

IF STANDARD 'IN STORE DISPLAY' DRIVES THESE STATISTICS... IMAGINE WHAT A GASOLINA SYSTEM WOULD DO!

The importance of in-store signage is something that should not be overlooked by today's marketers. Effective in-store signage boosts sales, increases brand awareness, promotes brand consistency, and satisfies customers.

For retailers, the most obvious benefit of using digital signage for digital advertising is the additional revenue stream. In addition, most digital advertising in retail stores is endemic to the products they sell, so the retailer *and* the brand paying for the advertising get a sales lift. Further, because the brands provide the ad content—telling their story in a way only they can—they gain additional brand recognition—and the retailer doesn't have to create the content themselves.

Recent marketing surveys on the effectiveness of in store advertising/signage have shown that:

68%

OF CUSTOMERS BELIEVE THAT SIGNAGE REFLECTS THE QUALITY OF A BUSINESS AND THEIR PRODUCT.

1 IN 5

PEOPLE MADE AN UNPLANNED PURCHASE AFTER SEEING AN AD VIA DIGITAL SIGNAGE..

74%

OF ALL PURCHASE DECISIONS ARE MADE IN STORE.

63%

OF PEOPLE REPORT THAT DIGITAL SIGNAGE CATCHES THEIR ATTENTION.

35%

PERCEIVED REDUCION IN WAITING TIMES AT CHECKOUT WHEN DIGITAL SIGNAGE IS PRESENT

100%

DIGITAL DISPLAYS CAN POTENTIALLY DOUBLE AUDIENCE INFORMATION RETENTION.

81%

OF CONSUMERS AGED BETWEEN 14 AND 24 PREFER TO SHOP IN STORE

75%

OF PEOPLE HAVE TOLD SOMEONE ELSE ABOUT A BUSINESS AS A REACTION TO DIGITAL SIGNAGE

