

SIGNAGE IS ALWAYS IN STYLE

ALTHOUGH ONLINE SHOPPING IS BECOMING MORE AND MORE POPULAR, CUSTOMERS STILL ENJOY THE EXPERIENCE OF SHOPPING IN A BRICK-AND-MORTAR STORES AND PHYSICALLY INTERACTING WITH THE ITEMS THEY WISH TO PURCHASE. PRINTED AND DIGITAL SIGNAGE IN RETAIL ENVIRONMENTS WILL REMAIN ESSENTIAL TO RETAIL BUSINESSES AS LONG AS CUSTOMERS KEEP SHOPPING IN-STORE. THIS SIGNAGE IS PROVEN EFFECTIVE AT BOOSTING PROFITS, RAISING BRAND AWARENESS, AND HELPING CUSTOMERS RETAIN PRODUCT INFORMATION RELEVANT TO THEIR FUTURE PURCHASES AND INTERACTION WITH THE BRAND AS A WHOLE. RETAIL BRANDS MUST OBSERVE AND KEEP UP WITH SIGNAGE TRENDS TO REMAIN RELEVANT AND EXCITING TO IN-STORE SHOPPERS.

68%



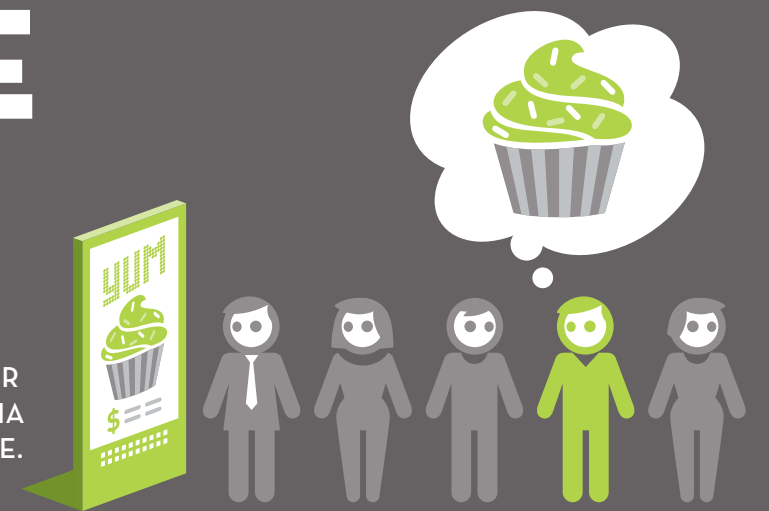
BELIEVE THAT SIGNAGE REFLECTS THE QUALITY OF A BUSINESS AND THEIR PRODUCT.

Source: FedEx

1 IN 5

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

Source: SignStix



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

35%

Source: blog.lavi.com



4 OUT OF 5

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

Source: digitalsignagetoday.com



ON AVERAGE, ONE ADDITIONAL ON-PREMISE SIGN RESULTED IN AN INCREASE IN ANNUAL SALES REVENUE OF

4.75%

Source: FASTSIGNS



44%

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

Source: SignStix

29%

32%

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

OF PREVIOUS BUYERS FIND DIGITAL SIGNAGE INFLUENTIAL FOR REPEAT PURCHASES.

Source: SignStix

68% of AMERICAN CONSUMERS

MADE A PURCHASE BECAUSE A SIGN CAUGHT THEIR INTEREST.

Source: FedEx



VISUALOGISTIX' BRANDED MARKETING PORTAL REDUCES THE TIME IT TAKES TO ORDER MARKETING MATERIALS BY UP TO

70%

Source: Visualogistix clients

VISUALOGISTIX' POP KIT PRODUCTION PROCESS REDUCES OVERALL POP KIT COSTS BY UP TO

15%

