



GlobalData Marketing Solutions Results Case Study

Diebold Nixdorf

Mary Jo Harroff is currently the Senior Marketing Manager of the payments division of Diebold Nixdorf. This case study demonstrates how GlobalData Marketing Solutions helped Diebold Nixdorf to achieve global lead generation and brand awareness.

The Story of Diebold Nixdorf

Diebold Nixdorf is a multinational financial and retail technology company that has a history within financial institutions dating back to 1859. They have evolved over time into manufacturing, servicing and developing software for self-service devices for both banking and retail. Diebold Nixdorf is currently the #1 supplier of ATMs in the United States.

Mary Jo Harroff, Diebold Nixdorf:

“Our business has a 150-year history. We have been keeping our customers assets secure for decades; first with safes, then ATMs and now payments.”

The Challenge

Mary Jo Harroff, Diebold Nixdorf:

“We needed help in two ways. One is getting our message out there, telling a story about Diebold Nixdorf in a new light. We also wanted to make sure that as we told this story, we were attracting the right targets.

Our biggest current challenge is that we’re known for our ATMs and security, but not we’re well-known as a payment solution provider. Our payments solution is relatively new, but the overarching themes are retail and banking.”

The Target Audience

Mary Jo Harroff, Diebold Nixdorf:

“Our primary customers are banks; we’re helping to modernize their payment infrastructure.

One of our offerings is to upgrade outdated systems built back in the 1980s to a cloud native system that banks can easily add new technology to. We presented GlobalData Marketing Solutions with our targets; with who we wanted to tell our story to.”

The Content

Mary Jo Harroff, Diebold Nixdorf:

“Creating content is more than just retelling a story. We worked with GlobalData Marketing Solutions to put together a content strategy that included articles on new technology, trends and business topics.

The story developed further as we answered questions such as:

Why did Diebold Nixdorf get into payments?

How did the number 1 supplier of ATMs move into this direction? And why would a bank trust us to go down this journey when it’s not one of our traditional offerings? The intention was to ask and answer the right questions in a compelling way.

We then positioned the content on our microsite, including gated content, which really is the golden ticket of this marketing campaign.”

It outlined the challenges of financial institutions including the burden of maintaining outdated legacy infrastructure while beginning to consider newer systems.

“One white paper that we developed with your team is called ‘The Intelligent Bank: Transcending Consumer



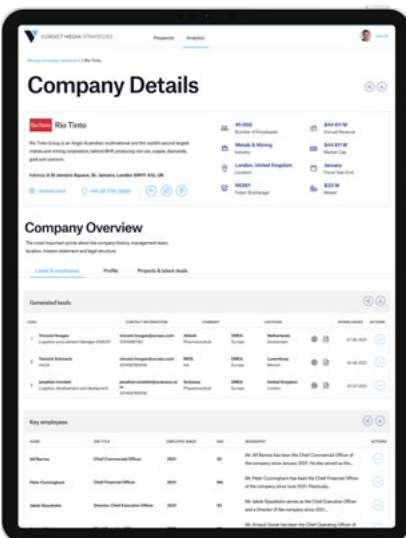
Demands'. It outlined the challenges of financial institutions including the burden of maintaining outdated legacy infrastructure while beginning to consider newer systems.

"The whitepaper took readers on a journey into payment modernization and discussed what it meant to have a trusted partner following a pandemic that changed all things digital."

How GlobalData Marketing Solutions works

GlobalData Marketing Solutions uses the latest AI to position content on Verdict's established journalistic websites. It targets specific audiences by job title to over 500,000 companies spanning six sectors. Verdict publications have a readership of thousands of key decision makers per month.

GlobalData Marketing Solutions includes strategy development, audience identification, tailored content creation and performance analytics. Leads are tracked through a transparent dashboard



that can integrate with CRMs. Clients receive access to detailed information on each lead and a means to directly contact them from the dashboard.

Mary Jo Harroff, Diebold Nixdorf:

"I've been especially impressed with how thorough the GlobalData Marketing Solutions dashboard is. Because GlobalData Marketing Solutions is a sister company of GlobalData, the quality of the business intelligence that we receive is detailed.

It enables us not only to assess the quality of the lead but provides our sales reps with better understanding of the organization – which ultimately leads to better conversations with prospects."

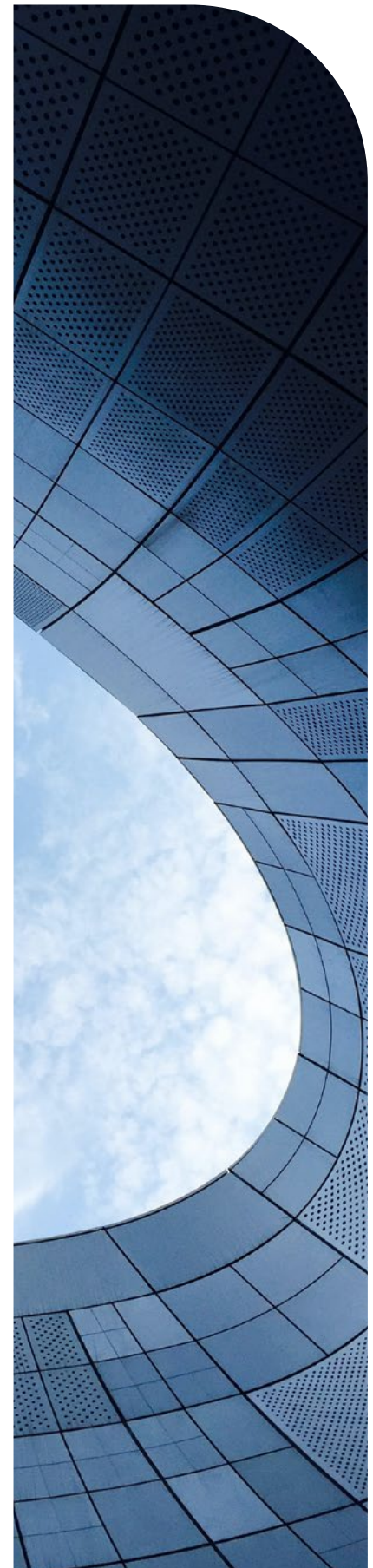
The Results

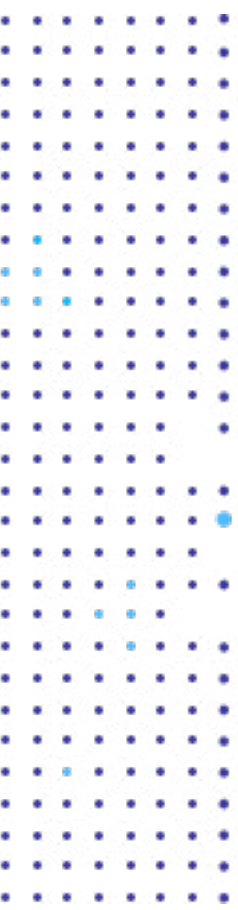
Mary Jo Harroff, Diebold Nixdorf:

"GlobalData Marketing Solutions enabled us to get the traffic we needed from our targets, and to create content that interested them. Our campaign has been running for approximately 8 months and we've had almost 35,000 visitors visit our microsite.

When we began working on the campaign, we gave GlobalData Marketing Solutions a list of 200 companies that we were currently targeting. And 36 of those companies have engaged with one or more of our campaigns in the last eight months.

We have seen pockets of leads arriving from all over the globe. We're getting noticed and we're definitely attracting the right leads. It's been a pleasure working with GlobalData Marketing Solutions to bring our message out to the market."





GlobalData Marketing Solutions is a GlobalData business, giving it access to best-in-class technology, unmatched data and audience reach.

GlobalData employs 3,500 developers, data scientists, analysts, award-winning journalists, editors and researchers, working in 23 offices worldwide and serving 4,500 clients in over 160 countries.

Powered by  GlobalData.

