

Guide to Building a ROI Case

DEMONSTRATE THE FINANCIAL IMPACT OF DIGITAL SIGNAGE.



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— 2025

Digital signage is more than just screens in a store. It's a powerful tool that can drive sales, enhance customer experience, and streamline operations. But securing investment for new technology requires more than enthusiasm; it demands a solid business case backed by data.

That's where our guide can support you.

We've designed this step-by-step framework to help you build a clear, compelling ROI case that resonates with decision-makers. Whether you need to justify budget allocation, prove long-term value, or align expectations across teams, this guide will equip you with the insights and data points you need to demonstrate the financial impact of digital signage.

By following these seven steps, you'll create a case that doesn't just tick boxes, it tells a story, showing why digital signage is a smart, strategic investment for your business.



Let's get started.

Step 1

Define the objective

Before diving into numbers, clarify why you're building this ROI case. A well-defined objective ensures your case stays focused and relevant.



Pinpoint the purpose

Are you seeking budget approval? Proving long-term value? Identifying performance benchmarks? Define your key goal upfront.

Know your audience

Different stakeholders need different insights. Executives may prioritise cost savings and revenue growth, while operations teams focus on efficiency and logistics. Tailor your case accordingly.

Step 2

Gather Baseline Data

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To measure the impact of digital signage, you need a solid understanding of current store performance. Collect these key metrics:

Total Store Count – How many locations will the investment cover?

Sales & Traffic Insights

- Daily average spending per customer, per store.
- Number of Daily Visitors vs. Paying Customers (to help assess future instore capture rates)

Print Advertising Costs

- Annual Spend on Printed Display Materials
- Total Printed Signs per Year
- Per Sign Overhead Cost (£30 per hour recommended if unknown)

Customer Retention

- Repeat Buyer Rate (track per year or break down by Year 2, Year 3, etc.)



With this baseline, you'll have a clear benchmark to compare the financial impact of digital signage against traditional methods.

Define Success Metrics

Before you can prove ROI, you need to define what success looks like. This step is all about setting realistic, data-driven growth targets that align with business objectives.



Key Growth Metrics to Consider:

- **Estimated increase in Average Basket Value** – Driven by higher sales volumes and improved customer engagement.
- **Estimated Net New Customers** – Estimated from increased footfall and improved in-store conversion rates.
- **Expected Repeat Buyer Rate** – The percentage of new customers who return after their first purchase.

How to Calculate These Figures:

Our industry data (see our ROI Guide for benchmarks. shows that digital signage consistently delivers strong sales uplift, and as part of our new performance tracking program, we are going to be building up a performance index based on case studies that can be used to advise on general averages.

While results vary, we recommend working with the customer to set conservative, achievable and realistic growth forecasts that get them to the ROI they are seeking for the business. The best approach? Adjust growth percentage assumptions to test different ROI scenarios and ensure projections remain realistic

ROI GUIDE

DOWNLOAD BELOW.



Understand the Full Cost Picture

A solid ROI case isn't just about revenue—it's about balancing costs and returns. Here's how to break down investment costs over the first three years to get a clear financial outlook.

Key Cost Considerations:

- **Upfront Hardware Costs** – Screens, media players, installation, and infrastructure.
- **Ongoing Maintenance & Software Costs** – Licensing fees, content management, and servicing.
- **Total Investment Over Time** – The sum of initial and recurring costs.
- **Payback Period** – The time required to recoup the initial investment through increased revenue or savings.



By mapping out these figures, you'll help decision-makers see not just the costs—but the long-term value and return.

Step 5

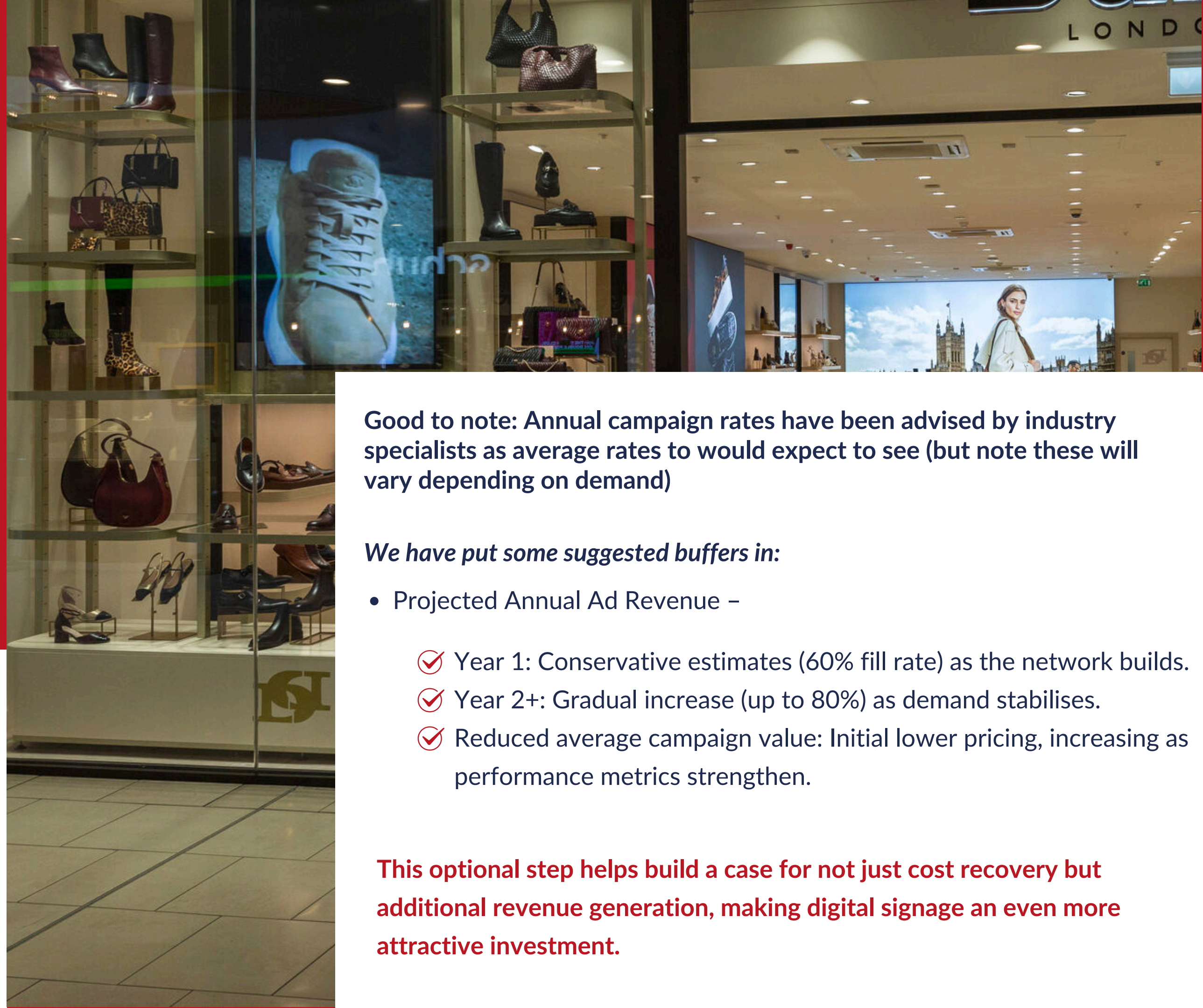
Monetising Ad Inventory

Optional

For retailers looking to maximise revenue beyond operational benefits, digital signage can serve as premium in-store advertising real estate. This step explores how to factor ad revenue potential into the ROI equation.

Key Considerations for Ad Inventory:

- **Number of Screens Per Store** – How many displays will be allocated for ad content?
- **Campaign Duration & Frequency** – We recommend two-week campaign slots. How many campaigns will run per year?



Good to note: Annual campaign rates have been advised by industry specialists as average rates to would expect to see (but note these will vary depending on demand)

We have put some suggested buffers in:

- Projected Annual Ad Revenue –
 - ✓ Year 1: Conservative estimates (60% fill rate) as the network builds.
 - ✓ Year 2+: Gradual increase (up to 80%) as demand stabilises.
 - ✓ Reduced average campaign value: Initial lower pricing, increasing as performance metrics strengthen.

This optional step helps build a case for not just cost recovery but additional revenue generation, making digital signage an even more attractive investment.

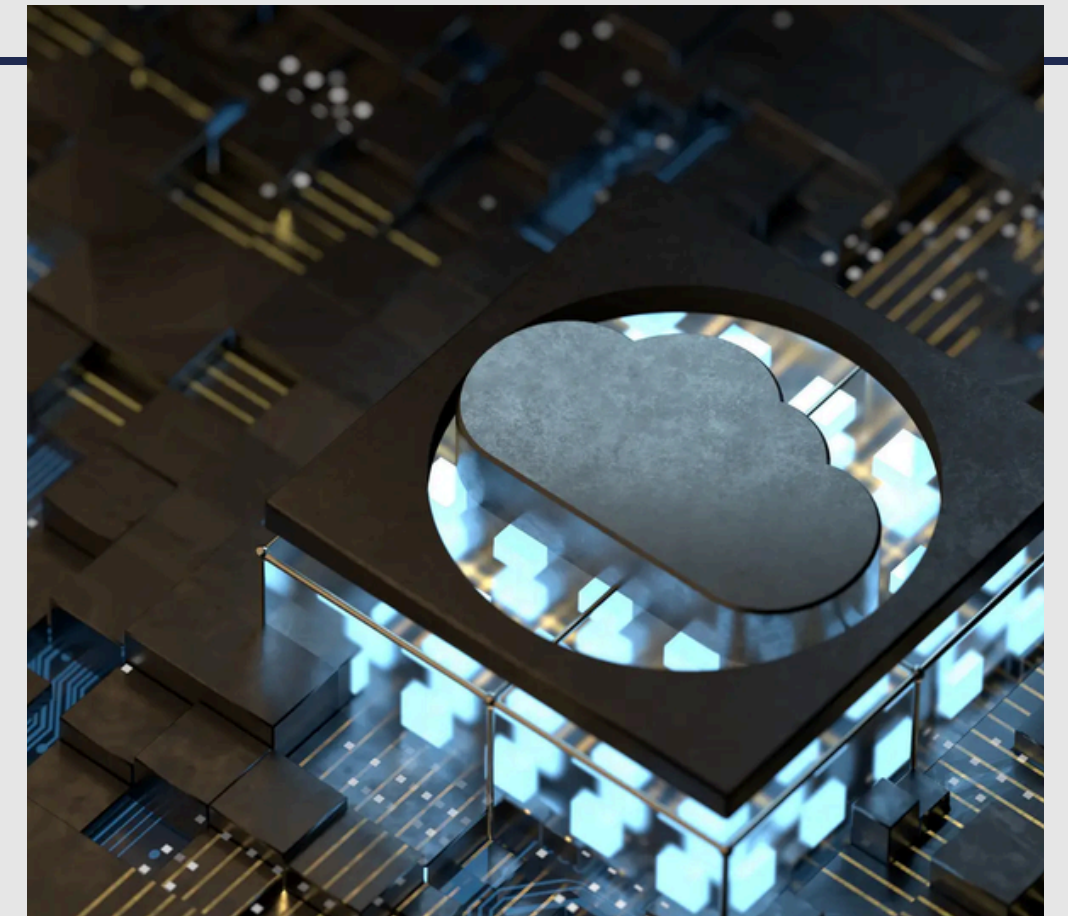
Identify Potential Risks

A strong ROI case isn't just about the upside—it also demonstrates **awareness of potential risks**. Addressing challenges upfront helps build credibility and ensures your projections remain realistic.

Key Risk Factors to Consider:

- **Market Fluctuations** – Changes in consumer behaviour or economic conditions that could impact footfall and spending.
- **Operational Challenges** – Implementation hurdles, staff adoption, or integration with existing systems.
- **Regulatory Compliance** – Local advertising laws, data privacy regulations, or industry-specific restrictions.

By identifying risks and outlining mitigation strategies, you reinforce confidence in your ROI case.





Step 7

Build a Clear and Persuasive Case

Even the best data won't make an impact if it's not presented effectively. Your ROI case needs to be concise, visually engaging, and easy to digest.

Key Elements of a Winning ROI Case:

Executive Summary – A high-level overview of your findings, tailored for decision-makers.

Detailed Analysis –

- Clear breakdown of costs vs. benefits.
- Visual aids like charts and graphs to highlight key trends.
- Actionable Recommendations – A clear call to action outlining the next steps.

The goal is to make it easy for stakeholders to say 'yes' by delivering a well-structured, compelling case.



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Final thoughts and tips.

Use Real Data – Where possible, base your projections on actual figures rather than assumptions.

Keep It Simple – Avoid unnecessary complexity—stick to the numbers that matter most.

Highlight Quick Wins – If there are areas where digital signage delivers fast or high-impact results, make sure to emphasise them.

By following these steps, you'll create an ROI case that not only demonstrates financial value but also builds confidence in the investment decision.

Let's Bring Your ROI Case to Life

Building a strong ROI case is the first step toward unlocking the full potential of digital signage. But you don't have to do it alone.

As a **leading managed service provider**, we help retailers like you navigate the complexities of digital signage from strategy and implementation to ongoing optimisation. Whether you need expert insights, performance benchmarks, or hands-on support, our team is here to help.



Lets talk! Get in touch today to discuss how we can support your digital signage journey.

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