

The power of marketing **at the ATM**

Stand out from the crowd



Unleash the power of **the ATM**

Financial services has become an increasingly competitive world. The emergence of fintechs and digital-only financial institutions (FIs), and decreasing consumer brand loyalty means FIs have to work harder to sell their brand, products and services.

According to Rivel, in early 2021 17% of households and 31% of businesses said they'll be switching to another primary FI—nearly double the normal amount. And that presents both a challenge and a marketing opportunity for FIs.

As you look for ways to expand your wallet share, increase loyalty with your customers and differentiate your brand—promoting your mortgage, personal and small business loans and credit cards, as well as your bank accounts—your marketing needs to be more engaging and effective. But how do you reach them?

One easy solution: The ATM.



Why is advertising at the ATM so powerful?

One of the pillars of marketing success is impressions—and the impression an ad makes at the ATM is much stronger than it is anywhere else.

Why? Because at the ATM your customer is focused solely on the transaction they're making—and on your ATM screen. Studies show that, that singular focus helps customers recall ads on an ATM screen at a higher rate—much more so than TV or radio ads.

But your customers don't want to be sold just anything. They know you have their data, so they expect you to use it and give them promotions for services and products that are relevant to them. Personalization is a big buzzword in marketing today so, to really maximise the opportunity, you need to put relevant content in front of your customers.

With NCR ATM Marketing you can do just that.



NCR ATM Marketing enables you to run a variety of different marketing campaigns. With a user-friendly content management system you can easily publish, change and adapt to ensure you're hitting your customers with timely content.

Three powerful features of NCR ATM Marketing are:

Segmentation

- Location
- Holidays
- Day part
- User groups
- BIN numbers



Targeted

- CRM integration
- Transaction data
- Consumer segmentation
- Account insights
- Feedback / find out more



Preferences

- Language
- Fast cash
- Receipt preferences
- eReceipts



The power of directing messages to your audience is impressive:

91% of consumers say they're more likely to shop with brands that provide offers and recommendations that are relevant to them.

—Accenture

Personalized calls to action convert 202% better than default or standard calls to action

— HubSpot

70% of consumers say a company's understanding of their personal needs influences their loyalty

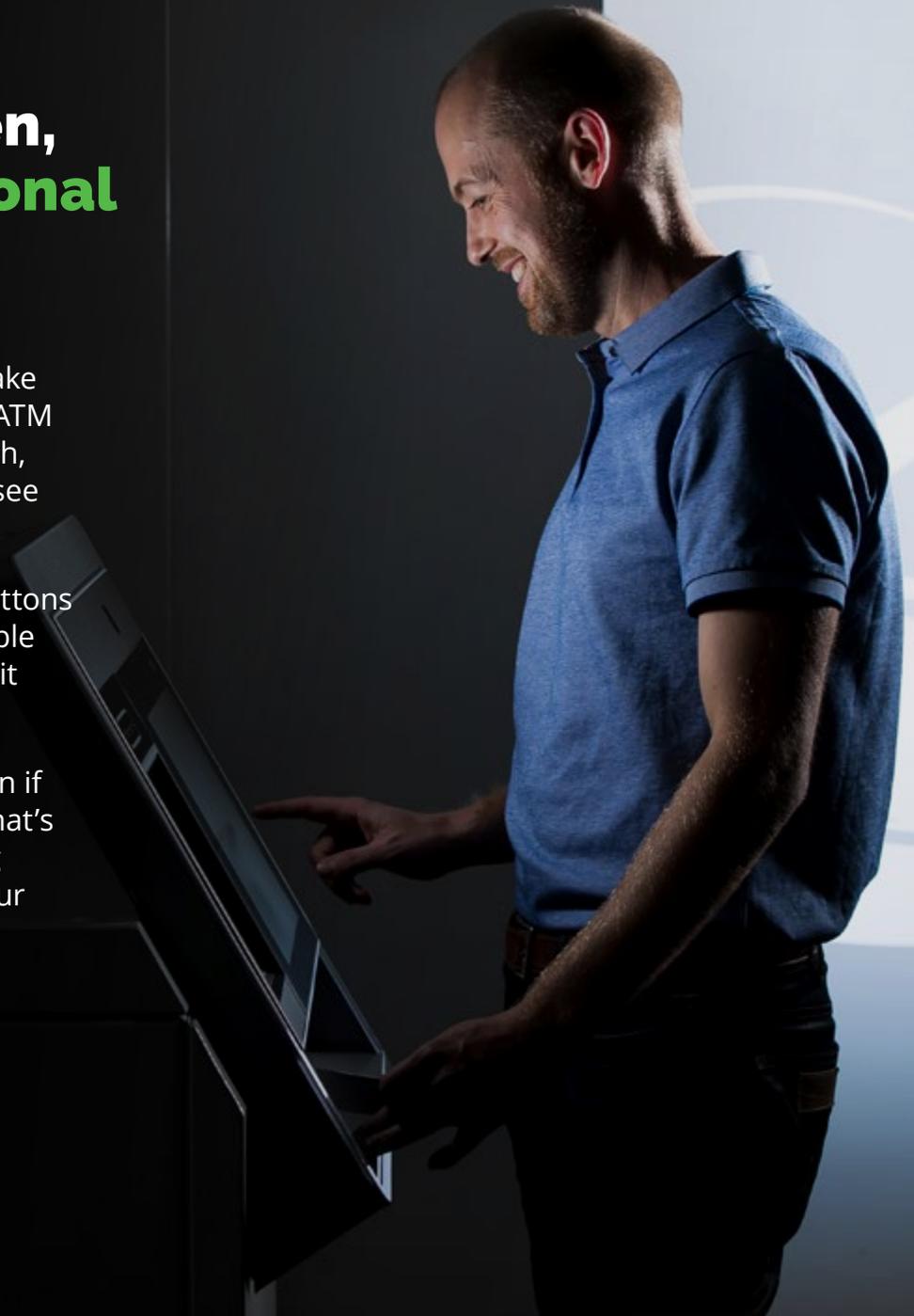
—Salesforce

From the offer to the screen, make the experience personal

NCR ATM Marketing's preferences module enables you take personalization to a new level so your customer's entire ATM experience is unique to them. With a digital-first approach, your customers can create the ATM screen they want to see using their banking app.

From selecting the language they prefer and fast cash buttons to receipt types—including SMS and email—you can enable consumers to have a custom interface whenever they visit your ATMs.

What's more, they get the same ATM personalization even if they're using one of your competitor's bank cards. And that's an outstanding way to help differentiate your FI by giving your customers a more personalised experience than your competitor can give them at their own ATM.



Digitizing the customer journey

As consumers increasingly think smartphone-first, the ATM offers an important access point to digital channels.

You can use QR codes as part of a marketing campaign, enabling customers to take advantage of an offer at the ATM by scanning the QR code to find out more or fill out an application form for a loan, new account or insurance.

And your marketing can go beyond financial transactions. Through NCR's ATM Marketing capabilities you give customers the opportunity to quickly and easily update their contact information or for some countries their State ID – which enables them to do cardless authentication.

You can also use the NCR ATM Marketing capabilities as a community digital message board or corporate social responsibility tool, promoting local businesses, supporting neighborhood events or championing a cause.

Most importantly, NCR ATM Marketing gives you the digital-first tools to talk directly to your customer in the ways they prefer to be reached.



NCR's end to end ATM portfolio

NCR offers a bundle of software and services to enable you to give your customers the best experience at the ATM.

NCR ATM Marketing – Run high-impact marketing campaigns at your ATMs. You can target your customers and even your competition's customers through the use of segmentation. A powerful, flexible solution that enables you to create custom campaigns—either focused on the time of year, location or bank groups by using powerful marketing segmentation.



**Relevant
messages**



**Strong
recall**



**Regular
engagement**



**Target competitions'
consumers**

NCR's ATM Enterprise Application – This next generation, digital-first ATM software brings the ATM out of its legacy silo and connects it to the enterprise, extending self-service ATM or ITM as the access point for a whole range of digital and extended banking services, including ATM Marketing.



Reliability



User experience



Futureproof



Innovation



Cost effective

**Let your ATM deliver you a strategic
advantage and differentiate your
brand by unleashing the power of
NCR ATM Marketing.**

ATM marketing, made simple
Find out more at [NCR.com/atm-marketing](https://www.ncr.com/atm-marketing)