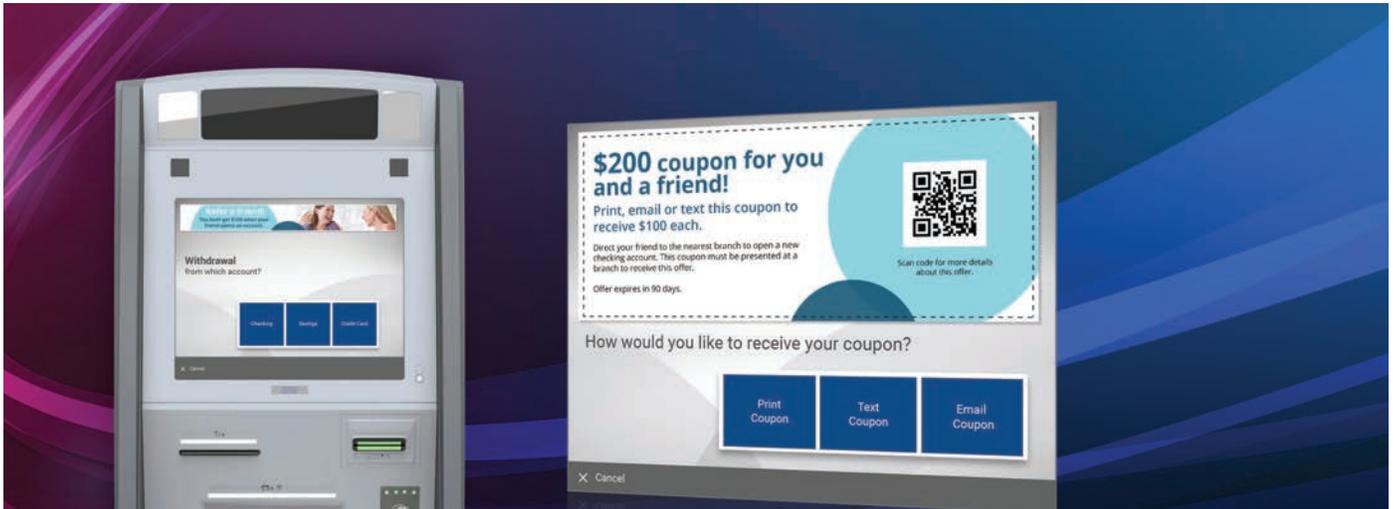


Delight Consumers with Personalized & Meaningful Interactions



Making consumers feel valued is one of the universal drivers of customer experience (CX) and loyalty¹; and it’s particularly important in the financial industry. While the personal relationship between and FI and its customers has always been a cornerstone of the retail branch experience it has been challenging to deliver this in the self-service channel.

Our Vynamic Marketing Suite not only engage consumers with targeted information, they enable opportunities for new types of engagement with multiple channels. Discover how your organization can create a more tailored, intuitive and impactful consumer experience with every single self-service transaction.

TARGETED MARKETING

74% of marketers say targeted personalization increases customer engagement², yet many FIs still deploy a “one-size-fits-all” marketing approach. If you’re marketing your offers with blanket promotions, you’re wasting time, energy and valuable real estate. 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 banks’ 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.



Storyboard campaign over time... change messaging based on what they have seen

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 offers
- Allows for variable/dynamic content to be introduced
- Dialogue can be unique to each consumer
- Specific skins and customized screen designs can be made available from the FI and selected by cardholder
- Create rules for a single ATM or an entire group
- Enables email and SMS coupons and vouchers in addition to print offers
- Can be used with additional channels besides ATM: Internet, Digital Display, Mobile, etc.
- Enables the use of customer-based preferences, such as a personal fast cash amount, preferred language and receipt preference (may require additional licensing)



Targeted marketing with custom skins and customized screens made available to customers.

USERS

Our Vynamic Marketing solution provide tools for several different user groups within your organization:

- Content Manager – responsible for creating the content to be used in the ads and for using the content to produce campaigns.
- Ad Designer – manages the integration of the campaigns in the delivery channel. For example, in the self-service channel the Ad Designer defines the point in the transaction flow when the ads are displayed and their position on the screen.
- Administrator – configures and manages the system as well as defining elements such as the terminal or consumer.

WHAT IS DN VYNAMIC?

DN Vynamic is the first end-to-end connected commerce software portfolio in the marketplace. Traversing mobile, ATM, POS, branch, kiosk, and online, DN Vynamic is a system of consumer engagement powered by data and analytics and is cloud/SAAS ready when you are. Built to enable the connectivity businesses of the future require, DN Vynamic extends beyond omnichannel to enable banks and retailers to create seamless, secure, personal connections across the digital and physical channels of today and tomorrow.

Vynamic Marketing is part of our Vynamic Engagement software portfolio.

¹ Source: Forrester Research 2015 CX Index

² Source: PWC: the data gold rush 2013

³ The Total Economic of Diebold Nixdorf's Marketing At The ATM Solution, commissioned study by Forrester Consulting, 2017



To learn more, visit DieboldNixdorf.com.