
A Compilation of Digital Signage Study Results

CompUSA's New Network Lifts Sales by 29%

- Seven brands advertised in the April –June period – sales lift averaged 29%
- 23% higher recall of sponsored brands

Advertiser Impact study led by Insider Marketing

Photographic Manufacturer sees **56% increase in ad recall and 26% increase in purchase intent.**

Arbitron study of digital advertising displays in movie theatre lobbies. 2,600 interviews in 5 markets.

76% of shoppers find Digital Signage creates a **more pleasurable shopping** environment - respondents 24 and under most positive.

- Results of 300 Intercept interviews and 8 focus groups for Digital Signs at The Mall Ashley shopping centre in Epsom U.K.
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Shoppers who view digital signs are **1.56 times more likely to recall** a retailer's advertisement and make a purchase. **40% will buy from the merchant** using the signs.

- Results from an Arbitron study surveying 1,400 customers visiting shopping malls on both the east and west coasts.
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30 to 35% lift in concession sales in Cineplexes with digital signage

- Results from Harkins Theatre chain in Arizona
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Macy's sees **lift as high as 25%** in specific categories from digital signage



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- Data from Coolsign – over 2% increase store wide.

Bank sees **sales increase of 30%** on products marketed on their digital signage network.

- 18 branches of Flagstar Banks in Troy Michigan

Unprompted recall of one in three customers in Auckland Airport

- Regency Duty Free shops also see **sales increase by up to 21%**

Research / Market statistics

Post-Promotion Evaluation, Jim Spaeth, President, The Advertising Research Foundation (abridged from White Paper of same name)

Awareness

The potential for POP to increase awareness should not be forgotten. No other advertising medium intercepts and captures the customer at precisely the moment when the product is in front of them and when purchase intent is the primary motivation for being in store.

Steve Tindall, head of the retail unit at design agency Mindshare claims “Retail is the biggest growth area in terms of advertising spends by brands.” Included in this category are screens, POP, trolley ads, ambient advertising, in-store category management and advertising around the store. (Mindshare)

75% of purchasing decisions, or more, are made in-store but only 5% of ad spend goes on Point of Purchase advertising (POP). For the year 2002 36% of clients interviewed for In-Store Marketing magazine’s POP survey had invested more in POP during the past 12 months than in the previous year (In Store Marketing magazine).

Does it work?

One extra piece of on-shelf POS added 20% to sales in one category. A shipper with no offer attached multiplied sales by 10X in the biscuit category (Storecheck Marketing).

Research from Information Resources has cited in-store fixtures as the best marketing tool for guaranteeing return on investment (ROI). For short-term sales increases in-store fixtures give an average of 160% ROI according to a survey of 300 campaigns that weigh the sales uplift in terms of revenue against the cost of activity. In comparison there was a 20% return for sampling, 46% for TV advertisements and 20% for direct mail.