



TOP 10 Reasons to Brand ATMs

1. Increase Brand Awareness
2. Attract New Depositors
3. Provide More Surcharge Free Access Points
4. Enhance Cardholder Convenience
5. Penetrate New Markets
6. Expand ATM Fleet with No Capital Outlay
7. Eliminate ADA & Other Compliance Risks
8. Reduce Deposit Account Attrition
9. Extend Reach of Your Branch Network
10. Preserve Existing Market Share



Research indicates **92%** of consumers view ATM access as the most important factor in choosing a financial institution.

www.ATMBrandingAlliance.com
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