



ADVERTISING ON THE ATM

HOW IT WORKS

- Images and videos are displayed on the screen of the ATM
- Campaign screens, can be implemented by time of day, time of week and bespoke to breakfast, lunch or late-night advertising
- Videos or images are calibrated remotely avoiding deployment costs
- Advertising can be based around specific offerings or promotional material, the choice is up to the client
- Receipts can display coupons and advertising
- The reverse of the receipt can be pre-printed
- ATM wraps advertise the clients brand

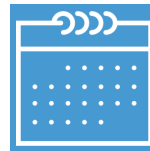
CUSTOMER BENEFITS

- A new income stream
- Proven increase in in-store spending
- Alignment with samples in-store
- Increases awareness of products to a target audience
- Easy and cost-effective way of getting the customers clients to purchase their products and offerings
- Drives sales, drives footfall, drives usage

ADVANTAGES



ADVERTS CAN BE MONITORED AND MEASURED MAXIMISING INCOME POTENTIAL



ADVERTISING CAN BE SCHEDULED BY TIME OF DAY, TO BE SPECIFIC PRODUCTS



ADVERTS ARE UPDATED AND DEPLOYED REMOTELY



BUILT AND GEARED AROUND THE CUSTOMER BESPOKE REQUIREMENTS