

Unleash the power of marketing at your ATMs

ATM screens provide a unique opportunity for financial institutions to deliver powerful marketing campaigns.



Why market at the ATM?



Relevant messages



Strong recall



Regular engagement



Target competitions' consumers

And as consumers want to see greater relevance, choosing NCR ATM Marketing enables you to deliver focused marketing to your customers.

Segmented marketing

Groups:



Location



User groups



BIN numbers

Time:



Day part



Holidays



Events

Preferences

Converge digital and self-service channels by enabling your ATM customers to customize their ATM screens via their digital banking app.



Consumer customizable screens



Language



Fast cash



eReceipts



Digital-first

With NCR you can integrate the physical and digital channels. NCR ATM Marketing takes a digital-first approach by enabling customers to set up their ATM preferences through their mobile and online banking apps. What's more, it's available as Software as a Service making it easy to manage.

Don't miss out on a prime opportunity to advertise directly to your customers when they use your ATM. Consumers value personalization, so providing relevant and timely marketing is critical. NCR's ATM Marketing enables you to engage with your customer through focused and segmented messages meaning you're not only meeting your customers where they are—but making the communication count.

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

