

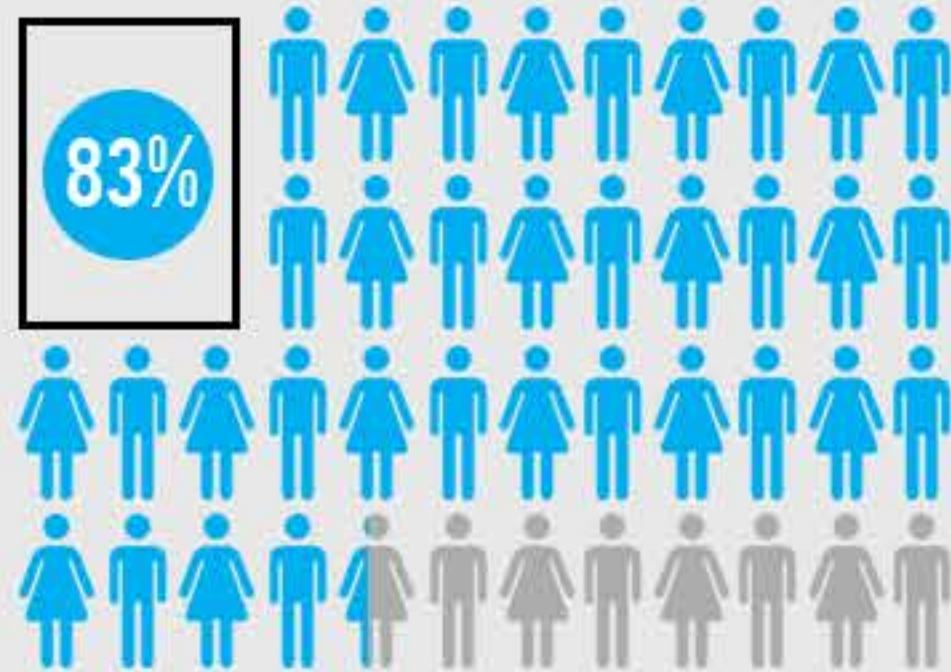
Digital Signage Statistics



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



Captures more views than static displays **400%**



Has a recall rate of **83%**



Bumps up the average purchase amount by **29.5%**



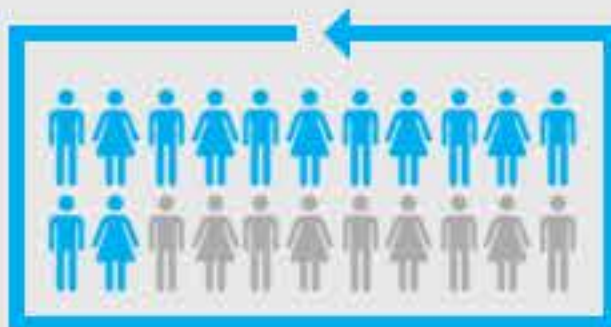
Increases customer retention by **30%**



Boosts customer satisfaction by **46%**



Creates a **31.8%** upswing in overall sales volume



Generates a **32.8%** growth in repeat buyers



Generates **32.8%** more in-store traffic



Encourages customers to spend **30%** more time in stores



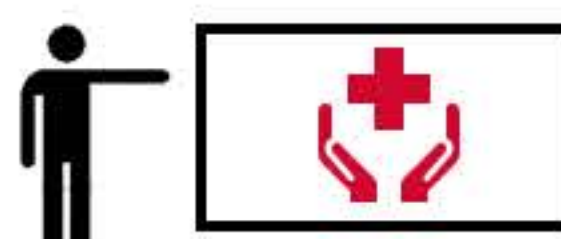
Reduces perceived wait times at checkout by as much as **35%**



Has a **47.7%** effectiveness on brand awareness



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



Digital signage for safety communications reduces workplace injury by 20% and generates a return of \$4 to \$6 for every **\$1 invested**



Improves employee engagement, which improves productivity by **20%–25%**



\$500 Million A multinational firm saved \$500 million by using digital signage to manage meeting spaces

SOURCES:

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