Campaign Management

Drive Cross-Selling, Up-Selling and Acquisition to Impact Incremental Revenue

Consumers want to feel valued by financial institutions, regardless of the channel in which they're engaging. Campaign Management enables you to appeal to your consumers with targeted information, to create a tailored, intuitive and impactful experience during every self-service transaction. Those enhanced experiences translate into increased loyalty, additional sales and customer acquisition.

REVOLUTIONIZE YOUR MARKETING STRATEGY

Promote different brand and marketing messages during idle times to on-us and off-us consumers

Introduce two-way conversations through a series of simple on-screen questions or personalized multi-step campaigns

CENTRALIZE CONTROL & OVERSIGHT

Deploy marketing materials in a targeted, relevant and timely manner to select groups or devices, without the IT infrastructure burden

Standard reporting dashboards enable you to evaluate campaigns based on consumer groups and response-rate measurement (click rates)

ENGAGE WITH CONSUMERS IN NEW WAYS

Offer digital coupons and vouchers in addition to print offers

Campaign Management

Campaign Management gives you the freedom to focus on deploying innovative new marketing messages with the software hosted in the DN cloud. Either your staff or Diebold Nixdorf can access the Campaign Management portal from any web browser, and administer campaigns anywhere, anytime, while we manage and maintain the back-end infrastructure. Your IT burden is reduced, while your marketing capabilities are dramatically enhanced.

- Onboard and roll-out messaging and advertisements more quickly
- Tap into a Wizard-based interface that's fast and easy, with no IT involvement required.
- New terminals and features can be added quickly and seamlessly with on-demand scalability.
- With the addition of Personalization, you can offer additional preference settings including preferred cash amount, language and digital receipt delivery.

Campaign Management is deployed through a monthly subscription based on the plan you choose and your ATM volume. Software and infrastructure support (upgrades, bug fixes and application support) are included as part of the monthly per-ATM charge. Vynamic Connection Points software is required.*

Campaign Management Standard/Core has everything needed to manage campaigns with comprehensive segmentation.

Campaign Management Enhanced adds dynamic segmentation, interactive campaigns and an option to address your customer personally.

FUNCTIONAL SCOPE OF 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 & date
Delivering the right content at the right time.

Targeting by BIN
Deliver campaigns to certain groups like on-us/off-us customers by identifying them by BIN.

Decision Engine*
Prioritize what campaigns to show with dynamic segmentation.

Reporting Engine
Marketing spend has to be validated, understanding how well the campaigns work is essential.

Plan**	What's Included
Campaign Management – **Standard/Core** (monthly per-ATM fee)	• Non-interactive ads (static images) and video idle loop ads • Ads targeted based on ON-US/OFF-US, location, time and date • Reporting
Campaign Management – **Enhanced*** (monthly per-ATM fee)	• Everything that is included in 'Core' offering above plus the following: • Interactive ads (multi-choice surveys and multi-step ads)
Optional Add-On: **One-2-One Messaging** (monthly per-ATM fee) ***Available in 2021.2 Release May require additional customer requirements (e.g. Azure AD or some other way for customer to connect to the service – see below)	• Ads with dynamic cardholder content specific to the individual (e.g. name, interest rate, "Happy Birthday John", etc.)

*Requires Network Solution version 5.5 or greater; Vynamic Connection Points 6.0 or greater
**Available as a service (SaaS) or as part of AllConnect Self-Service Fleet Management as well as an on-premise product (Vynamic Marketing)

Pre-Requisites
Customers must have the following before they utilize Campaign Management Services:
- Secure VPN connection between ATM and DN
- Software Deployment/Distribution with remote desktop capability to ATM

DN Diebold Nixdorf®

To learn more, **visit DieboldNixdorf.com.**