

Cashing in at the ATM

Understanding the value of custom-printed ATM rolls

Do you take every opportunity to talk with your customers about custom-printed ATM rolls? If not, maybe you should.

A custom-printed ATM roll is not just an up-sell for you and your customer; it is a way to turn a product that is viewed as a necessary business expense into a revenue-generating product. This fact is based on a very simple marketing concept!

The banks and credit unions are currently spending untold amounts of money to market various products and services to their existing customers using statement stuffers, window decals, ceiling danglers, custom -printed rack cards and even stuffed animal give-a-ways. The dollars used to pay for these marketing ideas come from the marketing department and have proven to be very cost effective.

But here are some facts that marketing departments may not realize:

- The majority of the users of their ATM machines are current customers.
- The ATM users are often the most cost-effective customers of the financial institution. These customers would rather utilize technology than the hourly employee who is inside the bank.
- Most ATM transactions occur outside of the physical branch. This means all of the marketing dollars being spent internally are not benefitting their best customer.
- The cost of a custom-printed ATM receipt is much less than the individual view rates of other media forms, such as television, radio and newspapers. Therefore, ATM advertising may be the most cost-effective advertising arm available.
- Rotating copy on the ATM receipt roll allows end-users to promote various products and services on the same roll in a revolving fashion.
- Special programs like, "Hand Stamped, Winner Notifications" for a special promotions or cash give-a-ways can be offered.

Simply stated, custom-printed ATM receipt rolls offer a great way to increase sales volume while building customer loyalty. After all, wouldn't it be great if we could lock the competition out of our best customers?

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