeepTarget is not difficult at all to install. We at DeepTarget, Inc. do as much of the work as possible, leaving the client as little to do as possible. The main tasks a client must perform to install DeepTarget and make it fully functional are as follows:

1. Provide 2-3 source data files from an MCIF or Core Processing system. We provide you with the specifications and suggested data fields.
2. Select images and text from our library for use in your banners.
3. Approve the graphics, text, redirection links and targeting rules associated with each banner. We create an initial set of 50 targeted banners and 10 General Banners based on your data and marketing initiatives.
4. Insert banner code and individual detection code on your Online Banking and Web Site.
5. Work with DeepTarget staff for final testing before the full roll out.
6. Install client side software to maintain banner images and text.

How much programming is involved in implementing DeepTarget?

The programming changes needed on the client side are minimal and should take only a few hours. In order to make DeepTarget functional from the client side, all that is needed is the addition of some JavaScript to the login page and the addition of a line of iframe code on the pages you would like the banners displayed. The JavaScript placed on the login page is used to detect which individual is logging in. The JavaScript passes the users login information to our server in order to serve up the proper targeted offers for that user. The login information is encrypted using SSL, so it is secure during transmission. The iframe for the banners is used to call the banner images from our server. The banners are served from an SSL secured DeepTarget website we set up for each client.

We will provide a very detailed, easy to implement set of instructions tailored to your specific website.



Who needs to be involved in the implementation process? How long does it take?

The Marketing department and the IT department need to be involved in the implementation process. The role of the Marketing department usually includes choosing and approving banner graphics and text, pulling data if it is coming from an MCIF system, and testing. The IT department's role usually includes implementing the individual detection code and banner code within online banking and the public web site, as well as testing. The IT department may also be called upon for some data elements if they are coming from the Core processing system.

The time commitment for each department is between 4-6 hours.

How much time do I need to dedicate to installing DeepTarget and maintaining it?

Total commitment by the client for initial install should be less than 8 hours, depending on systems and requirements. Ongoing monthly maintenance, which includes pulling updated source data files and making any changes to banners, should be less than 2 hours.

On whose servers do the banners and application reside?

There are two different implementation methods available: Onsite and Software as a Service (SaaS). If you choose onsite, the banners and all system components will reside on your servers. If you choose SaaS, which is the most common and economical, the banners are located and served from our dedicated servers.

What systems are this product compatible with?

We have successfully implemented DeepTarget in the following online banking platforms:

- Digital Insight Flex GUI
- SOS
- Symitar
- UltraData
- Online Resources
- CMC/Flex
- USERS

Implementation is very easy in any platform that allows for customer defined changes in the login page and the header area of the online banking page(s).

What other software needs to be installed on the client's side?

For a SaaS client, Offer Manager is all that needs to be installed on a local machine. This is the program that allows users to make modifications to banner images and text. This software can be installed on almost any windows based PC.

What if we do not have an MCIF system?

An MCIF system is not required to provide the necessary data for DeepTarget to function effectively. DeepTarget can use data from any Core processing system that provides a comma delimited file at the account and individual level.