

Digital Signage for retail

Did you know that one of the most valuable tools for catching customers intention and sale is a digital signage solution?

42% 

women want to visit a store when they see their digital sign.

For men that number is

31% 

58%

If customers don't go into a store, when the store doesn't have a digital signage solution.



What not to do, when you have a digital signage solution

The customer is **NEVER** right

Never write offensive messages
70%



Spelling mistakes
63%



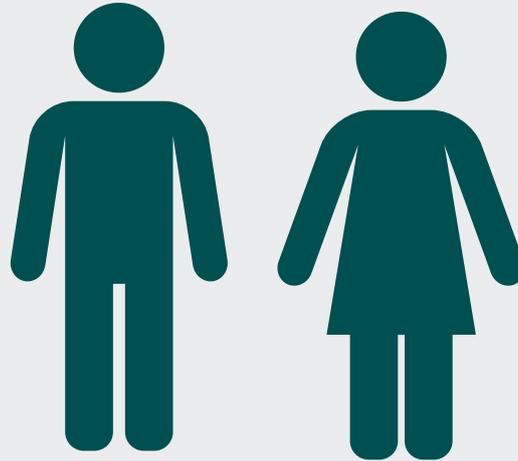
Unclean screens
56%



Ugly screen designs
52%

What is most important for customers?

Men vs. Women



READABILITY **60%**

CREATIVITY **51%**

COLORS **34%**

READABILITY **76%**

CREATIVITY **63%**

COLORS **43%**

WHAT SELLS THE MOST?



Clear messages attract more customers

Graphically Attractive 77%

72% Bright and Colorful

Easy To Read Content 90%

71%

of customers believe that ads on a digital sign are more noticeable than online ads.

68%

of customers have bought a product because they saw it on a digital sign.