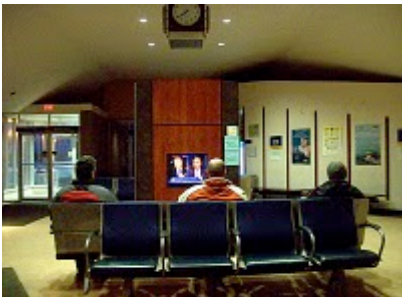


4 Reasons to Use Digital Signage



(1) Tailor the right Message to the right Audience

Dynamic content enables different messages to be delivered at different times of the day to reach the right demographics repeatedly, thus increase the ROI of your digital marketing. You can promote new products and services, local event participation, contributions to community, and more. **Studies show that digital signs are viewed up to ten times more often than static signs.**



(2) Captive audience

While customers are waiting, digital signs can serve as dynamic message board that presents a custom-tailored mix of informational and advertising content, including product promotions, timely news, and upcoming events.



(3) Lower the Cost of Creating and Distributing Print Ad Campaigns

By eliminating the need to print and distribute static signs every time you change your campaign, you substantially save on printing/distributing costs and processing time. Content changes are easily made and can be customized for various products or customers. Think about menu changes, in store promotions, new product launches or , facility information.



(4) Cross Promotions and Partnerships

Digital Signage allows cross promotion among your products and services for up-selling and upgrades. Many businesses use digital signage as promotional channel to cross promote value-added product and service packages at a lower advertising cost.

You can also cross promote your products and brand by working in collaboration with alliances and partners to capture consumers' attention and increase brand awareness. Some businesses use digital signage to increase product perceived value by rotating their ads with other high-end brands to leverage brand equity.