

MDT  
CONNECT  
2018

"Know Me or No Me"

If you don't engage your members today,  
you'll miss opportunities to grow them  
with every sign!



Judith Shawer  
Vice President, Sales & Channel Development

05/22/18

## HOW DEEPTARGET CAMPAIGNS WORK



A screenshot of a campaign management dashboard. The dashboard includes a navigation menu on the left, a central area with a pie chart and a list of items, and a right-hand panel with various status indicators and a circular progress chart. A green arrow points to a dropdown menu in the central area.



Is your communication  
**Personalized,  
Relevant &  
On Target?**



“Are you B2B or just the  
B2C 2 months?”

**DeepTarget**  
PERSONALIZED B2B  
COMMUNICATION

PERSONALIZED B2B  
COMMUNICATION  
PERSONALIZED B2B  
COMMUNICATION

**Right Offer**  
to the  
**Right Person**  
at the  
**Right Time**



“Are you member engaged  
to a high success?”

**De**  
PERSONALIZED B2B  
COMMUNICATION

PERSONALIZED B2B  
COMMUNICATION  
PERSONALIZED B2B  
COMMUNICATION





