

1. Deliver Personalized Offers
2. Deliver Targeted Offers
3. Utilize Unique Targeted Offer Stacks
4. Rules Driven Definition of Unique Offers
5. Flexible, User-defined Rules
6. Free General Banners for FI Website
7. Minimum of 50 banners and rules included
8. Click 2 Close (C2C) Feature to Provide Immediate Sales
9. Click 2 Close can redirect to new window or pop-up
10. Click 2 Close pop-ups are completely customizable
11. Notification to user-specified emails on C2C
12. Encrypted notification of sensitive information fields
13. Easy, Web based Offer Management
14. Ability to limit specific offer(s) to specified dates
15. Ability to Specify Seasonal Multi-Year Offers
16. Growing Library of 1100+ Pre-Built Banners
17. 30-50 Banners Added Every Month to the Banner Library
18. Multiple banner types - GIF, Flash, Animated GIF, JPEG
19. Banners Categorized for easy selection, e.g. Auto, Checking, Holidays, etc.
20. Easy Customization of Pre-Built Banners
21. Customize supplied banners or build your own
22. Select your banner size to build and use
23. Redirection on banner click to user specified URL
24. Test URL redirection while creating banner offer
25. Ability to make a banner non-clickable
26. Ability to preview banner in browser before accepting and making it live in production
27. Preview of First Name Personalization of Banner
28. Supported on Multiple OLB Platforms
29. Reporting to Track Response & Measure Success
30. Standard quarterly reports on income, new accounts and balances and software ROI
31. Real-time micro analytics available 24x7- who was shown, who and how many clicked, etc.
32. Secure SSL Delivery of Banners
33. Product Enabled as SaaS or Onsite Implementation
34. SaaS implementation includes all data processing, hosting, production, reporting.
35. Banners included in Ealerts and Estatements
36. Banners included in DeepTarget Email product
37. Banners included in future DT Mobile product
38. Proven software ROI, consistently over 200%
39. Targeted Marketing Technology is the Company's Core Competency and Absolute Focus

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your financial institution.