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.

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

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

**Draws More Foot Traffic**

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

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

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

McDonald’s saw an almost 5% increase in their same-store sales in the sales quarter following the implementation of digital signage.
Reaches More Customers

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

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

Digital screens attract 400% more views than static screens.

Boosts Brand Awareness

Digital signage is shown to boost brand awareness by 47%.

Digital signs have an 83% recall rate.

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.

Delivers a Competitive Edge

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

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