

# TAKE ADVANTAGE OF TODAY'S DIGITAL SIGNAGE TECHNOLOGY

**TODAY'S TECHNOLOGY** ALLOWS YOUR BRAND MESSAGING TO CONNECT WITH CUSTOMERS IN A MORE FOCUSED, RELEVANT WAY. WHETHER YOU ARE CHANGING MESSAGING BASED ON DAY PART, SEASON, INVENTORY AVAILABILITY, OR AUDIENCE AWARENESS FACIAL RECOGNITION TECHNOLOGY DIGITAL SIGNAGE IS THE SOLUTION FOR YOUR TARGETED MARKETING NEEDS. DIGITAL SIGNAGE CAN IMPROVE THE CUSTOMER EXPERIENCE, GENERATE BUZZ, AND BOOST YOUR BOTTOM LINE. AND BY USING THE VISUALOGISTIX BRANDED MARKETING WEB PORTAL TO CONNECT YOUR LOCAL MANAGERS WITH THE POSSIBILITIES YOU'VE MADE AVAILABLE, YOUR STORES CAN CONNECT AT A LOCAL LEVEL LIKE NEVER BEFORE—EVEN ON A ONE-TO-ONE BASIS WITH EACH CUSTOMER.



DIGITAL DISPLAYS CAN POTENTIALLY DOUBLE AUDIENCE INFORMATION RETENTION. Source: zugara.com

**52%**

OF THOSE WHO SAW DIGITAL SIGNAGE IN THE PAST 30 DAYS SPECIFICALLY RECALL SEEING THE AD.

Source: SignStix



**85%**

OF CUSTOMERS LIVE OR WORK WITHIN A 5-MILE RADIUS OF YOUR BUSINESS.

Source: signs.com



THEY WILL POTENTIALLY SEE YOUR SIGNS **50-60X** PER MONTH.

Source: signs.com



**4 OUT OF 5**

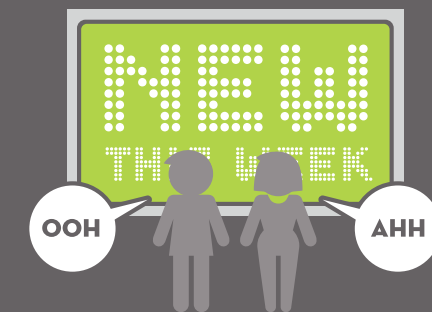
PRODUCT BRANDS NOTICED UP TO A 33% INCREASE IN SALES THROUGH THE USE OF DIGITAL SIGNAGE.

Source: digitalsignagetoday.com

**68%**

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

Source: FedEx



**44%**

OF THE MARKET ACTIVELY VISITS RETAILERS WHO ENHANCE THE SHOPPING EXPERIENCE WITH TECHNOLOGY.

Source: SignStix

**68%** of AMERICAN CONSUMERS

MADE A PURCHASE BECAUSE A SIGN CAUGHT THEIR INTEREST.

Source: FedEx



DIGITAL SIGNAGE REDUCES PERCEIVED WAIT TIMES AT CHECKOUT BY AS MUCH AS

**35%**

Source: blog.lavi.com



**25:1**

FOR EVERY 1 DOLLAR INVESTED IN LOCALIZATION, 25 ARE RETURNED.

Source: commonsense advisory.com

**29%**

OF PEOPLE FIND DIGITAL SIGNAGE INFLUENTIAL FOR PURCHASE OF A PRODUCT.

Source: SignStix

**32%**

OF PREVIOUS BUYERS FIND DIGITAL SIGNAGE INFLUENTIAL FOR REPEAT PURCHASES.

**1 IN 5**

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

Source: SignStix

