

PROXIMITY MARKETING

HOW DOES IT WORK?

- Beacons – proximity marketing can be installed through beacons at the ATM
- Advertising is deployed remotely – quickly and easily
- Campaigns can be set for morning, lunch and evening to suit different product offerings
- Advertising is based on current offers, dependent on client specifications
- Images and videos are displayed on the ATM’s screen
- Receipts can display coupons and codes
- Printing on the reverse of receipts creates maximum impact

EXPERIENCE

- This solution has already been deployed in the EU

BENEFITS

- Drives sales in-store through ATM advertising and tear off vouchers on the receipt
- 60% sales increase in products advertised
- Smartphone and tablet advertising
- Send electronic coupons and vouchers
- Enhanced customer loyalty
- Product awareness increased
- Cost effective advertising
- It works!

ADVANTAGES

- Up to 60% increase in advertised product sales
- Adverts can be monitored and measured to maximise income potential
- Scheduling of adverts by time of day
- Remote deployment of advertising
- Bespoke to each customer



Place beacon in the ATM



The beacon connects via Bluetooth to the customer’s phone.



It sends a signal to the phone and the app is opened.



The retailer can give customer store & product information.