

Enhancing the Retail Environment with

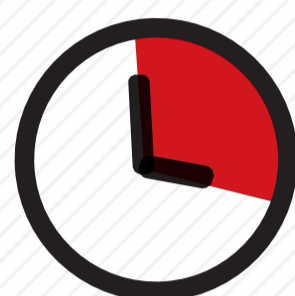
DIGITAL

SIGNAGE

Retailers are increasingly relying on Digital Signage as an engaging way to communicate about brands, interact with shoppers, and increase their profits.



DIGITAL SIGNAGE
GENERATES
32.8% MORE
IN-STORE TRAFFIC



DIGITAL SIGNAGE
encourages customers to spend
30% more time
in stores



74%
of customers

notice digital signage
at the point of sale¹



44% of
shoppers say digital
signage can influence
what they buy²

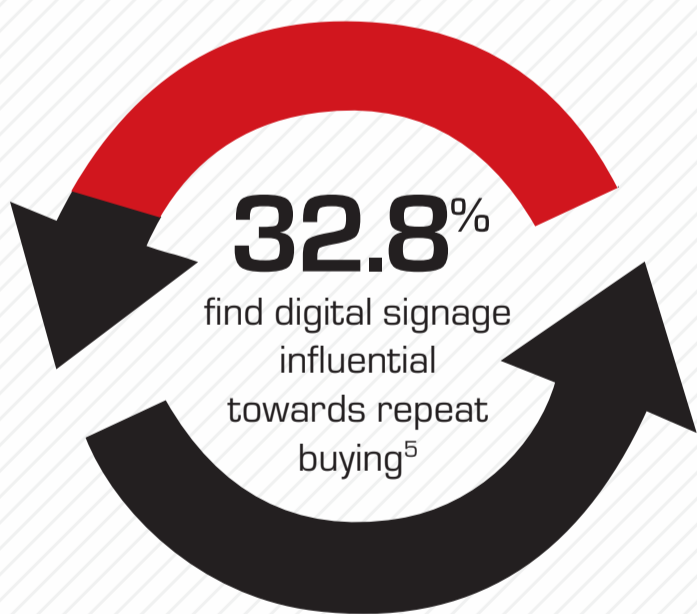


1 OUT OF 5

Shoppers say they made an
unplanned purchase based
on a digital display ad³

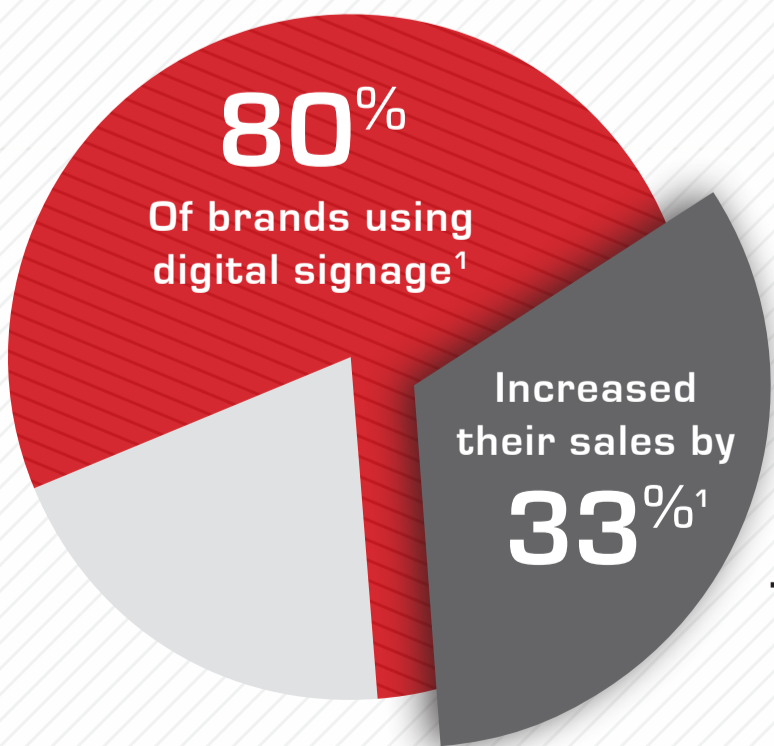


68% of shoppers
agree that
DIGITAL SIGNAGE
would influence their
decision to buy an
ADVERTISED PRODUCT
in the future¹



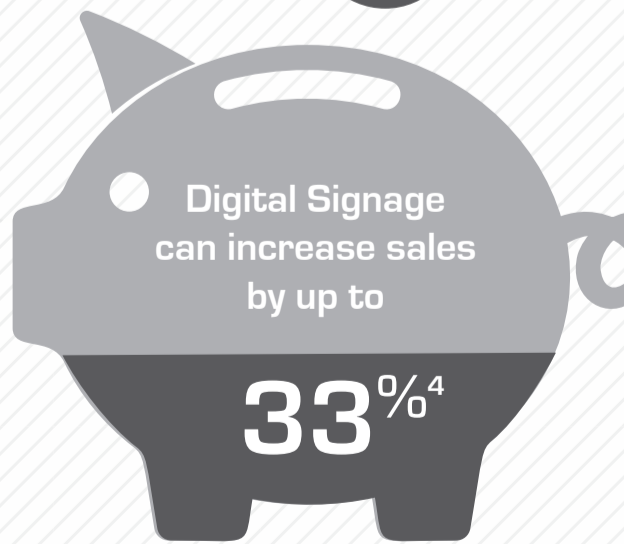
32.8%
find digital signage
influential
towards repeat
buying⁵

Digital Signage
increases average
purchase amount by
29.5%



80%
Of brands using
digital signage¹

Increased
their sales by
33%¹



Digital Signage
can increase sales
by up to

33%⁴