



STATISTICS FOR SUCCESS:

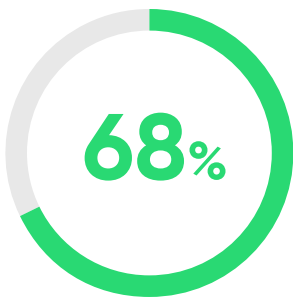
How Digital Signage Improves Your Business

There's no doubt that digital signs are more pleasing to look at than static ones—but are they also more effective? The data proves that they are, and in more ways than one. Digital signs are proven to increase sales and foot traffic, boost brand awareness, and provide a more in-depth, memorable customer experience that creates repeat, and loyal, customers.

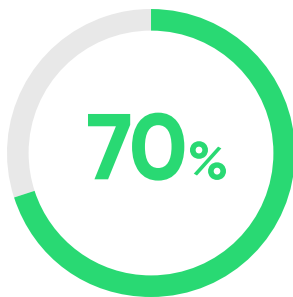
Here are just a sample of the many statistics that reveal the business impact of digital signage.



Increase Sales



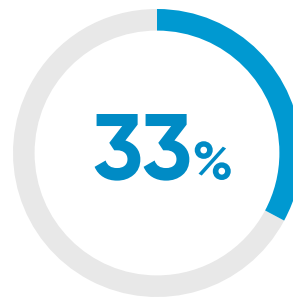
68% of customers were influenced to purchase by a store's digital signs.



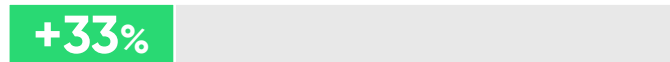
Digital signage were shown to increase unplanned **customer purchases by 70%**.



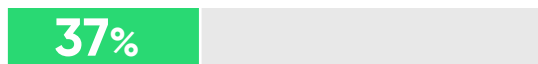
Draws More Foot Traffic



Digital signage has been known to increase **in-store traffic by nearly 33%**.



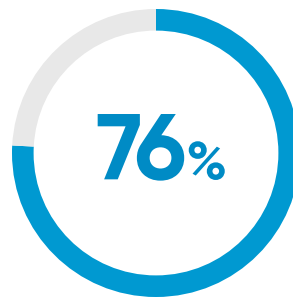
In at least one instance, implementing digital signage resulted in a **33% increase in sales**.



37% of polled restaurants revealed that digital signage helped to increase their promotional item sales.



McDonald's saw an almost **5% increase in their same-store sales** in the sales quarter following the implementation of digital signage.



Studies show that up to **76% of customers** enter a store because of its signs.



On average, customers spend **30% more time browsing** in a store that has digital signs.



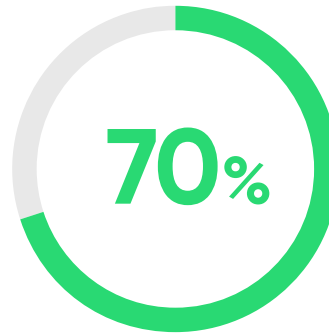
Reaches More Customers



Digital displays in public places **reach more customers** than online videos.



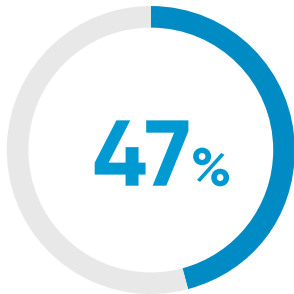
Digital screens attract **400% more views** than static screens.



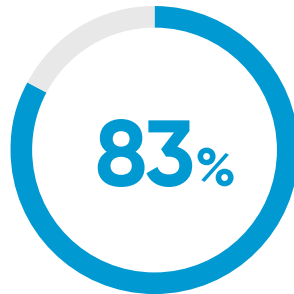
70% of Americans say they've seen a digital sign within the past month.



Boosts Brand Awareness



Digital signage is shown to **boost brand awareness by 47.7%**.



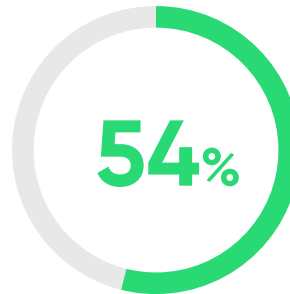
Digital signs have an **83% recall rate**.



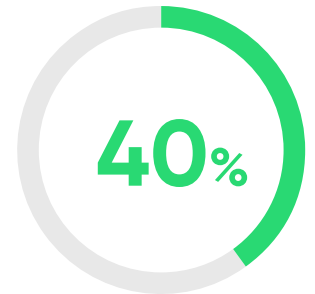
71% of people said they considered digital signage to be more effective for advertising than online ads.



Delivers a Competitive Edge



Last year, **54% of restaurants** started using or planned to increase their digital signage.



In 2019, **40% of retailers** said they planned to use digital signage in the future.



By 2019, **63% of banks** already used digital signage, or were planning to start in the near future.



Improves the Customer Experience



Incorporating technology like digital signage is proven to **increase customer satisfaction by 46%**.



Given a choice, **42% of retail customers** say they would prefer to shop at stores with video displays.



Digital signs decrease a customer's perceived wait time in line by **up to 35%**.

Raydiant digital signage helps businesses of all kinds improve their revenue and attract customers by elevating their customer experience.

Try Raydiant, risk-free today at www.raydiant.com