



Merit Mile helps G+D achieve brand prominence and U.S. growth through a strategic PR campaign

Summary

Giesecke+Devrient (G+D), a Munich-based global SecurityTech company, engaged Merit Mile to expand its visibility and business development in the competitive U.S. market. By leveraging key data, developing thought leadership, and securing media coverage across financial, payments, and security technology verticals, the campaign elevated G+D's authority and visibility in the U.S. **With over 172 brand mentions and nearly 30 million impressions, the campaign significantly exceeded ROI expectations.**



Services Provided:

- Media relations and PR strategy
- Thought leadership development
- Messaging frameworks and positioning
- Executive communications and interviews
- Content creation and placement
- Campaign analytics and reporting

How Merit Mile Helped:

- PR strategy and campaign execution
- Media outreach and relationship management
- Ongoing reporting and optimization

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Challenge

Expanding the presence of a German-based financial security technology leader into the U.S. market posed several challenges. These included navigating strict American regulatory frameworks, earning trust and credibility in a crowded industry, and translating brand messaging to resonate with U.S. audiences. Cultural nuances and localization, along with the need to develop key relationships with media and industry stakeholders, required a strategic, multi-faceted approach.



Solutions

G+D partnered with Merit Mile to launch an integrated Public Relations program focused on thought leadership and strategic storytelling. Merit Mile created messaging frameworks for each of G+D's core business units—Digital Security, Financial Platforms, and Currency Technology—and developed unique story angles. Merit Mile also coordinated and secured press briefings at high-impact industry events, helping position G+D as a trusted leader in financial security and payments innovation.

Tapping into G+D's internal data and insights, the PR strategy emphasized timely, authoritative content that connected G+D's technology

leadership with relevant U.S. market trends. Merit Mile placed stories in top-tier outlets and podcasts, reinforcing G+D's credibility across key verticals.



Results

The PR program helped G+D significantly increase its share of voice and visibility in the U.S. financial and security technology landscape.



Campaign Metrics:

- Total Brand Mentions: 172**
- Total Impressions: 27,397,704**
- Total Ad Equivalency: \$471,373**
- Total ROI: 4.62X monthly spend**

Notable Coverage Highlights:

Efficiency through automation: Elevating casino count room performance while reducing cost and risk

- Impressions: **56,500**
- Equivalency: **\$3,500**

PAYMENT SOLUTIONS

Efficiency through automation: Elevating casino count room performance while reducing costs and risk



ENHANCING SECURITY WHILE IMPROVING THROUGHPUT

In a high-stakes industry where every second and every dollar counts, casinos are under continuous pressure to streamline operations, reduce costs, and maintain security. Nowhere is this pressure more acute than in the count room—the financial nerve center of the casino. As the volume of cash handled grows, so too does the need for advanced automation solutions that not only simplify workflows but also reduce human error and mitigate risk.

At Giesecke+Devrient (G+D), we understand that efficiency, accuracy, and security are just part of the foundation for a successful casino operation. As we prepare for the upcoming Count Room Efficiency Seminar (CRES) and Global Gaming Expo (G2E), we are showcasing how our latest generation of automation tools is modernizing cash processing in casinos and enabling smarter, more agile operations.

Reducing Manual Labor and Operational Bottlenecks

Traditional count room processes often involve multiple touchpoints, which increases the likelihood of manual errors, inconsistencies, and inefficiencies. Automation is key to addressing these challenges.

Technologies like automated banknote loading and banknote skipping module eliminate several steps in the cash handling chain. These systems are designed to interface with specially designed tablets and high-speed currency processing machines, enabling faster and more accurate cash interventions. The result is faster processing cycles, fewer stoppages, and the ability to automate more complex cash management in an industry facing workforce challenges.

reliance on manual labor, automation supports long-term financial efficiency, helping casinos reinvest in core areas of growth and innovation.

In the modern count room environment, automation is no longer just a matter of time, labor, and cost savings. Advanced systems with advanced sensors ensure that every banknote is authenticated, counted, and sorted with pinpoint accuracy.

As more automation provides a secure chain of custody, with every transaction logged digitally and every movement of currency monitored in real time, the need for physical audits is reduced.

With increased regulatory oversight on casino operations—particularly around anti-money laundering (AML) and anti-bribery—automation plays a significant role in maintaining compliance. Automated systems maintain a consistent, verifiable record of transactions, reducing the risk of regulatory non-compliance.

Automated systems also enable the count room automation are empowering casinos to move from reactive processes to proactive, data-driven approaches. This leads to faster processing times, and enhanced security, the case for automation is not only clear—it's compelling.

Strategic Efficiency for the Long Term

The benefits of automation extend beyond the count room floor. By adopting technologies that simplify and standardize cash handling, casinos can redeploy staff to more customer-facing roles—ultimately enhancing the guest experience.

Automated systems also enable greater discretion through predictive maintenance features and digital monitoring capabilities, ensuring that operations run smoothly even during peak hours.

Moreover, automated cash handling solutions contribute to a more sustainable objective: sustainability on cost. With greater operational performance, scalable operations, and reduced

About The Author:
Martin Bauer is the Vice President of Commercial Markets in North America, for Giesecke+Devrient (G+D), a global SecurityTech company. Bauer is a 20-year veteran of the industry. For more information on the company, please visit www.giesecke.com/. For product related information visit www.intelligent-automation-solutions.com/.

Smarter verification, safer transactions: A path forward for auto fraud prevention

- Impressions: **48,000**
- Equivalency: **\$3,500**

COMMENTARY

**Smarter verification, safer transactions:
A path forward for auto fraud prevention**



Reposting the gaps in verification practices

With today's "always connected" digital economy, identity verification is a critical component of the industry—opening doors, protecting assets, and financing institutions—due to identity theft and crime being challenged. The results are staggering with U.S. auto loan losses totaling \$10 billion in 2022.

The surge in identity-based fraud is not only driving revenue but also undermining trust and operational integrity across the industry.

At the heart of this issue lies a vulnerability in how identity is verified. Too often, businesses rely on outdated or inconsistent practices—such as visual inspection of the card, basic deduction checks, and static databases. In the automotive space, for example, Digital IDs—stored securely on mobile devices or encrypted platforms—can enable quick, tamper-proof identity confirmation.

Real-time detection authentication solutions can detect signs of fraud in near real-time, alerting businesses to suspicious activity and helping to prevent fraudulent activities before they occur. When combined with machine learning algorithms, these systems can also flag suspicious behavior or identity patterns that merit further investigation.

According to the FTC, over 1 million reports of identity theft were filed in 2022, with many tied directly to the automotive industry. As a result, it's clear that the industry needs more proactive solutions that not only confirm identities but also assess context and risk.

Intelligent identity processing technologies like behavioral identification or identity verification can help balance the dual imperative of security and privacy. These solutions allow businesses to verify essential information—such as age, license validity, or credit history—without revealing sensitive personal data. Moreover, identity verification must become as standard and robust as a credit check or vehicle inspection. By modernizing these processes, the industry can reduce the risk of negative fraud, like insurance claims, and broader financial risks.

Despite this interconnectedness, there is no unified framework or protocol for identity checks that spans the entire automotive industry. This lack of standardization creates a silo effect where the vehicle is never reexamined as it increasingly carries out without any human interaction. By exploring online booking platforms and self-service vehicles, pick-up kiosks, citizens can bypass manual identity verification processes while preserving convenience, operational efficiency, or data privacy.

Moreover, dealerships are faced with a dramatic rise in synthetic identity fraud—now up 200% since the pandemic began. Synthetic identities are created by criminals using a combination of real and fictitious data, allowing them to lease loans or finance vehicles they never intend to pay for. These synthetic profiles often fly under the radar of credit bureaus, making them difficult to detect and prevent.

Due to synthetic identities often being built gradually and used to establish false transactions over time, they present a long-term challenge for dealerships. Once the deception is uncovered, the financial damage has already been done—further complicating the cost of recovery.

The industry needs to collaborate. A coordinated system for sharing fraud intelligence, standardizing verification protocols, and enabling early detection can drastically reduce the prevalence of synthetic identity fraud. By working together, dealerships can not only defend their own assets but also protect the reputation of the industry at large.

Jim Marsh is the president and managing director of Veridus America, a joint venture between Giesecke+Devrient and Broadbeam. Jim is a 20-year veteran of the automotive and electronics industry with multiple patents for sensor identification. For more information, visit www.veridus.com/.

How the New SGP.32 Standard is Modernizing Global IoT Deployments

- Impressions: **48,100**
- Equivalency: **\$3,850**

SOFTWARE & TECHNOLOGY | EMERGING TECHNOLOGIES

How the New SGP.32 Standard is Modernizing Global IoT Deployments

Global interoperability remains a key consideration for any IoT deployment. Here's why.

By Sönke Schröder
Jul 2, 2023
From Giesecke+Devrient (G+D)



Source: Mongholi AdobeStock_791332338

With over 34 billion connected devices expected to be in operation worldwide by 2028, industries across the globe are facing mounting pressure to adopt streamlined, scalable connectivity strategies. The accelerating expansion of the Internet of Things (IoT) brings

Why 'green' cards are falling short of revenue expectations

- Impressions: **68,000**
- Equivalency: **\$4,225**

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CREDIT CARDS

Why 'green' cards are falling short of revenue expectations

By Joey Pizzolato | January 06, 2023, 6:00 a.m. EST | 5 Min Read



GaryL - stock.adobe.com

Does a credit card made from the panels of a retired Boeing 747 airplane spur consumers to use it more often?

What Can Be Done to Reduce America's \$100 Billion Healthcare Fraud Problem

- Impressions: **48,000**
- Equivalency: **\$3,000**

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3m Marin | May 9, 2023
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What new US banknotes mean for banks' counterfeit prevention

- Impressions: **55,400**
- Equivalency: **\$2,650**

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What new US banknotes mean for banks' counterfeit prevention

The Fed will roll out new banknotes every two years over the next decade, but as Rachel Gruber warns, many banks remain unaware of the necessary technology upgrades required to process enhanced security features

March 27, 2023



Deliverables

- PR strategy and media planning
- Thought leadership and messaging
- Media pitching and placements
- Executive communications support
- Performance tracking and reporting

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About Merit Mile

Established in 2007 in Boca Raton, FL, Merit Mile is a marketing services provider focused on helping companies and corporate marketing departments build brands, drive sales revenue, and garner publicity in their respective industries. Our unique differentiator at Merit Mile is our ability to 100% own the message, the publicity, and the demand generation aspects of the corporate marketing function. Clients hire us and rehire us for our ability to refine their messaging/value proposition, develop top and mid-funnel leads, and get the type of editorial publicity that differentiates them from their competitors. From branding to PR to demand generation, Merit Mile is the high-octane fuel that invigorates corporate growth engines.

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