



CAMPAIGN OFFICE™

DELIVER AT THE ATM.

The ATM is the most highly used customer access channel in retail banking. In fact, in 2012, U.S. banks reported an average volume of 2,000 withdrawals per terminal per month - which translates to 24,000 unique opportunities to communicate with a captive audience each year. In addition, ATMs enable financial institutions to interact with non-customers, who comprise a significant 20 percent of on-premise and 49 percent of off-premise transactions. Imagine delivering cost-effective, tailored messaging to all these consumers from a single, easy-to-manage platform. With Diebold Campaign Office™ customized marketing, we're already there.



CONNECT WITH MORE CONSUMERS, MORE TERMINALS AND MORE SYSTEMS

Diebold Campaign Office empowers customers to enhance transactions through personalization, while optimizing the financial institution's ability to connect meaningfully. It enables learned preferences based on activity, as well as the ability to alter the look and feel of transaction screens based on the individual or location.



200,000,000,000,000 SECS

ATM users spend approximately 200 trillion seconds each year staring at "Please Wait" messages. Don't let those seconds go to waste.

We've got a solve for that.™



CAMPAIGN OFFICE USERS REPORTED A 12 PERCENT CLOSE RATE. YOU CAN TRANSFORM YOUR MARKETING MESSAGES INTO DYNAMIC CAMPAIGNS, TOO.

DEEPEN BRAND AWARENESS

The ATM is a highly visible substitute for the teller, and financial institutions can use marketing at the ATM to counteract diminished personal contact while launching additional functionality. Campaign Office encourages this growth avenue, while improving consistency in brand messaging.

STREAMLINE MESSAGING PLATFORMS

Financial institutions can leverage existing backend core and CRM systems through a standard API and published interface specification. Additionally, they can manage screen content centrally across the entire ATM network for fast, easy customization.

TRACK CAMPAIGN PERFORMANCE EFFORTLESSLY

Campaign Office features robust reporting and analytics, enabling financial institutions to track conversion rates, route positive responses for follow-up and tag negative responses to avoid repeat offers - all at a fraction of the cost of traditional media.

PROVIDE ENHANCED SECURITY

Backed by Diebold's rich history of providing innovative security technologies, Campaign Office is an interactive platform that allows safe data transfer. It captures email addresses and phone numbers via touchscreen to strengthen existing consumer files.

EXPERIENCE FLEXIBLE MODELS TO MEET ANY NEED

Campaign Office offers "anytime" access and low implementation costs. It's available as a cloud-based Software-as-a-Service (SaaS) model, on-premise software product or managed service, and can be implemented on any fleet size. And, all Diebold terminals, as well as select competitor models, support the application.

YOUR ATM FLEET IS CAPABLE OF MORE. CAMPAIGN OFFICE IS JUST ONE OF MANY SOFTWARE-LED SOLUTIONS THAT INTEGRATE WITH THE DIEBOLD COMMITMENT TO PROVIDING HIGHLY PERSONALIZED CARE. CONTACT A DIEBOLD REPRESENTATIVE TODAY.