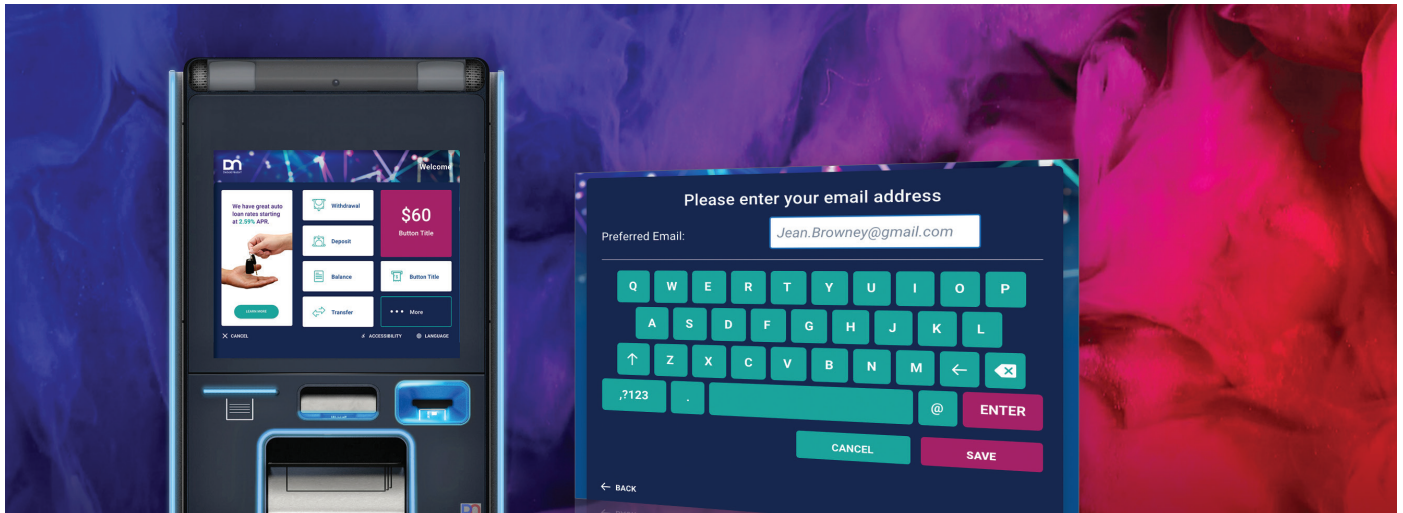


Delight Consumers with Targeted & Meaningful Interactions



In today’s post-pandemic, increasingly competitive market, customer experience is the primary differentiator.¹ As branch visits and teller interactions are significantly reduced, the ATM can become the best way to engage with consumers. Ensure first impressions, combined with meaningful, intuitive engagement differentiate you from the ATM down the street.

Vynamic Marketing not only engages consumers with targeted information, it enables opportunities for new types of engagement with multiple segments. Discover how your organization can create a more tailored, intuitive and impactful consumer experience with every single self-service transaction.

TARGETED MARKETING

Beyond geography, we have learned marketing messages need to be personally relevant, aligned to an individual’s situation and values; yet many FIs still deploy a “one-size-fits-all” marketing approach. Stop wasting your time and dollars with blanket promotions.

What if you could...

- Share relevant, timely offers to select groups or devices
- Conduct two-way conversations with your consumers via a personalized series of questions on-screen
- Distribute individualized offers and messages to specific cardholders
- Harness advanced analytics to understand individual consumer profiles

MAXIMIZE THE ROI OF EVERY TRANSACTION (UP TO 327%)³

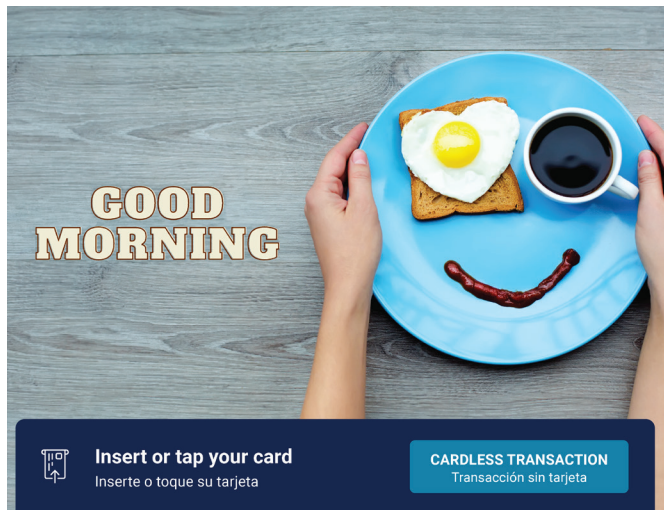
Reach customers who are no longer engaging with tellers for their transactional banking, as well as non-customers who are using your bank’s ATM.

- Shift marketing campaigns onto the ATM channel and save up to \$1 per direct mail piece.
- Drive incremental profit with average conversion rate of 2.5%, estimating an average of \$75 in incremental revenue per conversion.
- Increase reach, and make an impression on thousands of new potential customers.

SIMPLY DEPLOY MARKETING CONTENT WITHOUT WAITING ON IT RESOURCES

Ease your reliance on technology resources to package, test and deploy simple content changes across the estate. With our easy-to-use, centralized tools, your staff can control the deployment of marketing content across channels for lower cost and quicker processing:

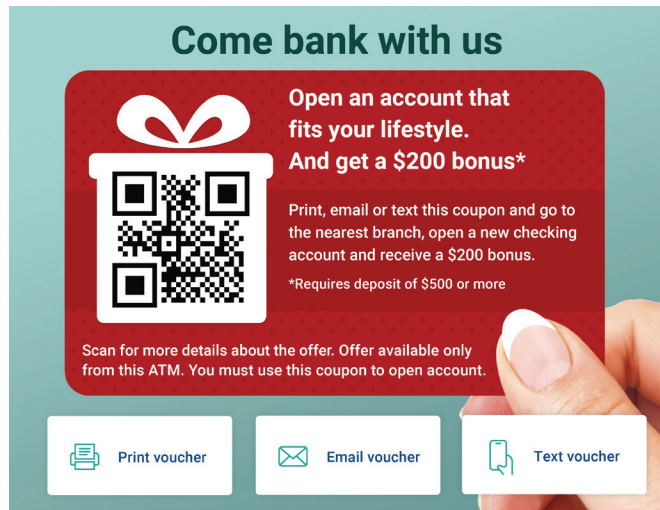
- Wizard-based interface is fast and easy—designed for non-technical users.
- Collaborative previews, media validation and approval checkpoints ensure the integrity of content deployed.
- Customized rules and priorities can be set for each campaign depending on segmentation, session stage or past campaign responses.



Targeted marketing by location, date, time of day.

FEATURES

- Wizard-based tool with pre-defined or custom templates
- Targeted Marketing with customized grouping criteria (e.g. location, date, time, BIN, on-us, off-us)
- Response metrics and runtime statistics
- Customizable rules and priorities for campaign content
- Comprehensive analytics
- Optional CRM integration allows for automated one-to-one customer offers⁴
- Allows for variable/dynamic content to be introduced
- Dialogue can be unique to each consumer
- Pre-defined areas on most transaction screens can be totally customized and controlled with marketing content
- Create rules for a single ATM or an entire group
- Enables email and SMS coupons and vouchers in addition to print offers



Connect with consumers – both “on us” and “off us.”

THINK OF THE ATM AS A DIGITAL CHANNEL

Some FIs are taking advantage of having an always-available digital channel to provide much needed education and communication. For example, during the pandemic, small businesses were facing devastating losses, banks needed a quick and efficient way to educate their account holders on the specific incentives—like government loans for small businesses—available to them. This was the perfect opportunity to leverage location-based content on the ATM. Even something as simple as providing the proper phone number to call to get more information, or the website where more information could be obtained, was critical in effectively and quickly getting the word out to these businesses.

DIEBOLD NIXDORF VYNAMIC SOFTWARE

DN Vynamic is a powerful software portfolio that enables financial institutions to eliminate friction and transform user experience and operations. Flexible and adaptable, DN Vynamic is built to align with the way financial institutions operate today; the suite is bundled to support the modern banking environment including channels, payments, engagement and operations.

Vynamic Marketing is part of our Vynamic Engagement software portfolio. Other offerings include Campaign Management and Personalization, both available as a service (SaaS) or as part of AllConnect Self-Service Fleet Management.

¹ Source: 2021 The State of Financial Marketing - The Financial Brand
² Source: Harvard Business Review: 10 Truths About Marketing After the Pandemic, March 2021
³ The Total Economic of Diebold Nixdorf’s Marketing At The ATM Solution, commissioned study by Forrester Consulting, 2017
⁴ Only available in the on-premises consumption model



To learn more, visit DieboldNixdorf.com.