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Dynamax

Digital Signage for Retail

Convert your shoppers into buyers



Inform
Engage
Sell



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DIGITAL SIGNAGE FOR RETAIL

The retail is one of the most affected sectors by the economic crisis of the last few years. The rise of e-tailers like ASOS, the increase in the cost of commodities and the fierce competition for share of wallet added extra pressures on retailers' profits.

With shoppers starting their journey in-store, comparing prices on their mobiles, validating their choice on social media and finally buying online, the physical store has become more of a showroom and an information point rather than a point of purchase.

Nonetheless, having a physical presence is a reassuring thing for consumers who want to be able to see and touch the products before they buy them, in-store or online. Understanding this, many brands have already started to create the "store of the future" in which technology became a bridge between their online channels and their offline ones. Digital signage is a tool that enables retailers to influence consumers' behaviour in-store by giving them the information they require.

The right information about the right product - right now



Key figures

In-store digital advertising leads to:

A 29.5% increase in the average purchase amount

A 31.8% upswing in overall sales volume

A 32.8% growth in repeat buyers

A 32.8% raise in in-store traffic

A 47.7% improvement in brand awareness

Source: InfoTrends quoted by DigitalSignageToday



What consumers say and do

- According to a recent study released by Cisco only 4% of consumers reported a desire to receive help in-store;
- The same study shows that 71% of shoppers want to access digital content when there (Marketingcharts.com);
- In-store displays are looked at 13% of the time, with emphasis on more dramatic displays (POPAI UK);
- 42.4% of US consumers are using Facebook and 31.2% of them are using Twitter while shopping, according to CreditDonkey's research (eMarketer);
- A Foresee study released in February 2013 showed that more than 50% of UK consumers use their mobiles to compare prices in-store. 28% of them to do so to find product specifications (eMarketer);
- More than 60% of consumers are expecting more value from their shopping experience (Cisco, Uptrends).

The right information about the right product - right now

Conclusions

Consumers want to receive relevant product information when in-store but they don't necessarily want to get it from your staff.

Tip: Use digital signage to deliver it in a different way.

Unsurprisingly, product specifications and pricing weight heavily in the decision-making process of buying a product.

Tip: Offer such information at the point-of-decision to turn a shopper into a customer.

Rohan uses digital displays positioned right next to its items, to reveal the hidden, technical features of its outdoor clothing and persuade the viewers to try and buy them. [Read more here](#).

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DIGITAL SIGNAGE FOR RETAIL

In plain words digital signage is a form of electronic display showing advertising and other types of information in a variety of environments, both outdoors and indoors.

In its simplest version, the system has four elements:

The content- the message you want to display on your screen. In digital signage terms this is represented by the media files you use: HD videos, JPG's, RSS feeds, HTML5 widgets etc. It is thus very important that you choose a software that allows you to play the file types of your choice. Content is very important and your project should revolve around it.

The hardware: the screen itself (consumer or industrial displays, 10" digital signboards etc.) and the media player- PC's or SMIL devices- associated with them that store your content and send it to the screens. The recent advent of Android devices eliminates the need for media players, reducing the price of the hardware and making the system easier to deploy.



Understanding the technology



The software: As mentioned above, the software is the “glue” that keeps everything together. Our cloud-based application, digitalsignage.NET allows you to schedule and send content to your screens and control them remotely.

The installation

This is the last stage of your digital signage project. It involves installing and configuring the hardware and making sure power sources and Internet connections are available. If you can't install the system yourself, use the services of a specialist AV company. If you're based in the UK [here are two we recommend.](#)



DIGITAL SIGNAGE FOR RETAIL

The only thing that limits the system's use and potential is one's creativity and entrepreneurial spirit. Across the store, next to the cashiers and key products, the screens can help you inform and influence shoppers and deliver a superior customer experience in your stores. Here are their strong points:

- **Visibility.** The dynamic content displayed on the screen attracts the eye giving you the chance to deliver your message when and where it matters the most.
- **Targeted Communications.** Customise your message based on the needs of your target groups and display them at the right time and location. Consider other external factors such as weather, town/region, stock levels to enhance the relevance of your message.
- **Impact.** No call to action is stronger than one that can be followed through immediately. Use digital signage to tell your customers what you want them to do right then and there.

The advantages of using digital signage at the Point of Sale



A screen behind the counter or at check out points is an efficient way to cross-sell and up-sell.

Animal charity, Blue Cross uses digital signage at the POS to promote the products of its newly-established milkshake business- Blue Cow and present the organisation's mission and goals. The screen serves three purposes- informing, selling and attracting supporters.

DIGITAL SIGNAGE FOR RETAIL

- **Brand Building.** The screen can be all about you- your offer, your brand, your values. The digital signage software you'll be using- such as digitalsignage.NET- is unbranded at the screen end, allowing you to display your own logo and personalise your screen. This media channel is also a message in itself- presenting you as a modern, forward-looking retailer.
- **Reduced printing costs.** Printing fewer posters implies less related expenses. Digital signage allows to decrease your marketing costs on the long- run and embrace a more flexible and sustainable communication channel.
- **Quicker communications.** A digital signage solution allows you to send your message to selected locations with the press of a button and update your message in almost real-time. This in turn means that you can respond to external circumstances much faster.

British cash and carry uses digital advertising screens at checkout points to present products and prices.

The advantages of using digital signage at the Point of Sale



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DIGITAL SIGNAGE FOR RETAIL

As mentioned earlier, the use of digital signage should be based on your communications objectives.

Answer the following questions before selecting the vendors you will be working with on your project.

- 1) What are my goals? What do I want to achieve by using digital signage?
- 2) What do I need to communicate in order to achieve my goals?

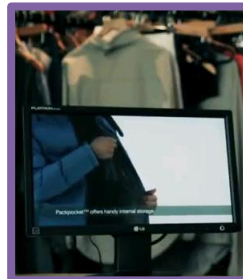
The existence of clearly identified goals will also help you measure the ROI of the system later on and adjust your strategy accordingly.

Once you have identified your objectives, it will be easier for you to develop a suitable content strategy in line with those.

By the way, you don't need to use sophisticated tools. Here's the type of content our clients create.

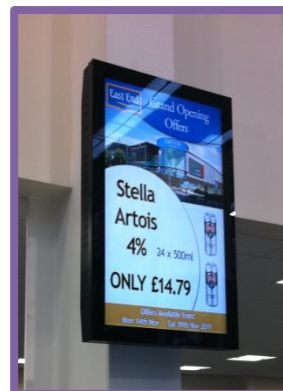
The content- the crux of the system

British outdoor clothing brand, Rohan uses [our application](#) to display already existing videos available on their website. These feature models wearing the clothing in different types of environments enabling viewers to identify with them while they learn about the hidden features of the products. [Read more...](#)



Display run by digitalsignage.NET

East End Foods' revenue- oriented strategy led them to using content revolving around their products and offers.



[Read more...](#)

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DIGITAL SIGNAGE FOR RETAIL

Blue Cross resorted to a simple yet eye-catching template to advertise the products of its newly set-up business. They mix text and imagery with QR codes to direct viewers to an online resource. [Read more...](#)



Content tips

Do use:

- Contrasting colours;
- Dynamic media such as videos;
- Your own photos- of stores, staff, products. Be authentic.
- RSS feeds that pull in new information from the web without any effort from your side;
- Social media if your average shopper uses it too.

Adapt the content to each location. Static content works well in short dwell-time environments (hall-ways, passage-ways, entry points) and motion content (i.e. videos) in high dwell-time ones, in which

The content- the crux of the system

customers are usually waiting (queues).

Do not use:

- Offline media only (videos, images stored on your computer);
- QR codes unless you display them for long enough so that people can scan them;
- Content that it's not yours without the consent of the copyright owner or author;
- Long videos or long content loops. Remember that you're targeting customers while they're on the move and "on a mission".

Last but not least, DO NOT forget to refresh your screens with new content regularly. Outdated content defeats the objective of the system.

Need more help?

Discover these [content errors that could slash your system's ROI](#).

Check out [our interview with a content creation expert](#).



DIGITAL SIGNAGE FOR RETAIL

As in the case of your other marketing channels, the ultimate purpose of digital signage *is increasing sales.*

“If it doesn’t make money it doesn’t make sense” the saying goes, so make sure that you monitor the financial impact of the system.

In our day and age customers aren’t using one single channel to connect with brands and retailers so associating a channel with a purchase has become increasingly difficult. But the complexity of the process shouldn’t be a deterrent for the attempt.

Start small

When it comes to digital signage start by adopting a simple strategy such as comparing the sales levels before and after implementing the system or displaying a promotional code that customers can present to the cashier to get a discount. In this way, you will be able to assess the impact of the screen.

Know your goals

The results’ measurement is directly related to your goals. The clearer your objectives, the simpler the process of tracking success. So make sure you know what you want to achieve.

Digital signage ROI

“Today’s multi- channel customer journeys make identifying the marketing action that led to the actual purchase increasingly difficult.”



Test, test and test again

You can’t assess the effect of your tactics before actually implementing them. So experiment with different types of messages, different timings and see what works best for you. The worst thing you can do is not putting in the necessary time and effort to measure and enhance the system’s ROI.



The power of customer experience

A SAP consumer research conducted in September 2011 revealed that *“customer service is the most influential factor in purchasing decisions...even taking precedence over price”* ([The Marketer](#)). Shops are preferred to their online counterparts because of the experiential element they offer. Use digital signage to *serve shoppers more efficiently* so that they will eventually become buyers- either in-store or online.

Showrooming- the dreaded phenomenon

Digital signage was the second idea on a list of recommendations about dealing with showrooming that Econsultacy provided in [one of their recent articles](#). The technology enables retailers to provide comprehensive information in-store and continuity across channels, to point people to their websites via QR codes and display customers reviews- exactly what shoppers want.

Make the technology work for you. Whether you like it or not, consumers will continue using smartphones in-store and buying products online. Ensure that these tools are used to your advantage and direct

Digital signage ROI

customers to one of your points of sale, either online or offline.

It's all about the money

Let's face it. Whether we're talking about modernising your stores, enhancing customer experience or building a convergent cross- channel strategy, the ultimate goal is increasing the revenue level. But digital signage doesn't only help you increase sales and profits but it also contributes to decreasing costs.

Printed POS advertising is more costly to produce and replace. Transport, install and manpower are always required when you need to update your message.

Video screens, on the other hand, can be updated remotely, via the Internet. They don't need to be replaced for around 10 years and content doesn't have to be sophisticated (as shown in the previous section). This simplicity implies lower costs and a more sustainable communication solution.

DIGITAL SIGNAGE FOR RETAIL

There are two types of digital signage systems out there- on- premise and cloud-based ones. The software and hosting make the difference between the two.

On-premise digital signage systems have been around for a while. They are highly secure but also more costly as they involve owning and maintaining your own servers. Large organisations are usually choosing this option. [POV^{NG} our premise-based digital signage software](#) for example, has been used by some of the world's largest media owners like Clear Channel and JCDecaux.

If you're using a cloud- based digital system then your data is stored in "the cloud", in other words online. [digitalsignage.NET](#) software is such software. This means that:

- You don't have to spend resources (money and IT staff) to buy and maintain servers;
- You can access your content from anywhere in the world, at any time, provided that there is an Internet connection available.

The technicalities of the system

Premise-based digital signage software	Cloud-based digital signage software
More complex, it is usually used for large advertising projects.	Simple, suitable for users with limited technical knowledge.
You have to buy, build and maintain the server software.	There are no servers to buy and maintain, you are provided with Internet server hosting.
You purchase licenses, hence buying and owning the software.	You' rent' the software, paying a monthly or yearly subscription. More cost-effective.
New versions are not automatically distributed and they sometimes involve a cost.	Updates are free and automatic (at least at the server-side of things).
Given the complexity of the software, support is payable.	Software support is offered free of charge.
To learn more visit www.dynamaxworld.com	To learn more, visit www.digitalsignage.net

Need help with choosing between the two? [Contact us for a free consultation.](#)

Digital signage software

As you could see so far, the software is a critical part of your digital signage solution. It affects the type of content you can display, the cost and the reliability of your system. So choose it carefully to ensure that it is able to serve your needs.

Here are a few questions you should answer before selecting a digital signage software product.

Does it allow you to get started quickly?

The answer should be “yes” for SaaS (cloud-based) applications who should be suitable for DIY digital signage systems (provided you can handle the installation). You should be able to set up your account in a few minutes and manage your content (and displays, if you have them) seamlessly.

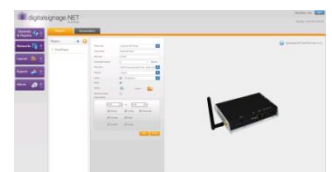
When it comes to on-premise digital signage software that is usually more complex, you will most likely need a demo and/or specific training to be able to use it independently.

Are you offered the chance to test the software before subscribing/ paying?

You won't be able to truly assess the simplicity of a piece of software until you actually use it. Therefore, you should be offered a free trial before you commit any resources.

This exercise will reveal another aspect to you- the quality of the customer support you are going to receive. Are your questions answered promptly and professionally, are any support materials accompanying the product- webinars, demos, User Guides, FAQ's etc.? Find this out before you become a paying customer.

Staying truthful to this principle, we allow our users to set up accounts of digitalsignage.NET and use the software for free until they decide to buy a subscription and send content to their screens. Users receive all the support they need in the process.



DIGITAL SIGNAGE FOR RETAIL

Can you know where and when your files have been played?

This feature enables you to monitor the system's health remotely and be sure that your content has been displayed when and where you wanted it to.

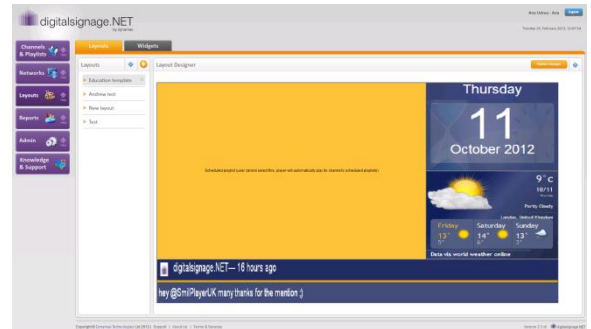
The reports will prove particularly useful if you are responsible towards a manager or an advertiser that need a proof that one or several content files have been displayed at the right time, on the right screen.

Does the vendor have a proven history of successful, scalable deployments?

Search for [case- studies](#), reviews and [press releases](#) of the vendors you are assessing to check if they have solid-enough businesses for a long- term partnership.

Find out a company's history which is oftentimes an objective indication about its products' quality and reliability.

Digital signage software



How flexible is the software when it comes to media support?

When selecting your digital signage software, the types of files you can or cannot play must be a major consideration because eventually, they will affect the final output of the system. Choose a software that will play the type of content you want to show (videos- live or pre-recorded, photos, widgets, news feeds etc.).

Tip: All the choices related to your digital signage project should be driven by your goals. Don't choose a certain technology just because it's the latest or the most sophisticated. Choose it because it suits your communication needs- as complex or as simple as they are.

Digital signage in action



Digital advertising screen in shopping mall powered by our [POV^{NG}](#)



East End Foods' digital displays run by digitalsignage.NET by Dynamax



Digital display showing HTML5 widgets in digitalsignage.NET. Automatically updated, they keep your screens fresh at all times.

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About us

With a strong 360° sector expertise ranging from system integration through to software development, we are an authority on digital signage, providing best-of-breed and flexible software solutions to customers all around the world. During the last decade, POV and digitalsignage.NET have won us a reputable client base among which we mention JCDecaux, Clear Channel, Berwin & Berwin, the National Exhibition Centre, Blue Cross, Olav Thon Gruppen and Amfi Eiendom shopping malls in Norway.

To learn more about us please visit our websites:

www.dynamaxworld.com

www.digitalsignage.net

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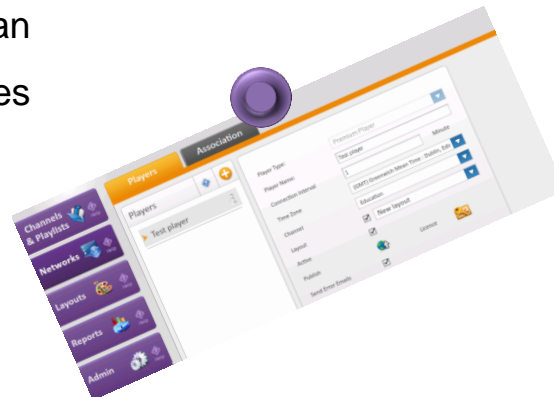
SIGN UP TO digitalsignage.NET FOR FREE

Put your knowledge to work and take a tour of our digital signage application.

All you need is a standard PC or Mac, an Internet connection and a few content files to play with and you're all set.

[Create your digitalsignage.NET account here.](#)

No obligations, no credit card required.



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