Digital Signage Statistics

Key statistics that prove digital signage is a powerful engagement tool.

- Captures more visits than static displays: 400%
- Increases customer retention by: 30%
- Boosts customer satisfaction by: 46%
- Generates a 32.8% growth in repeat buyers
- Encourages customers to spend 30% more time in stores
- Generates 32.8% more in-store traffic
- Increases effectiveness on brand awareness: 47.7%
- Reduces in-person wait times or checkouts by as much as 35%

59% of people who see digital signage want to learn more about the advertised topic.

Digital signage generates employee engagement by 20%–25%.

$500 million a year in additional revenue that could be generated by using digital signage to manage existing spaces.

Sources:
- http://www.digitalsignageforbusiness.com/

Contact and Design:
Mvix