

# The Total Economic Impact™ Of Diebold Nixdorf's Marketing At The ATM Solution

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Through four customer interviews and data aggregation, Forrester concluded that Diebold Nixdorf's Marketing at the ATM solution has the following three-year financial impact.

## SUMMARY OF BENEFITS

Three-year risk-adjusted analysis for a bank with 5,000 ATMs

**\$1.8M:**  
Marketing cost savings

**\$16.9M:**  
Incremental profit

Benefits Costs



## BENEFITS OF MARKETING AT THE ATM



Expanded reach and awareness



2.5% conversion rate on cross-sell, upsell, or acquisition campaigns resulting in incremental profit



\$200,00 saved per direct mail campaign shifted onto the ATM channel

## VOICE OF THE CUSTOMER

"The solution allows us to make the ATM feel more like you're interacting with a teller. We call it humanizing the ATM."

*VP of ATM sales,  
multinational bank*

"We see 32 million transactions a month. About half of them – that's 16 million – are noncustomers. In what other channels could we make an impression on 16 million new potential customers?"

*SVP of ATM product and channel, national bank*



Read the full study

This document is an abridged version of a case study commissioned by Diebold Nixdorf titled: The Total Economic Impact Of Diebold Nixdorf's Marketing At The ATM Solution, July 2017.

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