

BankWorld Campaigns

Enabling targeted advertising campaigns on self-service channels.

Targeted Marketing

The bank can greatly increase the effectiveness of advertising campaigns by targeting them directly at individual customers.

Multiple Campaigns

The limited advertising space on the self-service channels will be utilised more efficiently when different campaigns are running concurrently for different customers.



Benefits



Increased Revenue

The bank can directly market its own products and services as well as simplify the process for capturing customer feedback. This facility can be used to drive greater product and services acceptance among the existing customer base. With a better understanding of the existing customer profiles, the bank will be able to drive a higher cross sell rate through targeted and relevant offers.

Banks could choose to sell the advertising space on their self service channels to third parties who may be interested in targeting the bank's customers with relevant messages and offers.



Reduced Advertising Costs

The bank's advertising budget will go further as the cost of the advertising is minimal when multiple campaigns are run on the bank's own infrastructure.



Departmental Advertising

Internal departments who have to compete for the limited advertising space on the ATM or kiosk channels do not have to wait for the currently active campaign to finish before they can advertise.

For example, the bank's lending department may want to offer a mortgage product to customers who do not have a mortgage, while the cards department may want to advertise a new GOLD card to customers who already have a mortgage.



Immediate Call-to-Action

The marketing department can get an immediate and interactive call to action, allowing them deeper insights into campaign effectiveness and immediate measurement of success rates.

By having the call to action integrated into a customer self-service session, it has a higher probability of action than a passive advertisement requesting the customer to initiate an activity themselves separately.

Features

BankWorld Campaigns allows the bank to target advertisements directly at individuals using the ATM, Kiosk and Internet channels.

Advertisement Response (Call-To-Action)

In ATM Studio, the designer can optionally place a 'button' or 'buttons' on the ATM screen to allow the customer to take some action. For example the customer could express or reject interest in a project. The customer response can be sent to the bank's back office and dependent on what systems the bank has may create a direct action, such as:

- Notify the bank's call center
- Post a brochure to the customer
- Offer a new product to the customer
- Register the customer for a service such as mobile or Internet banking

Advertisement Distribution

Advertisements for marketing campaigns are independent of the branding displayed on the ATM. The same advertisements may be used in a number of different branding sets at the same time. They can be distributed to the ATM fleet in advance of a campaign launch and if the bank is using BankWorld ATM Distributor, they can be downloaded in a simple package.

As the advertisements are independent of the ATM's branding, a fresh set of advertisements can be supplied from the marketing department and loaded onto the ATM fleet without involving the IT department resources. The marketing department can even preview the new advertisements in ATM Studio.

External Customer/ Campaign systems

The bank may already operate a Campaign System, Data Mining System, Customer Scoring System or equivalent system for determining customer targeting data.

The BankWorld BOIS API allows an external system to set and synchronise the marketing campaign for a customer.

Multiple Language Support

Advertisements usually consist of graphical images annotated with text messages. On multi-lingual ATMs, the bank can display a different advertisement for each language supported on the ATM.

Advertisement Placement

Using BankWorld ATM Studio, the bank can place advertisements in a variety of different places within the same ATM branding. For example, one advert may be positioned in the centre of a screen, whereas others may occupy a banner space on all screens.

Different campaign advertisements can be used concurrently in multiple branding sets.

Internet Banking Support

Targeted advertisements can be displayed on a region of the browser window or in pop-up windows.

A button on the browser window can re-direct the customer to a bank server with more details on the offer or to prompt the customer for contact details.