

**WHITEPAPER SERIES:**

Digital Transformation  
Challenges & Opportunities  
In Financial Services

**THE GROWTH ADVANTAGE OF SMART DIGITAL  
ENGAGEMENT AND THE RISKS OF FALLING BEHIND**



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## Introduction

How would you like to grow your customer base, increase their loyalty and satisfaction, and reduce your costs and risks at the same time? Sounds too good to be true, right? Well, it's not. It's possible with smart digital engagement strategies. Smart digital engagement strategies are the secret weapon of successful FIs in today's competitive and dynamic financial services industry. They use data, analytics and automation to deliver personalized, relevant and timely



interactions across multiple channels and touchpoints. They help FIs stand out from the crowd, build trust and rapport with their customers, and create long-term value.

But not all FIs are taking advantage of smart digital engagement strategies. Some are leading the way with innovative and customer-centric approaches, while others are lagging behind or resisting change. This whitepaper will show you the growth advantages of smart digital engagement strategies for FIs and the risks of falling behind. It will also give you best practices and recommendations on how to implement and optimize smart digital engagement strategies for FIs of different sizes and segments.



## Smart Digital Engagement Strategies for FIs

Smart digital engagement strategies for financial institutions comprise the use of data-driven and personalized strategies to connect with customers or members and offer them relevant and valuable solutions for their financial needs. This involves using digital experience platforms that provide consistent and unified experiences across every touchpoint, including mobile, web, email or in their account statements.

Some examples of intelligent digital engagement techniques are:

- Focusing on micro-moments that capture the customer's attention and intent at the right time.
- Humanizing interactions and emphasizing emotional engagement to build trust and loyalty.
- Using the website and other channels to provide instant and personalized responses.
- Integrating video into the customer journey that showcases the benefits and features of the financial products or services<sup>2</sup>.
- Customizing and personalizing the content and offers based on the customer's financial story.
- Spreading the love to Gen Z who are more likely to use fintech brands and digital channels.

## Exploring micro-moments and their value



Micro-moments are those fleeting periods when a consumer wants to either know something or do something<sup>1</sup>. They are intent-driven moments of decision-making and preference-shaping that occur throughout the entire consumer journey. Some examples of micro-moments in finance are:

- When a consumer wants to **learn** something about a financial product or service, such as how to apply for a loan, what are the best credit cards, or how to save for retirement.
- When a consumer wants to **do** something related to their finances, such as pay a bill, transfer money, check their balance, or manage their investments.
- When a consumer wants to **discover** something new or interesting about finance, such as the latest market trends, the best travel deals, or the most innovative fintech solutions.

- When a consumer wants to **watch** something entertaining or informative about finance, such as a video testimonial, a tutorial, a webinar, or a live stream.
- When a consumer wants to **buy** something that involves finance, such as a mortgage, an insurance policy, a gift card, or a donation.

Micro-moments are opportunities for finance brands to connect with consumers with messages that truly resonate and provide value. To win these moments, finance brands need to be present, relevant, useful, and fast. They also need to create a user-friendly interface via multi-channel marketing that allows consumers to access the information or service they need in the moment.

## Growth Opportunities and Benefits



Some of the growth opportunities that exist when financial institutions engage and cross-sell to their account holders using intelligent multi-channel digital marketing campaigns are:

- ✓ They can **increase customer loyalty and retention** by providing consistent and unified experiences across every touchpoint, including mobile, web, the teller line or in their account statements.
- ✓ They can **capture customer intent and preference** in micro-moments, when customers have a specific need or want related to finance, and offer them relevant and valuable solutions.
- ✓ They can **create a user-friendly interface** that allows customers to access the information or service they need in the moment, and leverage AI chatbots to provide instant and personalized responses.
- ✓ They can **integrate video** into the customer journey that showcases the benefits and features of the financial products or services and builds emotional engagement.
- ✓ They can **customize and personalize** the content and offers based on the customer's financial story, using data-driven and analytics-based strategies.

✓ They can **spread the love to Gen Z** who are more likely to use fintech brands and digital channels and offer them innovative and convenient solutions.

✓ They can **accelerate their digital transformation** efforts, using artificial intelligence (AI), data and analytics, and enhanced mobile offerings, to gain a competitive edge over Big Tech competitors.

✓ They can **boost campaign performance** by using machine learning (ML)-based technologies, with active human supervision, to optimize targeting, bidding, creative, and messaging.

✓ They can **achieve cost savings** of up to 30% and **revenue increases** of as much as 20% by reaching multi-moment maturity in digital marketing.



## Reaching Multi-Moment Maturity In Digital Marketing

To reach multi-moment maturity in digital marketing, you need to have the right technical and organizational success factors in place. These include:



- Having a **clear vision and strategy** for data-driven marketing that is aligned with the business objectives and supported by the C-suite.

- Building a **single source of truth** for customer data that is integrated, accessible, and compliant with privacy regulations.

- Developing a **test-and-learn culture** that encourages experimentation, innovation, and agility in digital marketing campaigns.

- Adopting a **customer-centric approach** that focuses on delivering relevant and valuable experiences to customers at multiple moments across the purchase journey.
- Leveraging **advanced technologies** such as automation, artificial intelligence, and machine learning to optimize targeting, bidding, creative, and messaging.
- Investing in **talent and capabilities** that can harness the power of data and technology, and foster collaboration across teams and functions.

Reaching multi-moment maturity in digital marketing can bring significant benefits to your business. Companies that have achieved this level of maturity reported cost savings of up to 30% and revenue increases of as much as 20%. They also gained a competitive edge over less mature peers in terms of customer loyalty, retention, and market share.

## The Real Cost Of Waiting and Shortfalls When Digital Growth Strategies Are Ignored



The real cost for an FI who waits on leveraging automated, intelligent digital marketing campaigns can be significant. Some of the costs are:

- ✘ **Losing market share** to more digitally mature competitors who can deliver relevant and personalized experiences to customers at multiple moments across the purchase journey.

- X Missing out on revenue growth** and cost savings that can be achieved by using advanced technologies such as automation, artificial intelligence, and machine learning to optimize targeting, bidding, creative, and messaging.
- X Failing to meet customer expectations** for digital engagement, convenience, and value that are shaped by sophisticated digital marketers such as Amazon, Netflix, and Starbucks.
- X Wasting resources** on inefficient and ineffective marketing campaigns that do not reach the right customers with the right message at the right time in the right place.
- X Paying more** for marketing automation software that may increase in price as demand grows in the future.

## Case Study:

### Community Bank Powers Deposit Growth and Strengthens Customer Engagement Using Digital Channels



"We are able to leverage our knowledge of our customers to provide relevant messages and DeepTarget's automation makes it simple and easy. We have confidence that our messages get to our customers quickly and securely."

*Natalie Latham, Senior Vice President/Director of Marketing, Community Bank*

This section covers an in-depth case study of a U.S. financial institution's digital consumer engagement strategy.

Community Bank has a more than century old tradition of personally connecting with its customers and that does not look to be changing any time soon. Handling more than \$4.3

billion in assets across 51 offices along the Southeast, Community Bank needed to find a way to efficiently leverage the many digital channels used to engage with their customers. The Mississippi-based bank implemented DeepTarget's Digital Experience Platform (DXP) to enhance their connection with their clients by promoting specific services and products that are applicable to the current lives and financial situations of individual customers, further strengthening customer engagement and loyalty.



"Our goal was to add another touch point for our customers so we could cross-sell additional products and services within online banking or the mobile app," said Natalie Latham, Senior Vice President/Director of Marketing, at Community Bank. "We wanted to provide customers with the most relevant products and services and make sure that it was all easily accessible on our mobile and online platforms."

DeepTarget was especially appealing to Community Bank because of the compatibility with their mobile banking

provider, MEA Financial. This meant that planning targeted marketing campaigns on the Community Bank mobile app was seamless and straightforward. The automation and intelligence of DeepTarget with the ability to provide deep insights and reports on campaign performance also made the marketing and sales platform provider an ideal partner for the bank. The platform enhances the outreach experience, increasing revenue, loyalty and trust from the consumer, while decreasing time and cost for the bank's marketing team.

In 2020, when the Covid-19 pandemic swept across the country, Community Bank was faced with the new challenge of keeping customers engaged while they were unable to come into their physical offices. Many Community Bank customers were stuck at home relying on online resources to complete the tasks and services financial institutions are expected to provide on a daily basis. Community Bank had to find a way to promote their online capabilities, as well as continue to market new products and services to customers.

"DeepTarget allowed us to relay amended operations and safety protocols during the Covid-19 pandemic," continued Latham. "We were also able to continue product and service campaigns at any given time. DeepTarget enables us to be prepared for any future unexpected



emergency such as severe weather conditions. It gives us the ability to reach customers quickly and virtually. We are able to leverage our knowledge of our customers to provide relevant messages and DeepTarget's automation makes it simple and easy. We have confidence that our messages get to our customers quickly and securely."

Community Bank was able to remain in close contact with their customers during a time of panic and stress for many Americans. Thanks to DeepTarget, the bank stayed a trusted and constant voice of reason and security, something greatly needed at the time. As more people shifted to completely relying on digital banking, Community Bank was able to shift their messaging to promote the benefits of managing money online or using mobile channels, as well as, giving updates regarding current protocols at their physical bank locations.

Even with the challenges that came with the Covid-19 pandemic, Community Bank successfully launched seven marketing campaigns using DeepTarget in 2020. Certain ad campaigns, like "Business Banking" and "Student Checking", were tailor-made for customers most likely to be interested in those types of topics and services. Other ads such as "Christmas Club" were more seasonal offerings that Community Bank wished to promote throughout the communities they serve. Since DeepTarget utilizes consumer intelligence for its campaigns, banks can send specific personalized ads and their customers are not bombarded with meaningless general advertisements.

"We upload new campaigns every quarter so that they are fresh and new for our customers," said Latham. "We like to keep the look of any ad that is uploaded to coordinate with our branding efforts while also grabbing the customer's attention. It is helpful to be able to upload ads and schedule them for an allotted amount of time and have the ability to easily change them at the drop of a hat. We can design and send branded messages in a matter of minutes, saving my team a great deal of time and effort we can now put elsewhere, into other revenue-generating projects."



With DeepTarget, Community Bank has demonstrated an increase in customer engagement and revenue. In 2020 alone, Community Bank's deposit growth was up 21%. Throughout the year, the marketing department deployed campaigns for all of their deposit accounts. In addition, campaigns, such as "Bring Your Bank With You," reassured their customers that they could bank anytime, from anywhere, with the bank's CB2GO mobile app and online banking solutions. Even with a nationwide pandemic, with DeepTarget, Community Bank's customer-base continued to grow exponentially.

"DeepTarget has undeniably been a key solution for Community Bank to remain a trusted institution in the lives of our customers. Even during the pandemic, we used DeepTarget to maintain a regular discourse with our customers, and my team looks forward to continuing its use. DeepTarget with its advanced technology, use of customer intelligence and automation enables our marketing efforts to be both, highly effective and extremely efficient," said Latham.

## Proof of Digital Success

FIs need proof that their digital communications program to engage and cross-sell is working. DeepTarget's newly introduced GrowthGrid™ reports on influenced sales conversions and estimated revenue generated to credit unions and banks.

Account Type	Jan 22	Feb 22	Mar 22	Apr 22	May 22	Jun 22	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Total	Total Revenue
<b>Loans - Retail</b>														
Consumer Loan	33	22	39	33	44	56	76	83	61	63	93	107	710	\$355,000.00
Credit Card	7	15	6	6	1	0	0	0	0	0	0	0	35	\$1,750.00
HELOC	0	0	0	0	0	0	0	0	0	0	1	1	2	\$200.00
Home Equity Loan	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00
Mortgage	7	7	6	11	5	11	7	13	9	7	4	6	93	\$93,000.00
New Auto	34	35	31	37	39	47	38	39	44	39	35	34	452	\$135,600.00
Personal LOC	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00
Recreational Vehicle Loan	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00
Used Auto	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00
<b>Deposits - Retail</b>														
CD	0	0	5	1	8	2	0	5	20	13	4	7	65	\$3,250.00
Checking	9	10	16	14	12	23	12	19	20	11	11	14	171	\$569.43
IRA	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00
Money Market	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00
Savings	49	79	90	69	119	98	62	78	71	407	137	105	1364	\$68,200.00
<b>Commercial</b>														
Commercial Credit Card	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00
Commercial Deposit	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00
Commercial Loan	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00
<b>Other</b>														
Other	7	7	8	17	8	12	7	13	9	11	6	3	108	\$0.00
Unassigned	5	4	11	7	2	4	12	7	2	5	18	12	89	\$0.00
<b>Total</b>	<b>151</b>	<b>179</b>	<b>212</b>	<b>195</b>	<b>238</b>	<b>253</b>	<b>214</b>	<b>257</b>	<b>236</b>	<b>556</b>	<b>309</b>	<b>289</b>	<b>3089</b>	<b>\$657,569.43</b>

**GrowthGrid™ for \$450 million FI showing real results from their 2022 digital campaigns.**

Account Type	Jan 22	Feb 22	Mar 22	Apr 22	May 22	Jun 22	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Total	Total Revenue
<b>Loans - Retail</b>														
Consumer Loan	44	3	0	0	0	0	0	0	82	200	153	128	610	\$305,000.00
Credit Card	0	0	0	0	0	0	130	180	127	61	1	0	499	\$24,950.00
HELOC	12	11	9	3	0	0	0	0	0	0	0	0	35	\$3,500.00
Home Equity Loan	0	0	0	0	0	0	0	0	7	26	53	43	129	\$25,800.00
Mortgage	0	0	0	42	25	37	37	45	40	32	7	0	265	\$265,000.00
New Auto	7	1	35	79	78	94	72	88	91	75	54	34	708	\$212,400.00
Personal LOC	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00
Recreational Vehicle Loan	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00
Used Auto	60	0	195	371	332	322	310	339	316	322	256	182	3005	\$300,500.00
<b>Deposits - Retail</b>														
CD	0	0	0	0	203	255	271	326	336	513	669	836	3409	\$170,450.00
Checking	52	29	58	44	40	63	74	88	31	33	50	50	612	\$3,060.00
IRA	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00
Money Market	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00
Savings	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00
<b>Commercial</b>														
Commercial Credit Card	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00
Commercial Deposit	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00
Commercial Loan	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00
<b>Other</b>														
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00
Unassigned	0	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00
<b>Total</b>	<b>175</b>	<b>44</b>	<b>297</b>	<b>539</b>	<b>678</b>	<b>771</b>	<b>894</b>	<b>1066</b>	<b>1030</b>	<b>1262</b>	<b>1243</b>	<b>1273</b>	<b>9272</b>	<b>\$1,310,660.00</b>

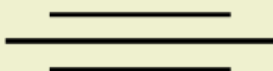
*GrowthGrid™ for \$3+ billion FI showing real results from their 2022 digital campaigns*

## Conclusion

Smart digital engagement strategies are not a luxury, but a necessity for FIs in today's competitive and dynamic financial services industry. They can help FIs grow their customer base, increase their loyalty and satisfaction, and reduce their costs and risks. They can also help FIs differentiate themselves from their competitors, adapt to changing customer needs and preferences, and create long-term value.

However, not all FIs are adopting smart digital engagement strategies at the same pace and scale. Some are leading the way with innovative and customer-centric approaches, while others are lagging behind or resisting change. This whitepaper has shown you the growth advantages of smart digital engagement strategies for FIs and the risks of falling behind. It has also given you best practices and recommendations on how to implement and optimize smart digital engagement strategies for FIs of different sizes and segments.

Given the super-competitive environment we are in today, there has never been a better time to act than now.



### About DeepTarget

Powering the digital communication revolution for credit unions and banks with Growth as a Service (GRaaS), DeepTarget enables their growth of assets - deposits & loans, revenue, new members/customers, digital users, account holder relationships & loyalty and more. GRaaS is backed by a risk-free money-back guarantee and powered by their patented [DXP](#) currently deployed by 100s of FIs. It combines a skilled labor force and best practices to utilize data and AI insights from multiple data sources for a seamless, meaningful communications experience wherever, whenever and however their consumers bank. For additional information visit [www.deeptarget.com](http://www.deeptarget.com) and follow them on [LinkedIn](#).

