

Features	Benefits
Products	
<p>DeepTarget OLB features patent-pending data mining technology to target consumers with 1-to-1 electronic messaging based on the consumer's current use of products and services; personal interests; geography; gender, age and income; lifestyle; and any number of additional status markers.</p>	<p>The DeepTarget benefit can be summed up in one statement across the board: Increased Results.</p> <p>These increased results translate into:</p> <ul style="list-style-type: none"> • Increased marketing effectiveness • Increased client satisfaction • Increased ROI! • Increased click-through rates • Increased client response • Increased process efficiency • Increased sales
<p>DeepTarget OLB features easily customized, personalized web banners that target individual qualifications and interests.</p>	
<p>DeepTarget OLB has Click-2-Close™ capability, with customizable landing pages for immediately capturing information needed to initiate transactions and close purchases.</p>	
<p>DeepTarget OLB web banner offers are available 24/7/365. Market to your consumers continuously, even when the office is closed.</p>	
<p>DeepTarget OLB automatically triggers promotional offers based on client events so offers are more relevant to consumers.</p>	
<p>DeepTarget OLB is a DeepTarget-hosted Software as a Service (SAAS). This means easier implementation; regular maintenance and updates; and clients only pay for the options they use.</p>	<p>The DeepTarget benefit results in less expense, easier implementation and no outside maintenance.</p>
Information Management	
<p>The DeepTarget OLB Offer Manager lets the Marketing Department easily produce, manage and change personalized banners using templates and images from the DeepTarget Library, without involving the IT and web development teams.</p>	<p>The DeepTarget benefit is faster creation of your campaign and faster modification of offers.</p>
<p>The DeepTarget OLB real-time offer-tracking lets you track click-through rates, banner effectiveness, and monitor who is doing the clicking. This gives our clients access to more detailed information, helping them market more effectively.</p>	<p>The DeepTarget benefit is improved results through analysis. Clients will receive factual data that will help trigger the change of criteria and offers and banner designs that will improve marketing efforts.</p>
<p>DeepTarget OLB can send an email to the staff whenever a banner is clicked on.</p>	<p>The DeepTarget OLB benefit is immediate notification to our client when an online banking user responds to an offer.</p>
<p>DeepTarget OLB provides a quarterly review of existing offers to give a personal, in-depth analysis of your program's effectiveness.</p>	<p>The DeepTarget benefit is results analysis. New strategies and actions can be designed based on accurate information driving revenue growth.</p>
Security	
<p>DeepTarget OLB requires a 128-bit encrypted SSL Connection to ensure client data is secure as it passes between systems.</p>	<p>The DeepTarget benefit is a safe and secure environment for client information.</p>
<p>DeepTarget OLB expresses its privacy practices in P3P (Platform for Privacy Preferences Project) Compliant format.</p>	<p>The DeepTarget OLB benefit is smooth and secure integration with web site privacy policy.</p>
<p>DeepTarget OLB offers a secure yet flexible application interface that leverages existing infrastructure and data formats whether they come from core system, credit card system and/or MCIF.</p>	<p>The DeepTarget OLB benefit is a system that is easy to implement with minimal requirements from IT, and easy to maintain.</p>