



### **ATM Statistics**

- The average monthly transaction volume for off-premise ATM is 900.
- 75% of store sales are cash.
- The average cash withdrawal is \$60.
- 20% of cash withdrawal spent in your location.
- Up to 7% of your customers will use your ATM.
- Locations experience increases in revenues in the following areas: Food, Lottery, Liquor, Gambling, Entertainment, Money Orders.
- The average ATM user spends 40% more than a none-ATM user.

### **Benefits**

- Profit from the surcharge to your customer.
- Increase sales volume up to 20%.
- Adds customer convenience.
- Eliminates bad check losses.
- Stimulates consumer impulse purchasing.
- Increases customer traffic.
- Enhances customer loyalty.
- Keeps you competitive.

There are different options for the way business owners can begin profiting from having an ATM in their store. By now the "ATM experiment" is over, and the results are in. Increasing customer traffic and generating a strong positive cash flow are among the chief benefits.

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