

MORE THAN ATM PAPER

A marketing tool for your branch



Go beyond branding

Keep branch promotions in front of ATM users with customized ATM receipt paper. Beyond branding ATM receipts, custom paper is an innovative way to promote marketing messages and sales campaigns.

Capitalize on today's trends

With most employers offering direct deposit, customers and members have fewer reasons to visit the branch. In many cases, one of the only opportunities for financial institutions to directly advertise branch specials is at the ATM.

Many ATM users keep receipts in their wallets or purses to be recorded at a later date. Customized ATM receipts provide a way to reach thousands of customers/members with sales and marketing promotions.

With custom ATM receipt paper, branches have the opportunity to distribute a piece of marketing material to anyone who makes a transaction at their ATM. Customized receipts allows branches to direct customers/members to their website to cross-sell and up-sell financial products.

Increase your ROI

How much does your branch spend on a qualified lead?

The average 10 inch roll of custom ATM paper prints 6,250 forms per roll. With 4 rolls of ATM paper per box, approximately 25,000 forms are in one box of ATM paper. A one percent return on a box of custom ATM paper is 250 leads. With an average box of custom paper costing \$200/box, your branch would spend less than \$1 per lead.

Breakdown of an average roll of custom ATM receipt paper:

- 10 inch diameter roll
- 2,500 feet of paper
- 4.8 inch form length
- 6,250 forms per roll
- 4 rolls per box

25,000 forms per box

- 6,250 x 4

25,000 marketing pieces that will reach the hands of customers or members who may not regularly visit inside the branch to cross-sell and up-sell.

Price for 1 box of 3 color custom thermal ATM receipt paper: as low as \$99.00.

1% qualified lead return of 1 box = 250 people

- \$0.40 per lead

