

TELLEREX QUICK READ JANUARY 2020

USING YOUR ATMS AS AN EFFECTIVE MARKETING CHANNEL TO CREATE ENGAGEMENT

A tenet of practical (and cost-efficient) marketing is to go where the customers are—and for financial institutions, a good portion of their clients and prospects are at ATMs. These self-service channels are not just a convenience, but a primary point of banking for many customers. These preferred channels provide a captive audience for marketing purposes as customers wait for pages to load or transactions to complete.

ATM transactions also represent a unique opportunity for financial institutions to communicate with non-customers. On average, non-customers conduct one in five ATM transactions. Below are several examples Financial Institutions can use to leverage their ATM fleet as an effective marketing channel:

REINFORCE BRAND EQUITY

Ensure ATM screen graphics and claims are consistent with the financial institution's other integrated marketing channels, reinforcing messages with each ATM transaction. Provide the latest value-added functionality, such as pre-paid services, to enhance the customers' perception of the financial institution as being innovative.

CROSS-SELL OPPORTUNITIES

One-to-one targeted messages via an ATM can result in higher response rates than other marketing channels. Additionally, financial institutions have the opportunity to cross-sell to non-customers who use the financial institution's ATMs

UTILIZE CUSTOMER DATA

Refined marketing programs further to target customers based on user information and responses captured at the ATM. For example, a financial institution can promote credit cards, mortgage solutions, or other products to prequalified ATM users. Other customers and non-customers may see other promotions at the same ATM, including online banking or savings account offers.

CREATE COST SAVINGS

ATM marketing campaigns can be less expensive to create and distribute than marketing through more traditional direct channels. Graphics and messages can be downloaded from a central location to individual (or groups of) ATMs, creating local and regional campaigns. Or, develop campaigns targeting a specific set of ATM locations.

OFFER LOCAL ADVERTISING

Partner with local merchants to offer coupons and other incentives that drive ATM traffic and increase merchant sales.

MEASURE SUCCESS METRICS

Financial institutions can monitor how each customer responds to an offer and rotate messages depending on this response. Or, for even more effective results, financial institutions can integrate their systems with powerful marketing analytics tools that allow more sophisticated, real-time responses. This integration can dramatically increase the effectiveness of ATM marketing by applying complex predictive algorithms based on customer demographics, behavior, and preferences.