

# DN AllConnect Managed Services<sup>SM</sup>

## Marketing Management



Enhance the banking experience, optimize your operations and generate incremental revenue.



Consumers want to feel valued when they are banking, regardless of the channel. You can create a more tailored, intuitive and impactful consumer experience with every single ATM transaction—while driving increased loyalty and additional sales—by appealing to each individual with targeted marketing and campaigns.

DN AllConnect Marketing Management Services creates, schedules and deploys targeted marketing campaigns throughout the ATM fleet, so you spend less time rolling out messages—and more time focused on strategic initiatives. Get back to the business of banking with our industry-leading self-service marketing solution. You provide the direction on the graphical content and logic, and we implement the following campaigns and messaging across the entire self-service fleet:

### ENTRY-LEVEL MARKETING

- Consistent brand and marketing messages during idle times to on-us and off-us consumers
- Updates to the Idle Loop, Please Wait, End of Transaction

### CAMPAIGN MANAGEMENT

- Relevant, timely offers to select groups or devices
- Two-way conversations with your consumers via a personalized series of questions on-screen
- Individualized offers and messages to specific cardholders

### PERSONALIZATION

- Preference settings for favorite fast cash amount, language and digital receipt delivery

Through DN AllConnect Marketing Management Services, your organization can harness our advanced marketing campaigns to enable seamless lead generation and entice consumers in smarter, more actionable ways.

**PLANS AVAILABLE:**

**Entry-Level Marketing:**

- Non-interactive ads (static images)

**Campaign Management:**

- Non-interactive campaigns: Deliver graphic- and video-marketing content.
- Interactive campaigns: Predefined surveys with yes/no answers as well as multi-step marketing campaigns.\*
- Device grouping: Specific campaigns delivered to specific ATMs at a special location like a university campus.
- Scheduling/targeting by time and date: Delivering the right content at the right time.
- Targeting by BIN: Deliver campaigns to certain groups like on-us/off-us customers through BIN identification.

**Personalization:**

- Fast cash: Select preferred amount from a desired account.
- Language: Upon card entry, all screens are in selected language.
- Receipts: Send transaction receipt via email or SMS.

**BENEFITS:**

- Monthly subscription depending on number of ATMs and functionality desired
- Shifts the burden of implementation and management to a trusted partner
- Leverages Diebold Nixdorf cloud-services environment

**WHY DN ALLCONNECT SERVICES?**

Diebold Nixdorf AllConnect Services<sup>SM</sup> offers industry leading services that provide tailored, end-to-end solutions with a customer first view. We help banks, credit unions and retailers accelerate their performance on a global scale. Using the foundational strength of our top-rated, technically trained service experts combined with data intelligence, we maximize availability and performance of your self-service channel while ensuring always-on compliance and security. From maintenance operations to business solutions to data-driven insights, only DN AllConnect Services delivers the expertise and innovation that help businesses thrive by identifying today's efficiencies and tomorrow's opportunities.

\* Requires basic minimum configuration of ATM Application Software version.



To learn more, visit [DieboldNixdorf.com/AllConnect](https://www.DieboldNixdorf.com/AllConnect).