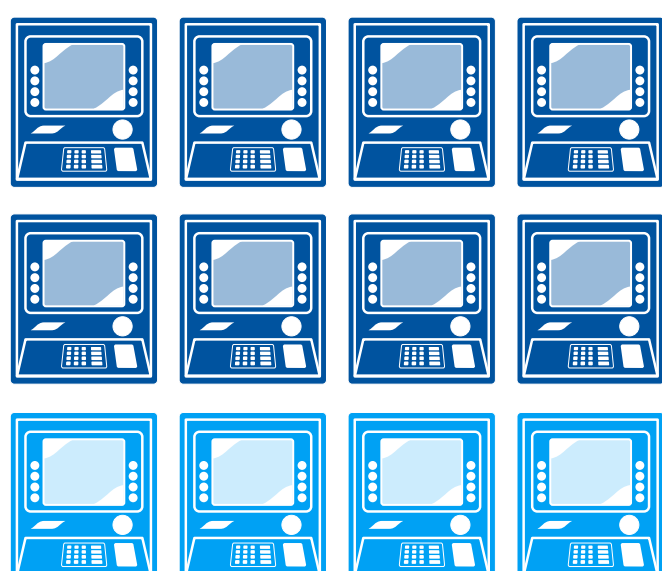




# Want 40 million shopper engagements every month?

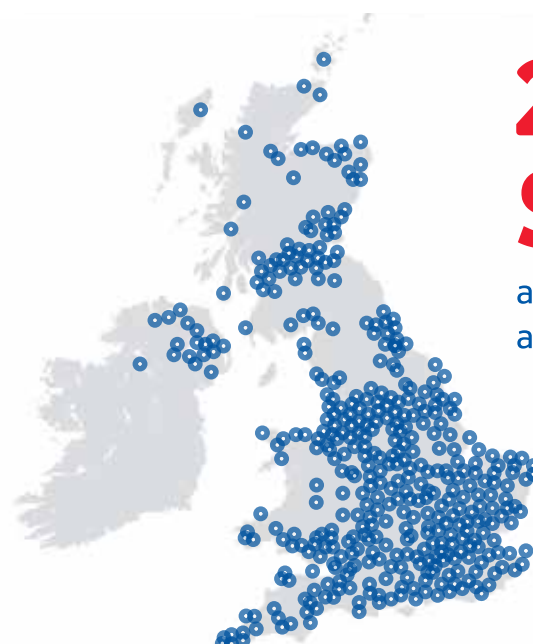
## Advertise your brand on Tesco ATMs Available at over 2,600 stores

### THE TESCO ATM NETWORK



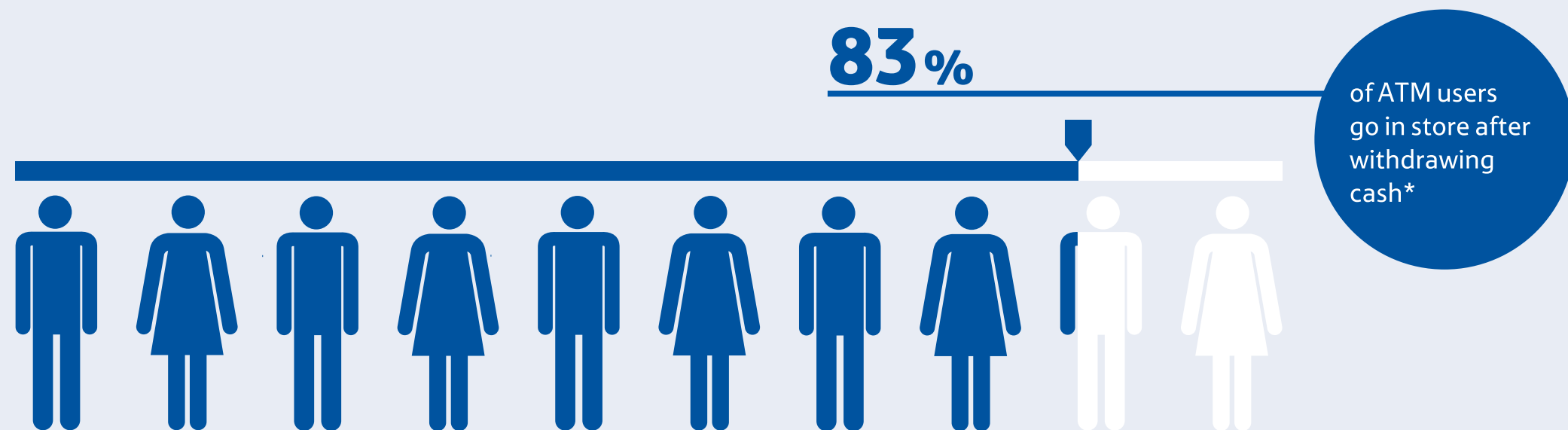
**3,600+ ATMs** >>>

**33%** increase in Tesco's ATM network with the addition of 900 new ATMs available for advertising across its estate in 2014



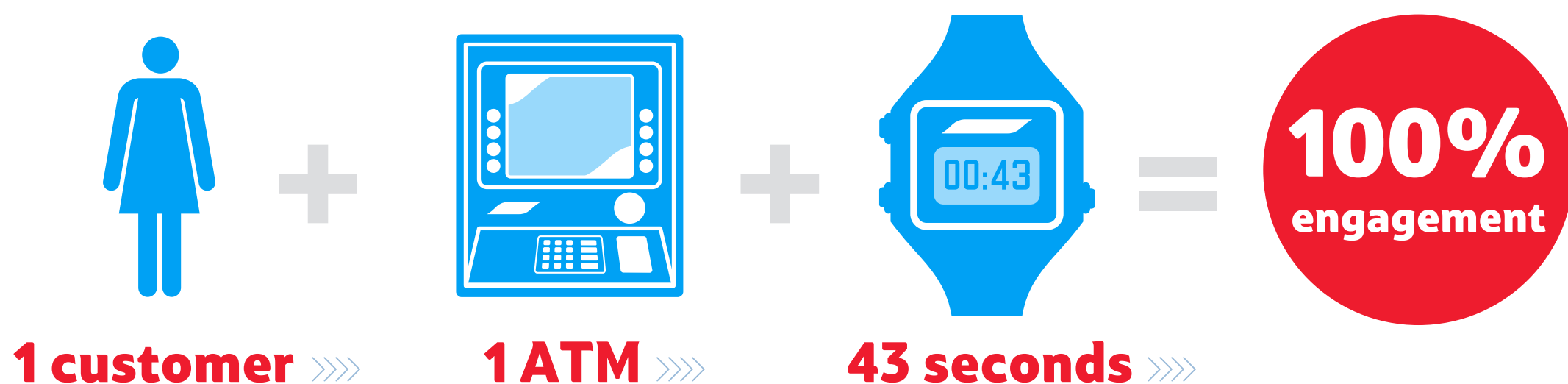
**2,600+ Stores**  
across Great Britain and Northern Ireland

### REACH SHOPPERS BEFORE THEY ENTER THE STORE



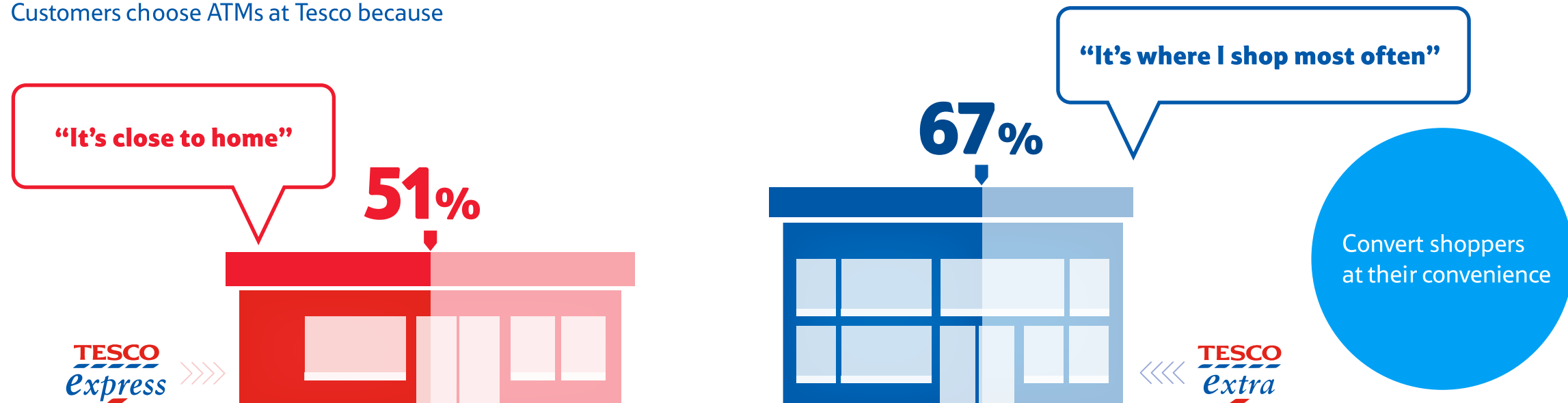
\*based upon ATM usage at Tesco Extra and Superstores

### THE NUMBERS STACK UP...



### CUSTOMER CONVENIENCE

Customers choose ATMs at Tesco because



### TAKE A RECEIPT, GET A COUPON

**7.5 million** average receipts per month issued from Tesco ATMs

**6.58%** average coupon redemption

### COUPON USAGE IS ON THE RISE

coupon redemptions are up in the grocery sector by **38%\***

**20P OFF**

\*Source: Valassis 2013

**82%†** of consumers want to know about offers before planning shopping trips

†Source: COUPONS.com UK & Europe

## ATM Advertising at Tesco

### The most extensive media channel available at Tesco



Want to find out more about advertising on ATMs at Tesco?

Get in touch with the team at atmAd:  
[mediasales@atm-ad.com](mailto:mediasales@atm-ad.com) / +44 (0) 20 300 88287

Sources: Customer field research, Marketing Science ATM customer research, ATM Transaction Data, Dunnhumby Coupon Redemption Data.

