



GUIDE

DIGITAL SIGNAGE *for you*

Unlock the Power of Digital Signage to Boost Sales,
Enhance Experiences, and Elevate your business.



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Digital signage for you

Welcome to the future of Retail and Hospitality. In this guide, we'll explore the key challenges and opportunities in retail and hospitality, uncover how digital signage can support your business objectives, and provide expert insights to help you develop a strategy that drives real results.

The digital transformation of retail and hospitality is accelerating, with customer expectations evolving just as fast as the technology that shapes their experiences. At the centre of this shift, digital signage is redefining how businesses engage customers, seamlessly blending physical and digital interactions.

But no two businesses are the same—each has unique goals, challenges, and opportunities. That's why a tailored, consultative approach to digital signage is essential. From strategic planning to the smallest details—fixtures, lighting, and placement—every element must work together to create a dynamic, results-driven solution that enhances customer engagement and delivers measurable ROI.



Unlock the Full Potential of Digital Signage

This guide is designed to help you understand how digital signage can directly support your business objectives—whether you're in retail, hospitality, or beyond. Drawing from our extensive experience working with brands across supermarkets, fashion, forecourts, and hospitality, we'll guide you through the key considerations for success.

From choosing the right screens and strategic placement to content management, analytics, and measuring ROI, every element plays a role in maximizing impact. In this guide, we'll break down how digital signage can help you:

- 1.**
Attract more customers
- 2.**
Increase customer spending
- 3.**
Create an experience to delight customers
- 4.**
Innovate the way customers interact and buy
- 5.**
Digitalise our stores and connect the digital experience to the physical
- 6.**
Promote products and promotions including menu options
- 7.**
Support the explosion of retail media

By evaluating real-world scenarios and practical strategies, we'll show you how to leverage digital signage to achieve measurable results and drive business growth.

01

**ATTRACT
MORE
CUSTOMERS**



Attract more customers

Industry studies show that digital signage can lead to a 32% increase in foot traffic and higher basket sizes, making it a powerful tool for driving customer engagement and delivering a strong ROI.

Optimal Screen Placement

Strategic placement of digital screens is key to maximizing impact. High-impact window displays can draw in passersby, converting foot traffic into store visits. Inside the store, analyzing customer movement patterns helps position screens along high-value pathways, guiding shoppers toward key products and promotions. Placing screens in waiting areas or near popular products can further enhance engagement, increasing dwell time and purchase likelihood.

Engaging, Dynamic Content

To capture attention, content must be visually striking, dynamic, and tailored to your audience. Animations, bold visuals, and targeted messaging can make a lasting impression, encouraging customers to take action. Content should not just inform—it should entertain and inspire, creating a more immersive shopping experience. Frequent updates keep displays fresh and relevant, ensuring customers stay engaged over time.



02

**INCREASE
CUSTOMER
SPENDING**



Increase customer spending

Driving revenue and profit is a fundamental goal for every business, but the strategies used by supermarkets, fashion retailers, and hospitality brands can vary significantly. Industry studies—backed by our own customer insights—show that digital signage does more than just promote products; it also delivers powerful indirect benefits that contribute to long-term growth.

Recall rate of up to 47% with Digital Signage

Promotions displayed on digital screens can lead to an immediate uplift in product sales, but their impact extends further. Omnichannel marketing performance improves, reinforcing messaging across digital and in-store touchpoints. **Brand recall jumps by up to 47%**, making customers more likely to remember and return, ultimately increasing repeat sales. Digital signage doesn't just influence single transactions—it creates an immersive shopping journey that encourages higher spending and strengthens customer loyalty.



03

CREATE AN
EXPERIENCE
TO *DELIGHT*
CUSTOMERS



Create an Experience That Delights Customers

Today's shoppers—especially Gen Z and Millennials, who make up 30%-80% of in-store traffic—expect more than just products. They seek immersive, visually engaging experiences that make shopping enjoyable and memorable.

To capture their attention, digital signage must go beyond traditional print—it should be an interactive, dynamic marketing tool that aligns with customer expectations. Start by understanding their motivations:

- Are they looking for convenience, value, exceptional service, or entertainment?
- How can digital experiences enhance their journey while reinforcing brand identity?

To maximise engagement, retailers can leverage:

- ✓ Location-based advertising to target shoppers based on where they are
- ✓ Time-of-day promotions that align with peak traffic times
- ✓ Tailored content that resonates with different demographics
- ✓ AI-driven personalisation for a truly customized experience

Consistency across visuals is key to strengthening brand identity, while innovations like interactive kiosks and digital menu boards can make in-store experiences more engaging.

In an evolving retail landscape, future-proofing your business means creating seamless, exciting experiences that keep customers coming back.



04

**INNOVATE
THE WAY
CUSTOMERS
INTERACT
*AND BUY***



Innovate the way customers interreact and buy

The rapid advancement of AI-driven technology is transforming the way businesses engage with customers, making interactions more seamless, personalised, and data-driven. Digital signage is no longer just a tool for displaying content—it's an intelligent solution that adapts to customer behavior in real time.

By integrating smart cameras and analytics, businesses can unlock powerful insights into how customers navigate their stores:

- ✓ Track foot traffic patterns to identify high-traffic areas and optimize store layouts
- ✓ Analyze dwell times to understand which products or promotions capture the most interest
- ✓ Identify underutilized spaces and adjust strategies to improve engagement

Beyond analytics, interactive digital signage—such as touchscreens, voice-activated assistants, and mobile integration—is reshaping how customers interact with brands. Imagine a customer scanning a QR code on a digital display to receive personalised recommendations or using gesture-based technology to browse virtual product catalogs.

By leveraging AI and real-time data, digital signage doesn't just enhance in-store experiences—it redefines the way customers shop, creating smarter, more engaging, and frictionless journeys that drive both satisfaction and sales.

05

CONNECT
DIGITAL TO
PHYSICAL



Digitalise stores and connect the digital experience to physical

The rise of Phygital—the seamless blend of physical and digital experiences—is transforming retail. To make this strategy effective, businesses must leverage digital assets that enhance in-store engagement, personalisation, and efficiency. Digital signage plays a key role, bringing the best of both worlds together through:



- ✓ Interactive kiosks & tablets for product details and inventory checks
- ✓ Digital walls & dynamic displays to captivate shoppers
- ✓ Lift-and-learn installations that reveal product info when picked up
- ✓ Location-based offers that trigger discounts when customers are nearby

When done right, phygital retail bridges the gap between online and in-store shopping, making experiences more immersive, memorable, and rewarding—ultimately driving engagement and foot traffic.

06

**PROMOTE
PRODUCTS &
PROMOTIONS**



Promote products and promotions including menu options

New product launches and promotions are key to keeping customers engaged and driving repeat purchases. Whether it's weekly supermarket deals, seasonal fashion collections, or limited-edition beverages, digital signage creates a direct, dynamic channel to showcase offerings and spark interest.

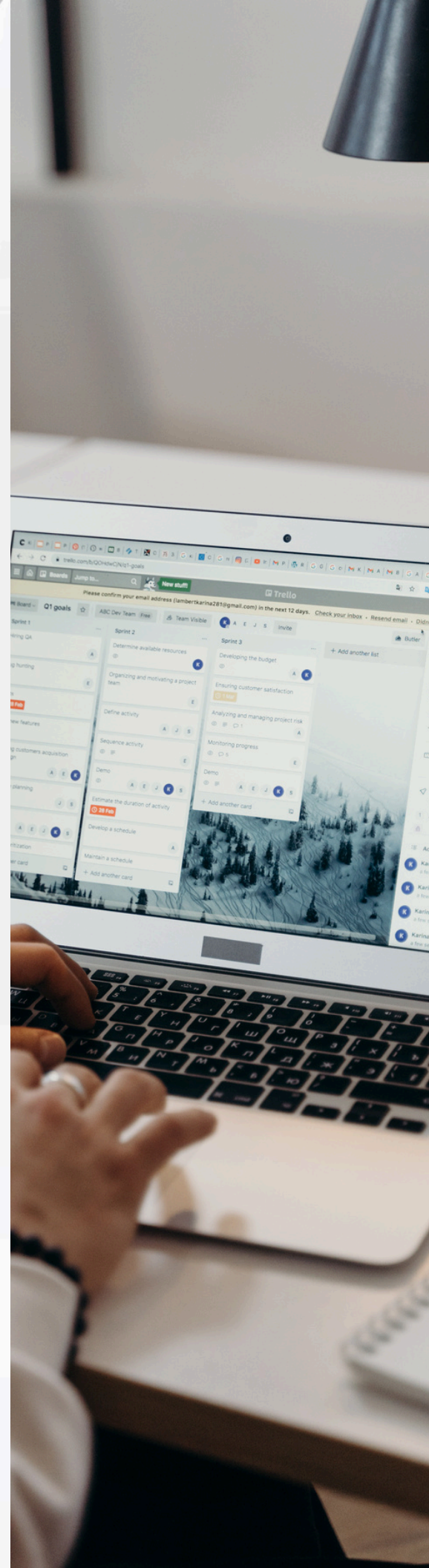
A cohesive, omnichannel approach ensures promotions stay consistent across all touchpoints, reinforcing the message and motivating purchases. Interactive displays—like lift and learn—take engagement a step further. In one store, products featured on a lift-and-learn display saw a **23% sales increase**, proving the power of immersive, hands-on experiences.



By blending education, interaction, and real-time updates, digital signage turns promotions into compelling, customer-driven experiences that drive conversions.

07

RETAIL
MEDIA



Support the explosion of Retail Media

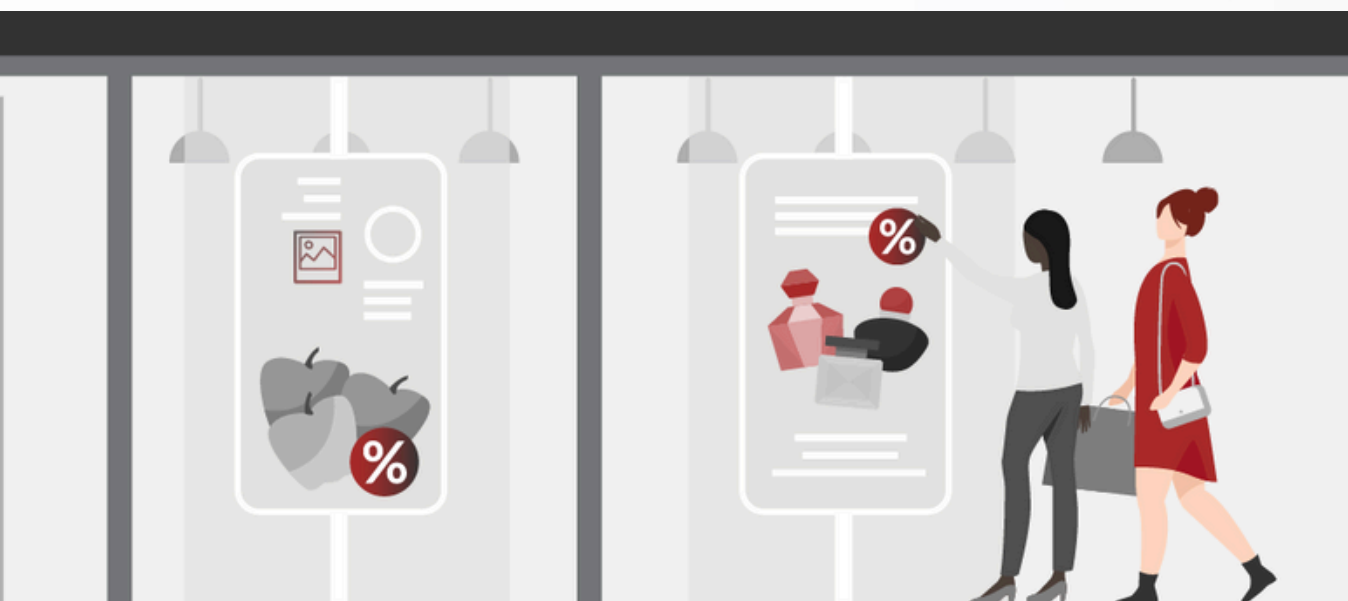
The retail media market is experiencing unprecedented growth, currently valued at £3 billion and projected to double in size in the coming years. This rapid expansion is driven by the sector's exceptionally high profit margins, which range from 70% to 90%. These substantial returns make retail media an attractive investment for businesses looking to maximize revenue streams while reinvesting in key areas.

Retailers are leveraging these profits to lower product prices, making their offerings more competitive and appealing to consumers. Additionally, they are channeling funds into technological advancements, enhancing digital infrastructure, data analytics, and automation to optimise advertising efficiency. This reinvestment also extends to in-house marketing capabilities, allowing companies to develop more sophisticated and targeted campaigns, further strengthening brand engagement and customer retention.

Key points discussed include:

- Perspectives on third-party monetization,
- In-store digital signage advertising
- Maintaining a balance of brand control

As brands and advertisers increasingly recognize the value of retail media networks, the sector is set to become an even more integral component of the digital advertising ecosystem. With data-driven personalization, omnichannel integration, and enhanced shopper insights, retail media is poised to reshape the way businesses connect with consumers, driving both profitability and innovation across the industry.



And don't forget to consider...

Sustainability

A significant benefit of focusing on reducing the production of print materials is the positive impact on waste management. The entire process—from design to production to delivery and installation—can be lengthy, often rendering many posters irrelevant by the time they are ready for use. Additionally, the management of installations can be inconsistent.

Security

In an age where businesses are frequently targeted by cyberattacks, it is essential to ensure that any solution you implement is secure. As we add more endpoints to our systems, we inadvertently increase the risk of potential vulnerabilities. Imagine if your digital signage were compromised, resulting in the transmission of messages that you cannot control. Therefore, it is critical to choose a digital signage solution that prioritises security.

To summarise-

Digital signage has proven to directly boost retail performance and ROI with on average, 70% of retail purchases occur in-store, making physical retail the most important marketing channel. As a leader in the retail sector, we provide an all-in-one solution which will significantly reduce your costs and provide huge benefits and agility VS paper. Assisting you to drive sales and generate additional revenue streams and ROI.



TRUST

Take your next step toward success.

Schedule a free consultation today!

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