DIEBOLD NIXDORF

BS2 Penki kontinentai group

Vynamic™ Marketing

Centralized management of marketing campaigns on self-service devices

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Vynamic™ Marketing is a system for centralized management of marketing campaigns, demonstrated on self-service devices, and the collection of marketing data of end users provided from terminals.

FEATURES AND BENEFITS

Commercial deployment management

The system offers convenient tools for creating, coordinating and on-time placement of an advertising message. A convenient interface created for the designer and content manager allows significantly optimize the working time of the marketing team without involving system administrators.

Well-timed advertisement

The built-in scheduler creates conditions configuring the optimal schedule for advertising, specifying the duration of the advertising campaign, the frequency of the demonstration of each message, and including the specific of interaction with customers on holidays and weekends.

True Direct Marketing

The solution enables customizing the advertising display logic in such a way that end users of the device will receive the most relevant messages based on information about the used banking card, client experience or biometric data.

Active interaction with the user

The Vynamic™ Marketing system provides flexible approach to create the interaction scenarios with the end user thru the device. Special tools allow implementing two-way communication with the client, developing the user experience and increasing the customer engagement.

Integration with CRM systems

The solution can be integrated with external databases, including CRM systems. This allows using the network of self-service devices as a channel for attracting and retaining clients within the framework of the global marketing strategy, and to accumulate unique data that can be collected exclusively using this channel.

Roles and permissions

The system provides several types of roles, including an advertising designer, a content manager and an administrator with a flexibly configurable set of rights. This ensures the security of the solution and significantly simplifies the work of employees by hiding the unused functionality.

SOLUTION APPLICATION:

Brand reinforcement and loyalty increasing

The solution can strengthen the brand of a bank, retail network or other commercial organization, especially when an independent service provider acts as an ATM owner. This opportunity helps to build trust and increase customer loyalty.

Up-sales and cross-sales driver

The self-service device can be an excellent platform to provide information about bank products, as well as for implementing cross-selling strategy for partners' products and services. Direct Marketing tools allow raising efficiency of these methods of sale.

Advertising opportunities for third-party companies

The infrastructure's owner can offer the advertising capabilities of ATMs and other self-service devices as a service to other commercial organizations, which can become a significant driver for the ATM fleet development and increase its profitability.

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