



# 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

### MERIT MILE

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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.



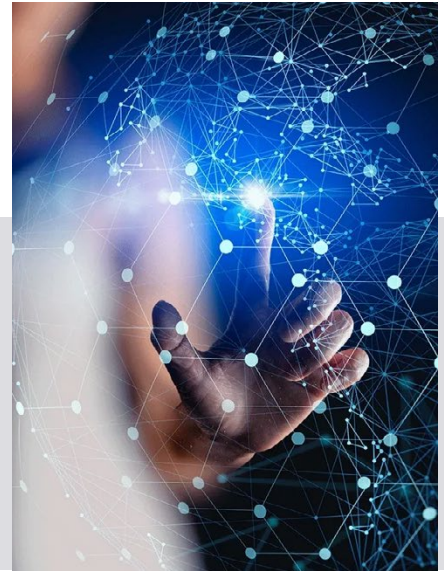


# Results

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**

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

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

#### PAYMENT SOLUTIONS

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



In a high-stakes industry where every second and every dollar counts, casinos are under continuous pressure to streamline operations, reduce overhead, and maintain stringent security. Nowhere is this pressure more acute than in the count room, the financial nerve center of the casino. As the complexity of cash handling 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 not just priorities—they are the foundation of a successful casino operation. As we prepare for the upcoming Count Room Efficiency Seminar (CRES) and Global Gaming Expo (G2E), we are showcasing how the next 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 now key to addressing these vulnerabilities head-on.

Technologies like automated banknote handling and barcode strip-picking modules eliminate manual steps in the cash handling chain. These systems are engineered to interface with specially designed tabletops and high-speed currency processing machines, enabling a smoother flow with fewer human interventions. The result is faster processing cycles, fewer stoppages, and the ability to automate repetitive tasks—a critical advantage in an industry facing workforce challenges.

#### ENHANCING SECURITY WHILE IMPROVING THROUGHPUT

Automating key steps in the count room also translates into greater control over the security of funds. With less manual handling, the risk of internal shrinkage or errors is reduced. At the same time, high-speed processing units paired with advanced sensors ensure that every banknote is authenticated, counted, and sorted with pinpoint accuracy.

Furthermore, automation provides a secure chain of custody. With every transaction logged digitally and every movement of currency monitored in real time, casinos gain greater transparency.

With increased regulatory oversight on casino operations—particularly around anti-money laundering (AML) and suitability—automation plays a significant role in ensuring compliance. Automated systems maintain a consistent, verifiable record of transactions, reducing the risk of reporting errors or incomplete audit trails. Real-time insights from automated systems enable better decision-making, faster exception handling, and a clearer picture of operational performance.

#### Strategic Efficiency for the Long Term

The benefits of automation extend beyond the count room floor. By adopting technologies that simplify and accelerate back-end cash processing, casinos can reassign staff to more customer-facing roles—ultimately enhancing the guest experience. Automated systems also reduce equipment downtime through predictive maintenance features and digital monitoring capabilities, ensuring that operations run smoothly even during peak business hours.

Moreover, automated cash handling solutions contribute to a broader strategic objective: sustainable cost control. With predictable performance, reliable operations, and reduced

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

In today's fast-paced gaming environment, automation is no longer just a matter of convenience—it's a competitive necessity. Casinos that embrace automated solutions can optimize performance, reduce operating costs, and safeguard assets more effectively.

As we head into CRES and G2E, G+D is excited to highlight how innovations in count room automation are empowering casinos to move from reactive processes to proactive, data-driven strategies. With fewer manual errors, faster cycle times, and enhanced security, the case for automation is not only clear—it's compelling.

**About The Author:**  
Martin Bauer is the Vice President of Commercial Markets in North America for Giesecke+Devrient (G+D), a global SecurityTech company headquartered in Munich, Germany. For more information on the company, please visit [www.gd.com/en](https://www.gd.com/en). For product related information, see [www.gd.com/en/solutions](https://www.gd.com/en/solutions).



#### COMMENTARY

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



**JIM MARSH**  
Veritas America



With today's "always on" digital money, identity is currency for the automotive industry—opening credit, dealership, insurance policies, and financing institutions—that currency is increasingly being challenged. The numbers are staggering with U.S. auto loans being an estimated \$1.2 trillion in total loan exposure.

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

At the heart of this crisis lies a vulnerability in how identity is verified. Too often, businesses still rely on outdated or insecure practices—such as a visual inspection of IDs or basic database checks—that simply aren't equipped to deal with modern, sophisticated fraud tactics. With increasing digitization and rising customer expectations, the challenge for the automotive sector is clear: modernize fraud prevention measures without compromising convenience, operational efficiency, or data privacy.

#### How identity fraud is evolving in vehicles and dealerships

Both retail agencies and dealerships have become prime targets for identity criminals. In the retail sector, common schemes involve fraudulent financing, fake down payments, and stolen or prepaid credit cards to secure vehicles. These "hit and run" deals, where the vehicle is never returned, are increasingly carried out without any human interaction. By exploiting online booking platforms and self-service vehicle pick-up kiosks, criminals can bypass traditional verification checks entirely.

Meanwhile, dealerships are faced with a dramatic rise in synthetic identity fraud—now up 20% since the pandemic. In these cases, bad actors create entirely new personas using a combination of real and fabricated data, allowing them to secure loans or leases for vehicles they never intend to pay for. These synthetic profiles often fly under the radar of credit bureaus, making them difficult to flag through traditional credit checks alone.

Due to synthetic identities often being built gradually and used to establish false transactions over time, they present a long tail risk to lenders and dealers alike. Once the deception is uncovered, the financial damage has already been done—in frequency with the high hope of money.

#### Preempting the gaps in verification practices

The interconnectedness in identity verification across the industry compounds the problem. Very few organizations have implemented sophisticated tools like biometric verification or device authentication, leaving most other companies to work with basic—and often insufficient—technologies. In particular, many small to mid-sized businesses lack the infrastructure or budget to invest in advanced identity management tools, creating vulnerabilities every point for fraudsters.

Even among larger retail agencies or dealerships with multiple toolsets, technologies like phone-numbering or cross-referencing government databases are not uniformly applied. This patchwork approach to fraud prevention means that the effectiveness of identity checks often depends more on where a transaction takes place than on how they're done.

Moreover, privacy concerns remain a barrier. Consumers, increasingly wary of how their personal data is collected and stored, may resist more intensive identity checks—especially in light of growing data breach incidents. Businesses must walk a fine line: introducing robust verification methods while preserving customer trust and regulatory compliance.

#### Why the industry needs a coordinated response

One of the core issues exacerbating this problem is the lack of a standardized, cross-sector approach to identity verification. Identity fraud in the automotive space has no cure in a vacuum—it often overlaps with vehicle registration fraud, false insurance claims, and broader financial crimes.

Despite this interconnectedness, there is no unified framework to prevent identity checks that spans the entire automotive ecosystem. Each sector—retail, sales, insurance, finance—operates in its own silo, developing individual defenses that do little to prevent repeat offenders or emerging systemic threats from slipping through the cracks.

When the industry works in collaboration, a coordinated system for sharing fraud intelligence, standardizing verification protocols, and enabling early detection can drastically reduce the prevalence of identity fraud. By sharing risk indicators and trends, companies can act not only to defend their own assets but to frequently of the industry at large.

#### Enabling smarter identity verification

The good news is that technology offers powerful tools to combat these threats—if adopted widely and applied intelligently. Biometric verification, such as facial recognition and fingerprint scanning, can provide strong, user-friendly authentication without requiring users to remember passwords or carry additional devices. Digital IDs—issued securely on mobile devices or encrypted platforms—can enable quick, tamper-proof identity verification.

Real-time document authentication solutions can detect signs of forgery or manipulation at the point of transaction, helping to prevent fraudulent activities before they escalate. When combined with machine learning algorithms, these systems can also flag suspicious behavior or identity patterns that merit further scrutiny.

According to the FTC, over 1 million reports of identity theft were filed in 2023, with many tied directly to the automotive and financial sectors. This reinforces the need for smarter, more proactive solutions that not only confirm identities but also assess contextual risk.

Importantly, privacy-preserving technologies like tokenized identities or selective disclosure can help balance the dual imperatives of security and privacy. These solutions allow businesses to verify critical information—such as age, license validity, or residence—without accessing or storing unnecessary personal data.

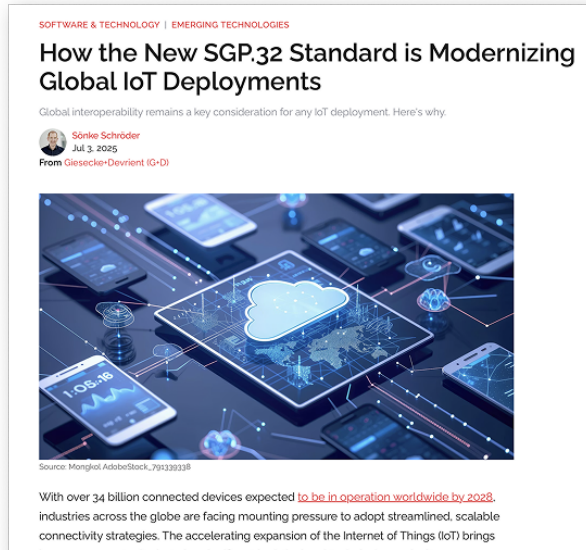
Identity verification must become as standard and robust as a credit check or vehicle inspection. By modernizing these processes and embracing a more coordinated framework, the industry can not only reduce fraud losses but also improve operational efficiency and build lasting trust with consumers.

In preparing for industry leaders—across dealerships, retail agencies, lenders, and insurers—to engage in dialogue around standardizing identity verification. Adopting industry-wide platforms and participating in collaborative forums can be the essential first steps toward mitigating fraud.

*Jim Marsh is the president and managing director of Veritas America, a joint venture between Giesecke+Devrient and Bosch Security. He oversees regional government and automotive with sales-wide compliance solutions for user identification. For more information, visit [www.veritas.com](https://www.veritas.com).*

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

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



## Why 'green' cards are falling short of revenue expectations

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



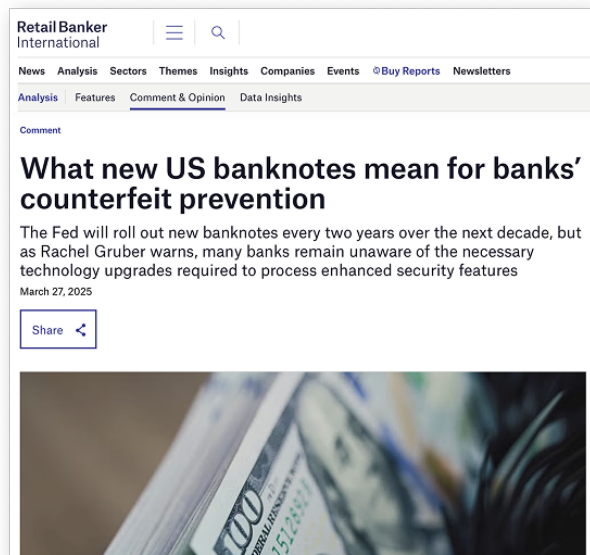
## What Can Be Done to Reduce America's \$100 Billion Healthcare Fraud Problem

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



## What new US banknotes mean for banks' counterfeit prevention

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



## Deliverables

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

To view more Public Relations and Marketing case studies, please visit **MeritMile.com/case-studies**. And for more information or to arrange a conversation with a Merit Mile marketing specialist, please email us at **Hello@MeritMile.com** or call us at **1-561-362-8888** today!



### 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.

### Headquarters

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