

# The Retailers Guide to Digital Signage:

# 5 Hacks for Accelerated Growth

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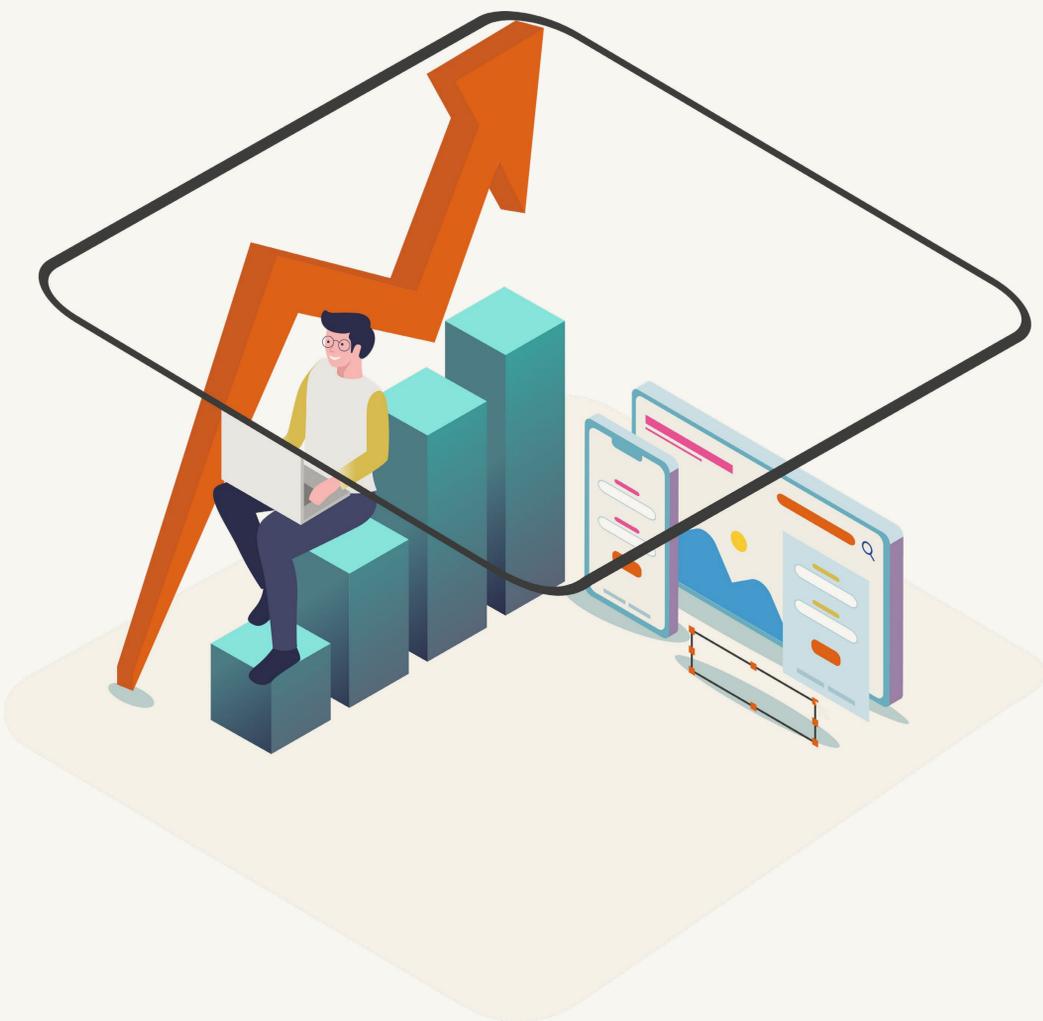


# Introduction

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Discover how to capture attention and streamline the shopper experience to increase impulse purchases and maximise sales using your Digital Signage network.

Consumer needs have changed. To stay ahead of the competition, retailers need to digitally transform to enhance the customer journey, optimise timely communication, improve wayfinding, and increase brand awareness.



The Digital Signage market is expected to hit **\$29.8 billion** by 2024

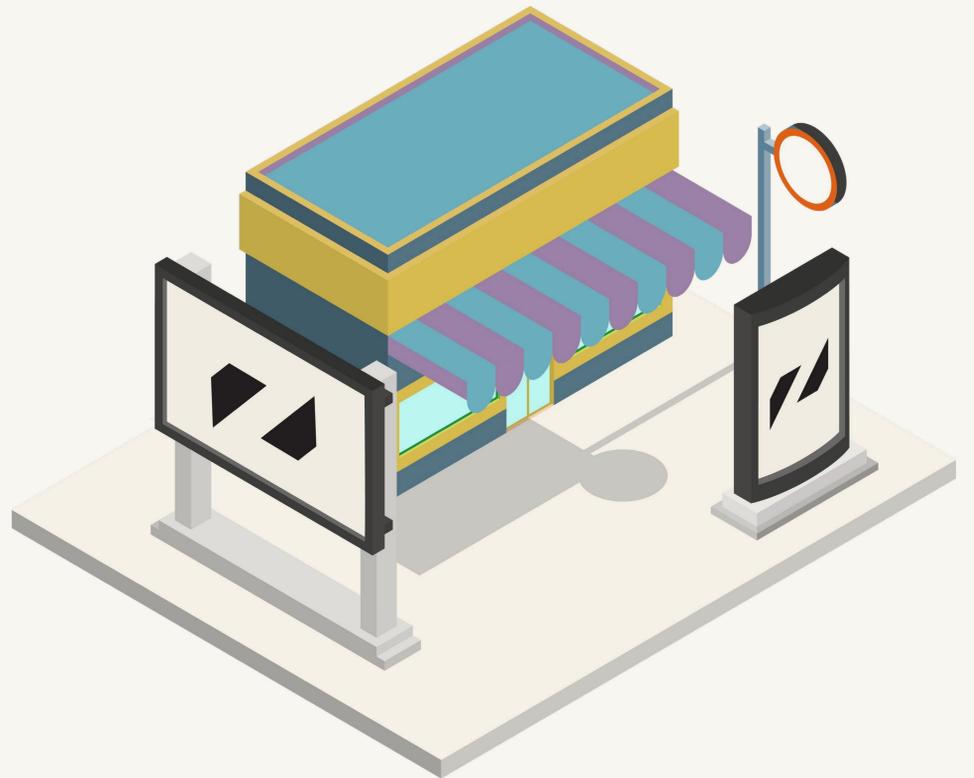
up to **60%** of retailers are investing in their network over the next two years. <sup>1</sup>

# The Power Of Digital Signage

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up to **80%**  
of brands experienced

**33%**  
sales increase when  
using Digital Signage.<sup>2</sup>



Digital Signage has become an integral part of all retail environments and when used correctly can generate powerful, successful and speedy results.

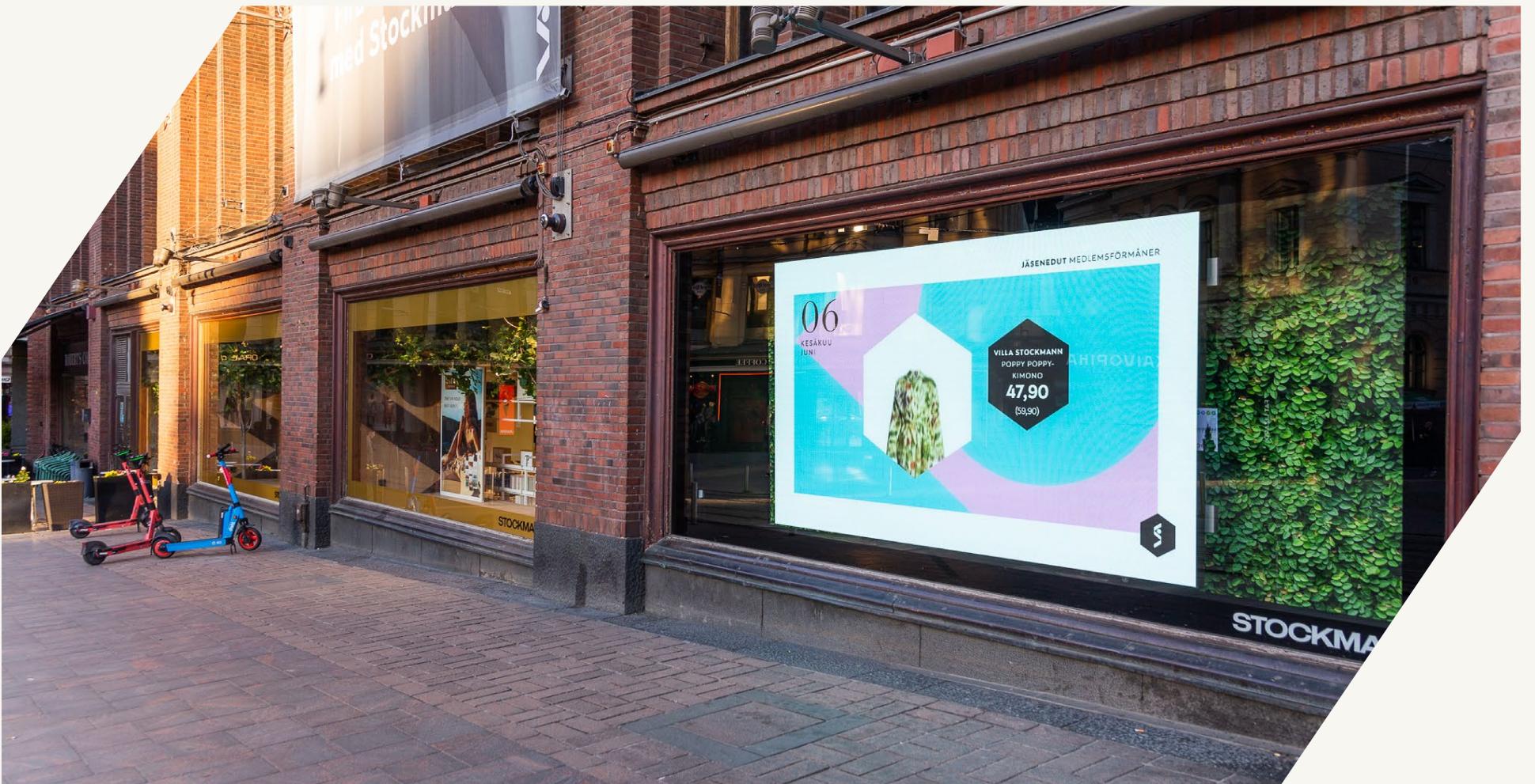
This type of signage can take on many different forms and be used creatively throughout the customer journey to provide information in an easily digestible way. From transparent LED to scalable LED billboards, video walls and tablets for POS activations.

It is a very flexible and adaptable way of digital marketing and can be used in a number of ways, think stand out window displays or interactive menu ordering systems. Whatever the case, Digital Signage can open up a myriad of opportunities for your business, and be the difference of converting a shopper into a long-term customer.

up to **68%**  
of customers say Digital Signage makes them  
more likely to buy an advertised product.<sup>3</sup>

# Your Digital Signage Journey Starts Here

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Digital Signage has certainly made an impression within retail, but how can retail businesses incorporate it into their overall marketing strategy to encourage business growth?

We've put together five ways Digital Signage can enhance your customer experience journey and send your business on its way to retail growth.



# Improve In-Store Navigation

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# 1 Understand Consumer Behaviour

People are creatures of habit. For the majority of customers, shopping is done on autopilot so it is vital for retailers to make memorable first impressions to break the trend.

This begins with enticing customers inside. Research has shown that displaying Digital Signage at least 5m from the entrance of the storefront has proven to be an effective way to draw customers in, without overwhelming them as soon as they walk through the entrance.

As you start to take notice of customer behavioural traits, you'll be able to learn how customers enter your store and which areas they gravitate towards. You can then streamline your in-store navigation to convey product messaging and make it easier for customers to find what they are looking for.

Research indicates that customers tend to walk counter clockwise around stores, and generally, if they are pushing the trolley with their right-hand they are more likely to pick up items with their left.

Customers pay big attention to colours and textures and will invariably be shopping at different times throughout the day, so daypart content to fulfil their needs more quickly.

Knowing the shopper psychology, can help you plan the layout of your store accordingly and place signage where it's needed most.



The average shopper spends **15** seconds looking at a shelf...



...and only notices up to **40%** of products.<sup>4</sup>



## 2 Make Popular Products Easier to Find

Contrary to popular belief, making best-selling products easier to find is far more effective than trying to promote items you want to push.

Making products easier to find not only enhances the customer experience, but it will also have a major impact on store sales. As many as one in five consumers make unplanned purchases as a result to visual triggers. Digital Signage

plays a vital role in equipping your store with navigational markers to help customers find exactly what they want.

Display screens located at the end of aisles or at the beginning of new store zones are an effective way to promote new and exciting products, display important product information and, introduce new product categories.



# Digital Signage can increase sales by up to <sup>5</sup> 29.5%

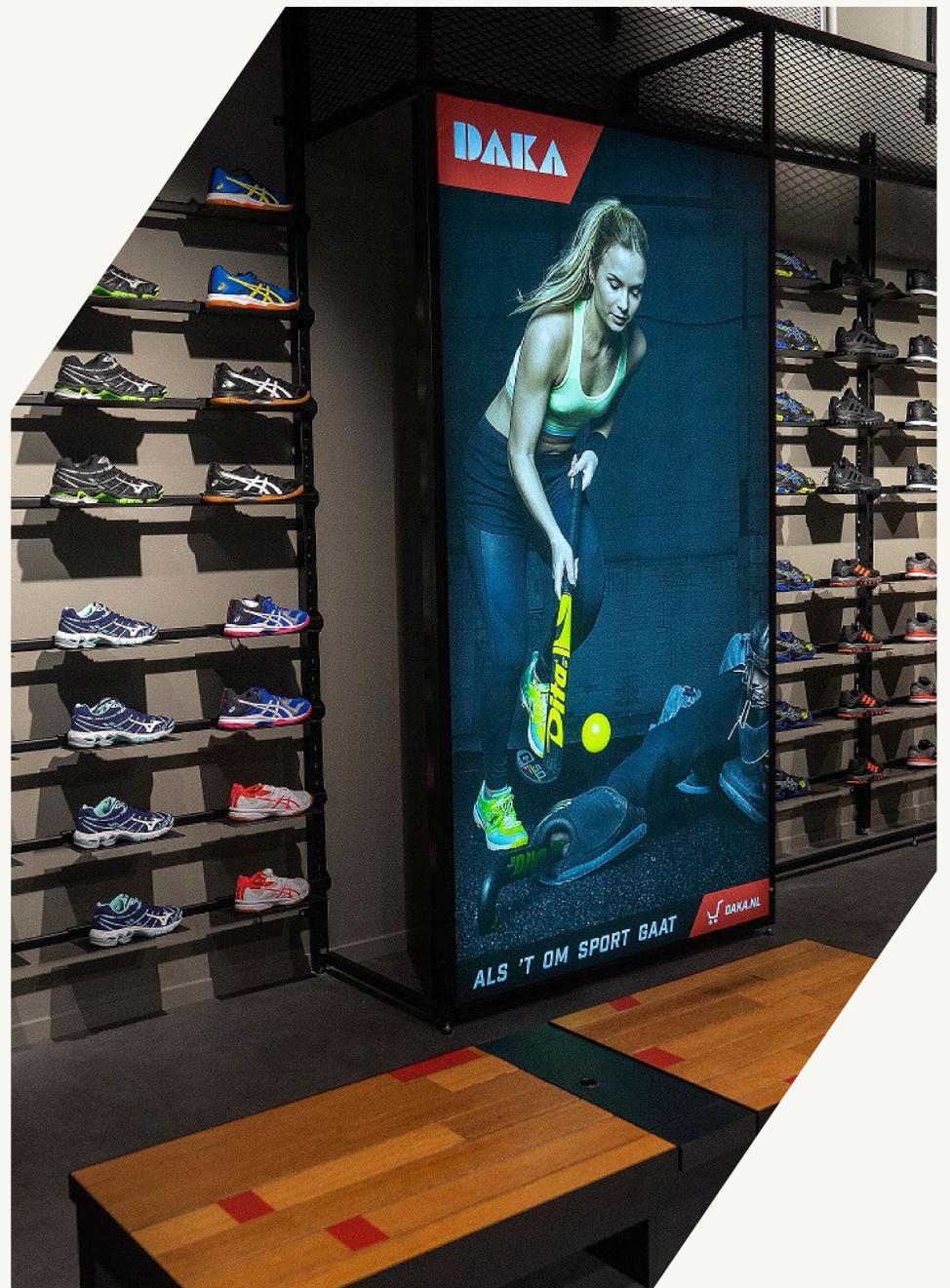
Using Digital Signage in this way and installing displays 1 - 1.5m from customer eye-level is an effective way to increase impromptu sales and impulse purchases.



# 3 Give Customers Space

It's not easy to turn cold zones into hot zones. However, there are some tricks you can use to attract customers into these open spaces.

Firstly, consider the space you're working with. Offering larger, open areas where customers can move around more freely is going to be an important factor in attracting customers into these zones. Avoid making customers feel like their personal space is being impeded.



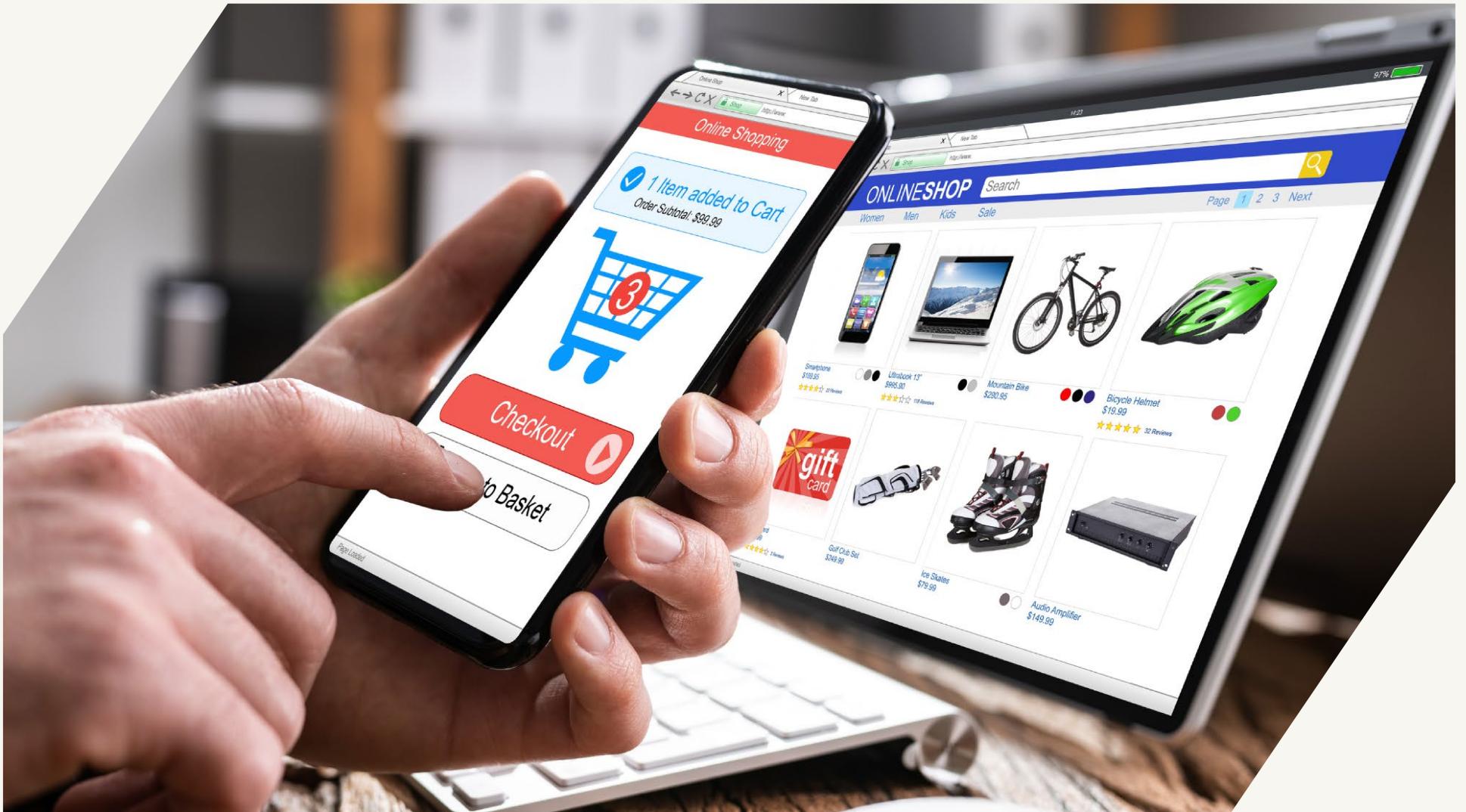
Traditional cold spaces are usually transition areas, which are dimly lit and fairly hidden. In these types of areas, products of higher value or 'essential' items are best placed to encourage customers to visit.

Once you give the customer a reason to visit these less popular spaces, you can enhance their shopping experience with Digital Signage. Display screens can transform these quieter, less frequented parts of the store with relevant messaging and interactive capabilities, to engage and excite customers.

# Grab Customers Attention

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# 4 Connect the Online and In-Store Experiences



A whopping 75% of customers say they use social media as part of the buying process, which includes both before and during their visit.

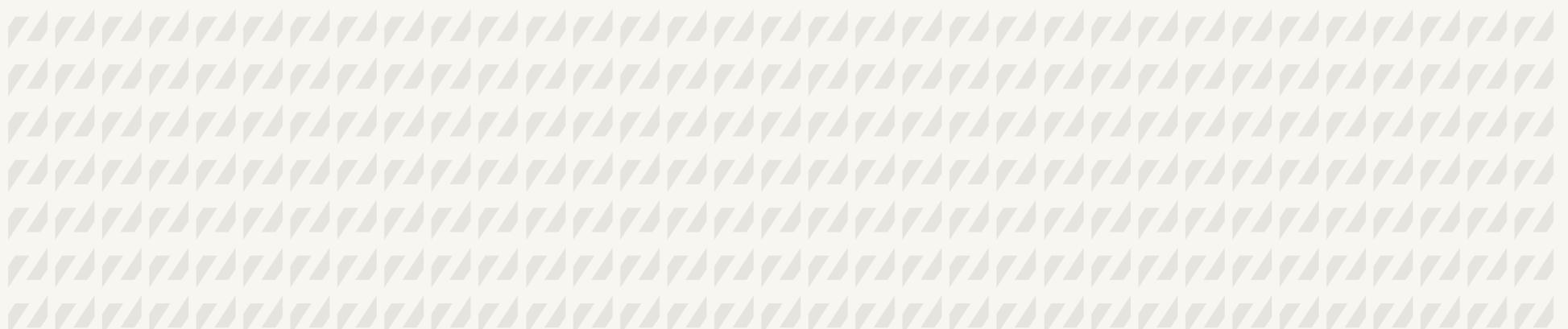
Customers seek reassurance and will often check the brand's reputation before committing to a purchase. You can help to satisfy their curiosity whilst also increasing brand awareness by using displays to showcase images or videos that represent your unique brand identity.

Using digital content can also help you stand out from the competition and provide that 'wow' factor when done correctly.

## GRAB CUSTOMERS ATTENTION

Digital display screens are thought to catch the eye 4 x more than traditional paper displays, with stores using digital window displays seeing an increase in footfall by nearly 10 percent. You want to offer a memorable customer experience so they spread the word about their positive experience with your brand.

The average attention span after all is only 2 -8 seconds long, so be strategic when trying to attract attention to make sure customers remember you.

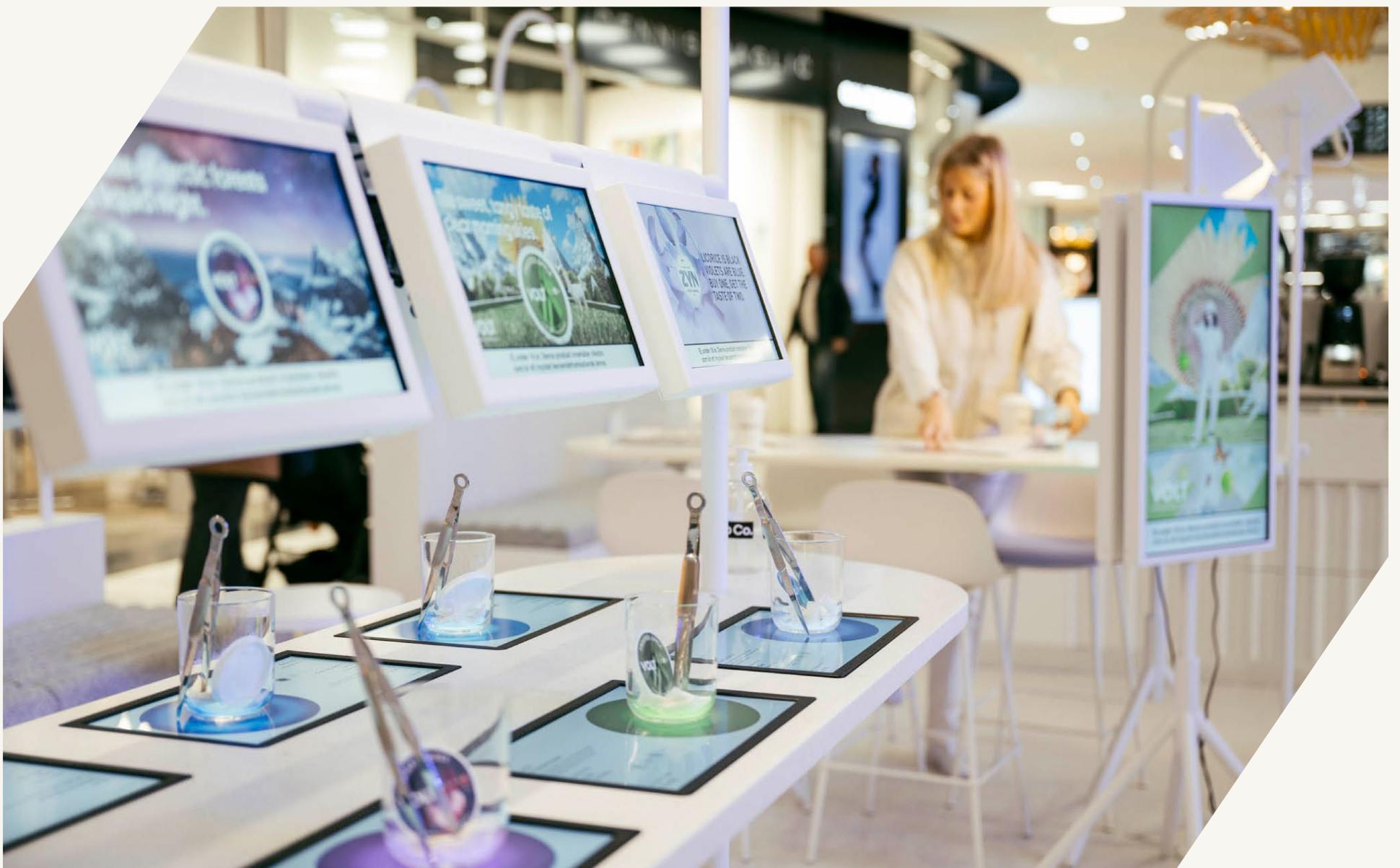


# 5 Upgrade your Point-Of-Sale

There are many forms of Point-Of-Sale (POS), however Digital Signage has proven to be the most effective method of capturing customers attention. An animated colourful display is more likely to capture attention than your average static imagery, so brands need to adopt compelling POS visuals to help influence customer buying behaviours.

Digital Signage systems used at checkouts can be an effective and impactful way to showcase products and offers. Using striking imagery in this way can increase customer 'dwell time' which refers to the amount of time customers spend interacting with content.

These visual aids influence purchasing decisions, helping to increase in-store revenue.



GRAB CUSTOMERS ATTENTION

up to **70%** of buying decisions happen at the point of sale.<sup>6</sup>

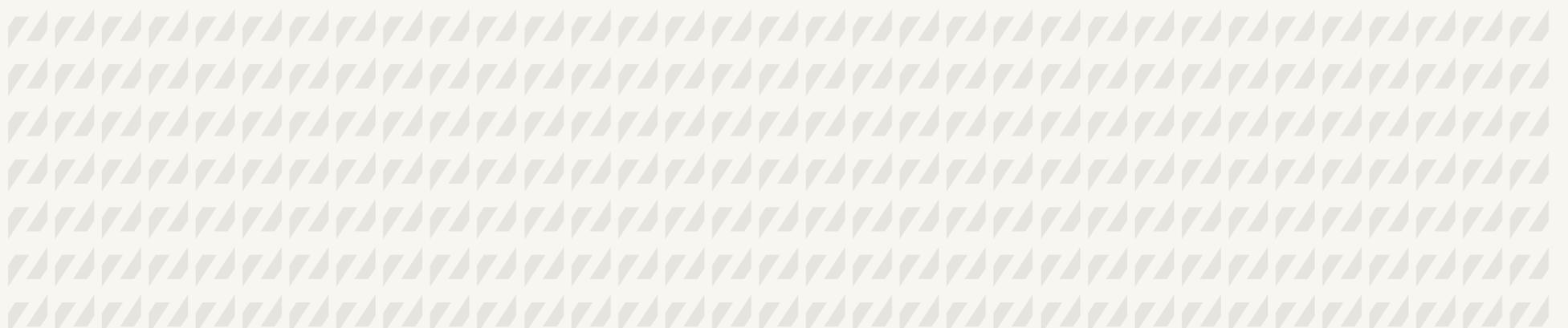


# Discover Dynamic Content

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Content no longer needs to consist of static loops of pre-rendered video or imagery. Today's CMS platforms allow you to be responsive to meet market conditions, so you can update media in real-time and share up-to-date information such as news, weather and traffic conditions from responsive sources.

Dynamic content provides a powerful communication solution that increases personalisation, supports sales and provides powerful, responsive messaging.



# How to Use Dynamic Content

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# Capture Attention

Retail environments are focused on sales activations and brand building. Digital Signage is a key tool for bringing the attention of customers to products and making purchases as seamless and easy as possible, to fulfil a good customer experience.

Digital Signage, with its ability to offer a changing array of relevant messaging, entertaining content and compelling multimedia, can be used as a key tool to attract and engage with customers on a much wider scale than traditional static content.

Combining this with dynamic content delivery delivers real-time and personalised messaging to entertain guests, make their experience memorable and bring displays to life.



# Be Responsive

With our Engage CMS software, brands can update content within an instant to reflect market and local conditions to further increase impulse purchases.

Dynamic Digital Signage has a distinct advantage of being able to show custom brand messages that can be changed periodically depending on numerous factors, such as weather, time of day and even type of audience. However, static displays do not have such capabilities and are limited to static content which can become repetitive for the audience, making them less likely to engage with the content.



# Real-Time Pricing

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Real-time content facilitates the convergence of online and offline strategies by enabling dynamic pricing. Online shopping has been a threat to the traditional high street, with customers browsing stores to find their item of choice, then buying it cheaper online.

With dynamic pricing, comparison sites can be automatically monitored and the price of items in physical locations instantly updated with the comparison, such as 'cheapest on PriceSpy'.



# Success Stories

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# Fredrik & Louisa

ZetaDisplay delivered a dynamic Digital Signage solution for luxury perfumery Fredrik & Louisa's new flagship store in Steen & Strøm to deliver a high-end solution for digital advertising whilst creating an additional revenue stream.

Steen & Strøm is Oslo's premier department destination and the beauty hall on the ground floor is the first-place guests visit on arrival.

It has the status and reputation for being an attraction and fabulous guest experience in its own right, as well as a state-of-the-art shopping space.



## Objectives

Embrace Dynamic Digital Signage to create an advertising platform that would appeal to the opulent brands they work with including Dior, Dolce and Gabbana, Yves st Laurent and Givenchy.

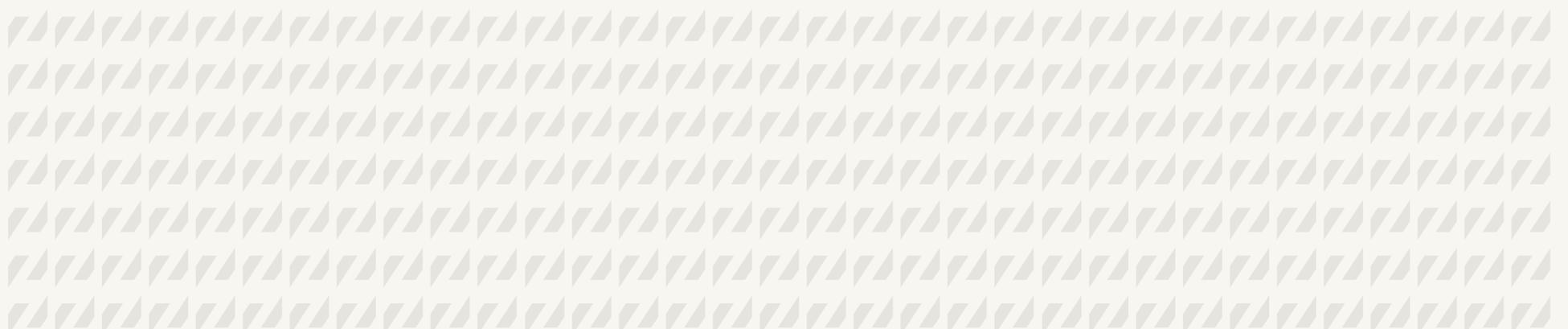
ZetaDisplay integrated displays into the furniture, within shelving units and at the end of aisles, to deliver a finessed bespoke finish that captures attention.

# Results

Using our proprietary CMS to control their dynamic content, Fredrik & Louisa have been able to:

- **Successfully create an advertising revenue stream, whilst enhancing the customer experience**
- **Offer a range of advertising options to their brands, including purchasing space on single displays, in a certain zones or for a whole store takeover**

This brings a new visual dimension to the store which is helping to engage customers in fresh and dynamic ways. It also creates an inspiring environment and helps to promote the brands, guide customers to their counters and showcase where newly launched products can be found.



# Foot Locker



American multi-brand sports shoe retailer Foot Locker was looking to enhance their brands messaging across its global stores and overhaul their previous POS advertising solution.

Foot Locker needed a solution that would give them the ability to effectively communicate dynamic, real-time messaging to customers in-store without any downtime for the business.

## Objectives

With 3,600 stores worldwide, ZetaDisplay needed to devise a Digital Signage strategy that was cohesive, flexible, and able to be replicated across all 13 countries. Each location's design and layout was different and with a total of 55 flagship locations to map out, it was imperative to use the space wisely and make sure the brand's messaging was consistent throughout.

## Results

The attention-grabbing displays have successfully helped to raise each profile across all 55 flagship locations and increase footfall to destinations.

Window-facing Digital Signage displays help to capture the attention of passers-by with added striking digital advertisements and the latest product releases.



Premium sports brands are displayed in hot and cold zones with added Digital Signage displays to increase footfall in-store and encourage customers to shop in quiet areas of the store.

Footlocker now has a convenient digital solution to showcase new product offerings, and promotions across its store, and a foolproof way of strengthening its brand messaging.

# TELE2

Telecommunications operator Tele2 was looking to reinvigorate its instore experience for customers.

ZetaDisplay designed and delivered a refreshed Digital Signage solution for the new concept store in Täby, Stockholm.



## Objectives

- Capture the attention of customers from the off-set, enhancing the overall customer journey
- Manage content both regionally and from their HQ to ensure brand continuity between stores.
- Ability to update content at a moment's notice across a variety of display types and sizes

## SUCCESS STORIES – TELE2

ZetaDisplay designed and installed a turnkey solution to reimagine the customer journey for the Stockholm Concept Store in Täby. This experience starts before guests have even stepped foot in the store with a striking LED Display adorning the front to capture shoppers' attention with creative campaigns to entice them inside.

The in-store signage solution varies depending on the size of the floor space, but follows the same solution as the concept store. 8x 37" Samsung stretch LCD displays have been placed above the counters where customers can experience the latest phones and tablets, a 75" Samsung display behind the

payment desk shares the latest brand messaging and a 55" display in portrait manages a virtual queuing system.

The content management for the exterior signage and the interior displays is managed on ZetaDisplay's proprietary CMS platform. This was already in place for scheduling and management of content across the retail estate, so the team can continue to manage the messaging for all screens remotely as well as create and schedule playlists.

## Results

- **The customer journey has been redefined, creating an innovative retail experience for customers**
- **Digital Signage shares key messages on a global and regional level and helps customers make informed decisions around their purchases**



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Signage journey today.  
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