



## Diebold Nixdorf partners with ACTV8me to INTRODUCE a new consumer engagement and transactional platform

June 27, 2018

**Vynamic™ Demand, powered by ACTV8, enables retailers to connect with consumers across all platforms**

NORTH CANTON, Ohio, June 27, 2018 /PRNewswire/ -- Diebold Nixdorf (NYSE: DBD), a world leader in driving connected commerce, today announced a strategic alliance with ACTV8me, a leading producer and provider of multi-screen applications for major media networks. Under the agreement, Diebold Nixdorf will integrate ACTV8me's proprietary platform into its Vynamic™ Retail software solutions suite, offering retailers the ability to engage consumers on their mobile devices wherever they are.



With the new solution, called Vynamic™ Demand powered by ACTV8, retailers can connect with consumers across all digital touchpoints, measure the effectiveness of marketing dollars spent on each targeted promotion and touchpoint, and optimize campaigns based on real-time actionable insights. The solution enables retailers to increase revenues both online and in-store, boost conversion rates with targeted promotions, manage inventory, quickly respond to competitor's promotions, and deepen the relationship with the consumer through daily interactions. For example, the solution can transfer offers and content from the TV instantly to the consumer's mobile device, enabling them to purchase products seen on TV immediately online or pick-up in store later. In addition, the solution can send special offers to the mobile phones of consumers who are identified via geo-fencing in the vicinity of a store, so that they can be directed to the store in a targeted manner.

Forrester expects digital touchpoints to affect 53 percent of the \$3.7 trillion total U.S. retail market in 2018<sup>1</sup>. Vynamic™ Demand powered by ACTV8 allows retailers to engage with their consumers across all of these touchpoints. Additionally, each engagement is entertaining, personalized, contextual, and adds value to consumers. Because of the targeting capabilities, retailers can effectively form one-to-one relationships with each of their consumers.

As retailers are investing a significant part of their marketing budget in TV, radio and digital campaigns, deciding which touchpoints are most effective is mostly based on guesswork. With the new Vynamic solution, retailers can close the loop and directly attribute new sales to specific touchpoints and offers. In addition, they can analyze and optimize their campaigns based on all the behavioral and transactional data they collect via Vynamic Demand.

"The solution that we are deploying with Diebold Nixdorf provides a critical new tool for retailers and brands to measure outcomes. Every marketing dollar either inspires a sale, or it doesn't – we help measure those sales," says Brian Shuster, founder and CEO of ACTV8me. "We also provide brands and retailers unprecedented use of real-time analytics to tweak every dollar spent on marketing. By closing the loop with our platform, we've diminished the risk of every marketing dollar spent, and can effectively measure sales returns on those marketing dollars in real-time."

The company plans to initially launch the solution in the United States later this year, with international availability to follow soon thereafter.

"We're seeing a fundamental transformation from a channel-centric to a consumer-centric approach, from in-store only to omnichannel, and now – with our combined solution – to truly connected mobile commerce, extending the reach into the pre-purchase phase of the customer journey," said Alan Kerr, senior vice president, software. "It allows our clients to differentiate in an increasingly competitive landscape, with an innovative, data-driven solution."

<sup>1</sup> The Art And Science Of Retail eCommerce, Forrester Inc., 2018

**About ACTV8me**

ACTV8 is a global media integration platform that enables the transfer of contextually targeted, personalized advertisements and content from any media source to a user's mobile device, and into the increasingly valuable mobile wallet. ACTV8me's data-driven advertising platform adds a transactional layer to advertisements and programming across TV, radio, live events, and retail.

ACTV8me's enterprise multi-screen platform was built over several years, with a vision and focus to empower users to interact with media, while integrating social channel engagements, along with a new digital ad model that creates a first-of-its-kind, one-to-one relationship with the consumer. ACTV8me operates a standalone consumer-facing mobile application (iOS, Android) named Mobii, as well as a world-class SDK, which can be seamlessly embedded into any existing mobile application.

The company has already launched various uses of its platform with FOX, NBC, ESPN, and others. ACTV8me is headquartered in Beverly Hills, CA. Visit [www.actv8me.com](http://www.actv8me.com) for more information.

**About Diebold Nixdorf**

Diebold Nixdorf, Incorporated (NYSE:DBD) is a world leader in enabling connected commerce for millions of consumers each day across the financial and retail industries. Its software-defined solutions bridge the physical and digital worlds of cash and consumer transactions conveniently, securely and efficiently. As an innovation partner for nearly all of the world's top 100 financial institutions and a majority of the top 25 global retailers, Diebold Nixdorf delivers unparalleled services and technology that are essential to evolve in an 'always on' and changing consumer landscape. The company has a presence in more than 130 countries with approximately 23,000 employees worldwide. Visit [www.DieboldNixdorf.com](http://www.DieboldNixdorf.com) for more information.

 View original content with multimedia: <http://www.prnewswire.com/news-releases/diebold-nixdorf-partners-with-actv8me-to-introduce-a-new-consumer-engagement-and-transactional-platform-300673144.html>

SOURCE Diebold Nixdorf

Media Relations, Mike Jacobsen, +1 330-490-3796, michael.jacobsen@dieboldnixdorf.com; Investor Relations, Steve Virostek, +1-330-490-6319, steve.virostek@dieboldnixdorf.com