



Digital Signage: How to Build a Competitive Advantage for Brick & Mortar Retail



Deploying innovative digital signage solutions across your footprint delivers personalization at scale, with impactful marketing messages that elevate the customer experience and boost footfall.

Digital signage isn't new for most retailers — after all, 94% of retailers say they use it or have used it to impact customers' in-store visits¹. But although retailers use digital signage, many have only scratched the surface to fully optimize their investment.

In this playbook, we'll look at how digital signage is most effectively used to help brick-and-mortar stores stay competitive with their e-commerce counterparts. We'll explore a blueprint of how retailers can drive brand awareness and enhance the customer experience to stand out from the crowd, ultimately boosting sales across their networks using multiple digital signs in their outlets.

Digital signage: Understanding the ROI

Retailers recognize digital signage as a valuable aspect of their marketing strategy, and with good reason, said James Robins, Chief Marketing Officer of Yodeck, an industry-leading digital signage content management system. “Digital signage offers an engaging and immersive experience at every step of the in-store shopping journey,” he explained.

The freedom from digital signage will empower retailers to draw customers into stores, keep them there longer, and encourage them to purchase.

Robins said displays add attention-grabbing, high-quality images and videos to stimulate those extra purchases. They also allow retailers to update promos in realtime and personalize screen content to customer demographics. They also make it possible for retailers to manage an entire inventory of digital screens at the same time, by city or even individual store.

Robins added that just as the customer has evolved, so has modern digital signage. “There is obviously an improvement in screens, and the quality of the content you can present to your customer has improved measurably, from grainy pictures to very sharp, bright and colorful media.”

In the past, stores used signage that was bespoke – very specific to a certain need, but also easily outdated. Today, digital signage needs to be flexible to deliver the variety that retailers demand and customers expect.

Many retailers recognize the ROI of digital signage, such as:

- **80%** of brands increased their sales by 33% using digital signage.²
- **89%** of retailers said digital signage increased the percentage of customers who made a purchase³
- **79%** of retailers said digital signage helped them cross-sell and upsell⁴
- **90%** of retailers think digital signage makes brands and merchandise more recognizable⁵

Store leaders are doubling down on their investment. The digital signage market is expected to grow eight percent each year between 2023 and 2030.⁶ But as they continue to invest in creative signage solutions, they also need to know how to maximize their investment and stand out from the competition.



Top ways retailers use digital signage

In a recent Yodeck survey, retailers said they most often use signage to bolster in-store engagement in the following ways:

- **21%** Sales and promotions
- **16%** Product information
- **13%** Display brand updates
- **7%** Repurpose social media content
- **6%** Personalized engagement
- **6%** QR codes

Retailers also use digital screens for brand storytelling, in-store navigation, custom testimonials, gathering customer data, maintaining public health and entertainment.

Robins added that retailers tailor signs to their needs. For instance, a retailer can promote an upcoming fashion show or author book signing. A restaurant can have food menu boards with special items of the day. A performance venue can use digital signs for the back office. Department stores can use digital signs as a store directory or wayfinder for customers.



Domino's Pizza updated their digital menu boards throughout their outlets with easy-to-use digital signage that gave them the flexibility to promote seasonal items and increased control over content, especially remotely with a large number of outlets to be considered. Most customers come into the store to pick up pre-ordered pizza, where screens show waiting customers entertaining content and promote add-ons that customers can bundle with their meals.



Common challenges retailers face in their digital signage strategy

Despite retailers' regular use of digital screens, they might not be getting the most out of their investment, Robins suggested. For example, many retailers rely on static imagery, which lessens the customer impact.

"The table stakes have changed," Robins said. "Customers are exposed to rich, multimedia experiences on their personal devices and expect nothing less when in store! Screen content that changes regularly and incorporates dynamic media such as videos will grab more attention, getting the message across much more effectively."

Not only are static images more easily ignored, but single messages are, too. The rule of seven is common in the world of marketing: It takes seven exposures to a message to make an impression on a customer. However, it's difficult to deliver multiple exposures to a brand message with a single digital screen, simply because a single screen can't be seen enough times by customers.

Multiple screens can easily pay off, Robins said. "Not every screen needs to say the same thing. Screens at the pay desk can promote loyalty card discounts, while a screen located in a particular section can push specific offers, even based on current conditions such as suggesting an umbrella purchase when it starts to rain."

Retailers may struggle with creating content for multiple screens. However, it is essential to create interactive messages that are timely and relevant for the audience.

Robins suggested retailers leverage app integrations for design ideas (Canva) and information (weather). He also suggested using apps that provide real-time productivity and sales metrics for the store teams in retail back of house (BOH).

Enhancing sales with multiple screens

More than 60% of shoppers make buying decisions at the point of sale⁷, and digital signage is proven to significantly influence those decisions. What's more, Robins said, the number of screens directly correlates to an increased percentage of purchases.

"Major retailers like Tommy Hilfiger and IKEA are using digital signage in multiple ways and with multiple screens to create innovative shopping experiences consumers expect," he said.⁸ These methods include using interactive displays and interacting with handheld devices.

Robins suggested numerous ways retailers can optimize multiple screens:

- Install multiple screens throughout the retail store, displaying dynamic content with product promotions, advertisements and brand messaging.
- Provide self-service options with screens at kiosks, allowing customers to browse for products, check inventory or virtually try on apparel.
- Install screens at multiple key locations with interactive maps and navigational assistance to help customers in large stores get around and locate specific products, departments and amenities.
- Place multiple screens at checkout counters that display current wait times as well as promotional content to keep customers engaged and entertained while they wait.
- Use multiple screens to target different customer segments with relevant content, including the retailer's ad campaigns to increase their effectiveness.



Blueprint: Maximize sales using multiple digital display strategy

Creating a multiple digital display strategy requires considering the purpose of each screen. From there, you can flesh out the location for the screens, the number of screens needed and how to select the right displays.

Let's take a look at what to consider for each of these decisions.



First: Determine the main purpose of each piece of signage

Retailers may have these goals in mind:

- **Upsell**
Use in-store digital signage across all your outlets for effective upselling and cross-selling. Fast food chains excel at tempting customers to add extras to their orders.
- **Spur impulse sales**
Most people are in-store impulsive buyers. By displaying targeted sales signage with promotions and offers, you could more easily influence the shopper's behavior. Robins notes that displays of limited-time offers that include a timer countdown on the screen effectively create a sense of urgency.
- **Simplify navigation**
Steer your customers through the store with digital signage and make it easier for them to buy the product they need, which increases your sales and engagement levels.
- **Gain customers**
Captivate passers-by and turn them into paying customers by utilizing outdoor or storefront eye-catching digital displays.

- **Simplify scheduling**
Promote time-sensitive, special offers by using scheduling features, boosting impact and driving revenue growth.
- **Save money**
Decrease your costs with digital signage, replacing traditional paper-based marketing materials that would need to be replaced frequently.
- **Be environmentally friendly**
Go greener by replacing traditional, paper-based point of sale posters, leaflets and other marketing collateral with digital signage.



Second: Determine the best in-store locations for your digital signage

Robins said strategically locating digital signage in high-traffic areas of your stores can quickly aid customers as they browse items and seek out additional product and inventory information. When a customer checks a price at a digital kiosk screen, the retailer could present comparisons against their major competitors or offer an instant discount to more quickly close the sale.

Robins suggested considering these eight key locations:⁹

- 1. Entrances and exits.** These areas are ideal for digital screens, setting the tone for the visit by displaying critical store details and promotion information.
- 2. Point-of-sale areas.** A digital sign suggesting a related product or offering promotional information is a great way to upsell when the customer is already at the register and prepared to purchase.
- 3. Waiting areas.** Digital signage showing information and entertaining or engaging content distracts customers from the wait time and enhances their experience.

- 4. Product display signage.** Screens in this area provide product information, helping customers make more informed buying decisions and feel more confident in their purchases.
- 5. High-traffic areas.** Placing screens near aisles or paths where customers pass frequently ensures messages are more often viewed.
- 6. Menu boards.** In restaurants, menu boards let staff easily update offers and pricing to streamline the ordering process.
- 7. Outdoor signage.** Screens facing a window can attract foot traffic into an establishment.
- 8. Employee break rooms.** This can be an often-overlooked but important place to create a team-wide ethic of success. Signage can engage employees with company news, performance incentives and a real-time look at how the team is performing.

Third: Determine the number of screens

When it comes to determining the number of screens for each location, there's no hard and fast rule, Robins explained. "Many outlets have areas of higher footfall than at the register. Today's sophisticated digital signage software can present personalized messages across a single outlet, delivering targeted comms to specific footfall areas: loyalty offers at the checkout, back-to-school offers in the kids' department and the very latest team apparel in sporting goods."





Fourth: Select the right screens

Robins recommended considering the following when deciding on the right screens for your retail locations:⁹

- **Display size, aspect ratio and placement**

The size and aspect ratio of your touchscreen monitor are paramount. Consider where it will be placed and how far your audience will stand from it. A larger display might be necessary for high-traffic areas or distant viewing. Additionally, the aspect ratio impacts how your content is displayed; the standard 16:9 is versatile, but you might consider ultra-wide or portrait-oriented displays for unique layouts.

- **Resolution and image quality**

Flawless visuals are imperative for effective digital signage. Choose a high-resolution monitor, such as full HD (1080p) or 4K, to guarantee your content is showcased with remarkable clarity and precision. A sharp and vibrant display will enhance the attractiveness and memorability of your messages.

- **Touch panel types**

Understanding different touch panel types can help you make the right choice for your digital signage. Some options include:

- **Resistive touch:** Cost-effective and suitable for single-touch interactions, but might not be as responsive as other options.
- **Infrared touch:** Highly durable, it can detect touches from gloved hands or styluses, supports multi-touch, and is ideal for high-traffic areas. However, infrared touch panels perform poorly in direct sunlight. Therefore, ensure you place your infrared touch panel device in a suitably shaded location.
- **Optical imaging touch:** Offers excellent touch accuracy and can support large displays, making it a preferred choice for interactive kiosks. Its only potential disadvantage lies in its non-compact design. Common applications of optical imaging touch panels include certain types of interactive whiteboards.
- **Projected capacitive touch:** Found in smartphones and tablets, this technology is highly responsive, supports multi-touch and offers a premium touch experience. Moreover, it possesses multi-touch functionality and can be utilized within small, compact, albeit costly devices. Due to its underlying technology, scaling up to larger sizes has been challenging.

- **Durability and build quality**

Durability is crucial since touch screen monitors are often placed in public spaces. Look for a monitor with a rugged build and scratch-resistant glass to withstand the wear and tear of constant interaction.

- **Connectivity options**

Ensure the touchscreen monitor has versatile connectivity options, including HDMI, USB and perhaps even wireless capabilities. This allows you to easily connect various devices and sources for displaying content.



Fifth: Create this seven-step checklist

In digital signage, effective content scheduling is an art that blends creativity with strategy. Understanding your audience is the first step. Develop a robust content scheduling strategy that maximizes the impact of your digital signage. Stay agile, stay relevant, and watch as your digital displays become powerful tools for communication and engagement.

Quickly get your content set up and making an impact with this useful guide:

1. Understand your audience

Consider the demographics, interests and behaviors of the people exposed to your content. Additionally, consider the physical location, time of day and any external factors influencing audience engagement.

2. Create a content calendar

Outline the schedule for each piece of content, specifying the display date, time and duration. A well-organized content calendar helps you plan campaigns, promotions and other events in advance, ensuring a seamless and timely flow of information.

3. Use dynamic scheduling

Tailor your messages to different periods. For instance, if you operate a [restaurant](#), you might display breakfast specials in the morning, switch to lunch promotions in the afternoon and feature dinner offerings in the evening.

4. Boost engagement with real-time data

To enhance the relevance of your content, consider integrating data feeds and real-time information into your digital signage strategy. This could include live [social media](#) feeds, weather updates, news headlines or any other information that adds value to your audience. For example, a [retail](#) store might display real-time [sales](#) metrics, while a [transportation](#) hub could showcase current arrival and departure times.

5. Implement content triggers

Content triggers allow you to automate the display of specific content based on predefined conditions. For example, you might set up triggers to display a promotional video when foot traffic reaches a certain threshold or to switch to [emergency](#) information during a crisis.





6. Diversify your content mix

Different types of content resonate with audiences in diverse ways. Incorporate a mix of content formats such as news items, infographics and videos into your schedule. This diversity caters to varied audience preferences.

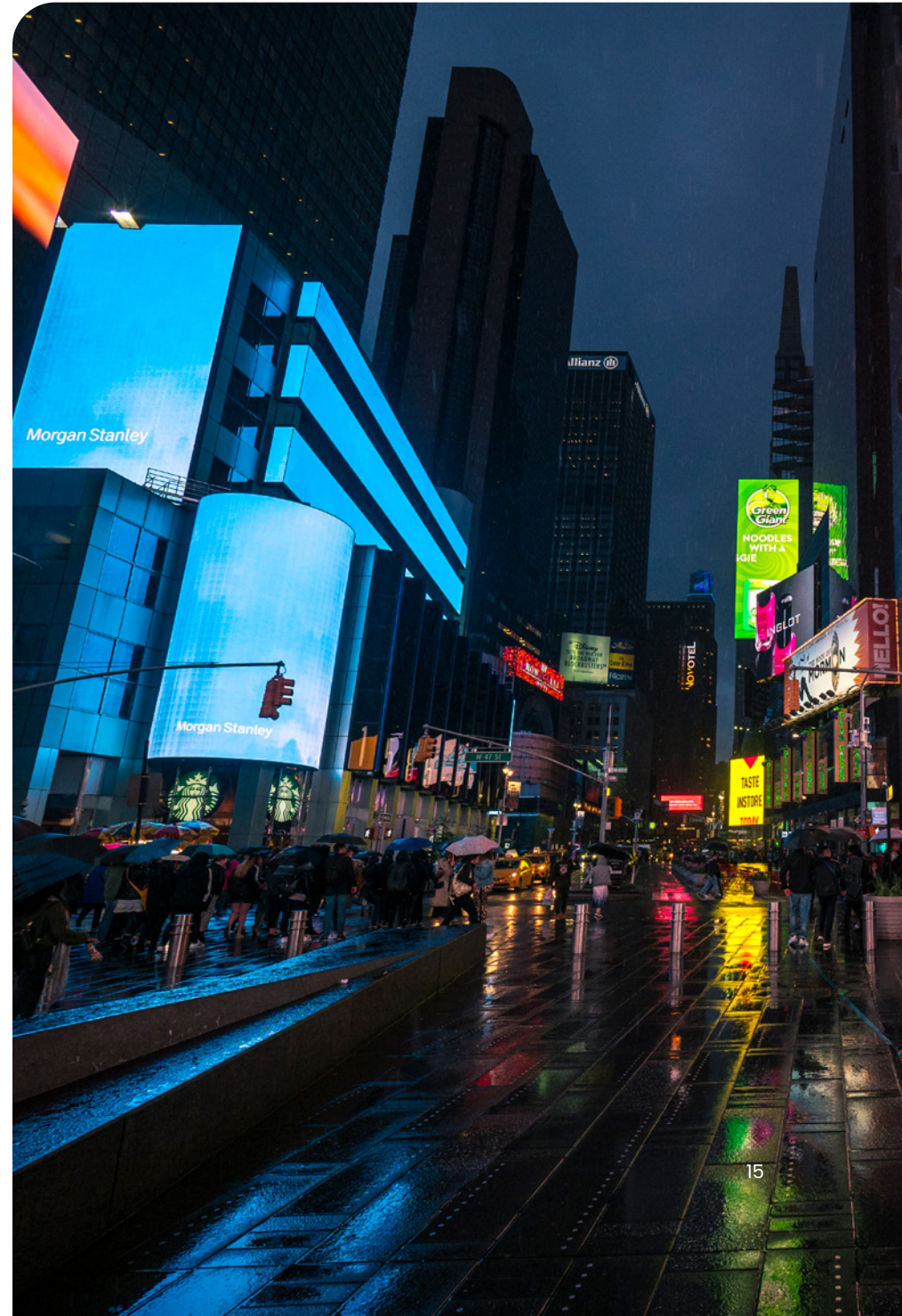
7. Monitor and analyze results

An effective content scheduling strategy doesn't end with implementation; it requires continuous monitoring and optimization. Use analytics tools provided by your digital signage platform to track the performance of different pieces of content. Analyze viewer engagement, conversion rates and other relevant metrics to refine your content scheduling strategy over time. Regularly review your content calendar and adjust based on the analytics insights. This iterative process ensures that your [digital signage](#) remains dynamic and continues to meet your audience's evolving needs and preferences.

The true power of digital signage

A digital signage content management system – when leveraged properly – can be an incredibly powerful addition to the brick-and-mortar retailer’s toolkit.

According to Robins, retailers will continue to see increasing, tangible benefits from using digital signage. “This technology has made it possible for brick-and-mortar retailers to stay competitive with their ecommerce counterparts,” Robins said. “We know customers like the interaction in the store, and digital signage is one avenue that helps them enjoy immersive experiences. In-store retail can still be a thriving ecosystem, but you must use tools, like digital signage, in ways that maximize the technology.”



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About Yodeck

Yodeck is the number one-ranked digital signage solution on the market. Yodeck's purpose-built, user-friendly software makes it possible for retail teams of any size to easily showcase important promotions, highlight specific products, or deliver brand messaging. With industry-defining software that eliminates the need for IT dependency in your digital communications, Yodeck has revolutionised how retailers deliver their most important messages. With a vast library of customisable templates, Yodeck makes it possible for teams of any size to instantly start creating a more modern, more engaging experience for your customers that helps to drive sales and boost brand awareness.

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