

Size Matters:

How to Leverage small Screens for a **BIG** Impact on ROI



BIGGER isn't always better, especially in the digital signage world.

Huge interactive touch-screens and giant LCDs have proven their worth as consumer engagement tools, but small screens are quickly earning respect because they maximize space, cut costs, provide versatility and attract huge amounts of attention. Leading retailers, restaurants and hotels are using compact digital displays – some with screens as small as 3.5-inches – to:

- Enhance the in-store experience
- Improve customer service & engagement
- Boost brand image & build loyalty
- Increase sales, including up-selling
- Streamline operations & raise productivity

Those benefits are easy to attain - if digital signage is properly deployed. Yet, selecting the right digital solution - no matter what size - can be a challenge. Plus, it requires special finesse to fully utilize small screens to their best advantage.

This white paper explores how top brands are making a big impact with small screens and offers best practices to maximize ROI.

In-store advertising has come a long way in the last decade. Today's shoppers don't want to be surrounded by flimsy, chrome-framed signs, and they don't want to waste time searching for sales clerks to answer questions about new merchandise, special offers and other details.

Whether in a mall, restaurant or hotel, tech-savvy consumers have grown to expect rich, multi-media shopping experiences and timely, engaging content - at their fingertips.

Engaging customers, especially at the point-of-sale, is crucial to retail success, according to a 2011 report from Aberdeen Group, a leading consumer research firm. The report offers these insights:

- Consumer expectations of an engaging, personalized shopping experience have significantly increased in recent years.
- Retailers need to focus on new strategies to improve customer experience, branding and loyalty.
- Providing easy access to accurate info about products can shift consumer focus from price to value and other benefits.

"Due to the economic landscape, today's retailers are operating in a "new normal," one that includes catering to value-centric shoppers," said Deena Amato-McCoy, a retail analyst with Aberdeen Group.

Amato-McCoy and other experts acknowledge that retailers need to do much more to connect with today's consumers and increase sales.

"The top, "end all, be all" way to improve in-store marketing is to keep messages clear, consistent and succinct," she said. "However, this becomes challenging for retailers that operate multiple stores across various regions and states."

One way to guarantee that messages are consistent and effective, Amato-McCoy said, is to incorporate digital signage.

"Retailers need to use innovative in-store marketing to deliver messages or targeted content that drives value, brand awareness & sales - all at exactly the right moment."

~ Deena Amato-McCoy, a retail analyst with Aberdeen Group, a leading market research firm.

To meet consumer demand for engaging in-store experiences, many leading brands are tapping into digital technology, ranging from standalone systems showing static images to fully-integrated networks with videos. With the evolution of narrowcasting, digital-out-of-home (DOOH) is being used to deliver, manage and change streams of content to tightly-defined demographic groups in a variety of formats.

During the past decade, many leading brands have discovered that digital signage can be an effective tool to deliver both soft and hard return on investment. (ROI) Research has shown that consumers are 5 to 10 times more likely to notice and recall dynamic media than static media and that greater levels of interactivity lead to higher sales. In addition, several studies have shown that digital signs can contribute significantly to customer engagement and interactivity, which are key to driving sales.

Digital Signage ROI By the Numbers:

- ◆ 64% of Best-in-Class Retailers are using digital signage to enhance the customer experience & customer service. ~Aberdeen Group
- ◆ Digital signs have a 47.7% effectiveness on brand awareness, increase the average purchase amount by 29.5%, create a 31.8% upswing in overall sales volumes, generate a 32.8% growth in repeat buyers and generate 32.8% more in-store traffic. ~InfoTrends
- ◆ The awareness rate for digital signage is 23% higher than the average benchmark of other POS media analysis. ~Nielsen

Good things come in small packages

Digital signs don't have to be huge to be effective, according to industry research. Small screens offer an easy, cost-effective way to connect with consumers and drive sales.

"Compact digital signage offers the distinct advantage of being able to deliver an engaging message, targeted specifically to a certain audience and presented to them at a crucial moment: the point-of-sale," said ambiance marketing expert Lynn Matson, author of the book "See It, Hear It, Experience It...Buy It!" and founder/CEO of **Pro-Motion Technology Group**, an award-winning provider of audio, video and interactive solutions for retailers, restaurants and hotels.

Fortunately, thanks to advancements in digital technology, small screen displays have dropped in price and increased in quality.

The secret to successfully deploying compact digital signage, experts say, is knowing how to get the most out of each and every small screen.

"Since compact digital signage comes with a lower price tag, it quickly pays for itself if you follow a few basic rules such as making sure the equipment is robust, placing the signs in optimum locations and ensuring that your service provider is reliable," Matson said. "The lower cost also allows you to place more screens in more locations. Digital signage also has many hidden benefits that are often overlooked such as reducing training costs. Retailers can eliminate the expense of training employees to answer questions about products. Plus, they can make sure that the message is delivered - in exactly the right way, at the right time - for an affordable price."

For example, Pro-Motion offers stock and customized digital signage in every size, including an array of compact digital displays that cost 75% less than traditional networked digital systems and can generate significant sales increases.



Numerous leading retailers have successfully deployed compact digital signage by partnering with Pro-Motion.

Even without the difference in price, small screens are often the better solution. Deployed properly, compact digital signs offer these benefits:

- ◆ Lower costs for purchase, installation, energy use and maintenance
- ◆ Require less space; offer more versatility
- ◆ Effectively target audiences at the POS to influence purchasing decisions



To shorten the rollout process and maximize ROI when deploying compact digital signs, experts suggest selecting solutions featuring:

Durable components: Since compact digital signage is often used at the POS, the components need to be rugged enough to withstand high-traffic locations. Although some marketers have experimented with consumer-level products such as digital photo frames, those items do not typically have the ability to endure in a retail environment. Consumer products might cost less, but it's wise to stick with commercial-grade products from a reliable vendor.

Optional power supplies: Wiring electrical outlets is costly. So, battery-powered digital signs might be the best answer, especially for temporary displays. Not only do battery-powered displays offer extensive savings on installation and energy bills, but they can easily be installed in almost any location. No need for outlets, wiring or waiting. That means the displays can be quickly and easily placed in the most optimum locations. For example, **Pro-Motion Technology Group** is the sole U.S. distributor for the iShelf, a battery-powered digital display that recharges to allow uninterrupted customer engagement.

Flexible placement accessories: Some compact digital solutions, such as the iShelf, boast a wide array of accessories such as counter stands, slant wall clips and custom-printed frames. The device fits multiple shelving configurations with a secure, adjustable mounting system. That enables marketers to place their message right in perfect sight of shoppers, which encourages interactivity and drives sales.

Easy way too upload & update content: Not every digital sign needs to be hooked into a huge network to be effective. With the iShelf, for instance, video content is easily uploaded via a USB stick. It's simple, easy and effective.

For retailers seeking to enhance customer service and increase sales, Pro-Motion Technology Group offers an unlimited list of stocking and custom digital solutions with available features including:

- Screens as small as 3.5-inches
- Looping Video
- Button Interaction
- Touch Screen
- Fully interactive kiosk components
- Battery Operated
- Open Frame
- Data capture



About the sponsor:

As a leading single-source provider of audio, video and digital solutions for the retail, foodservice and hospitality industries, **Pro-Motion Technology Group** is backed by experienced sales, service and maintenance divisions. Over the past 25 years, Pro-Motion has developed strategic relationships with product manufacturers and factories around the globe to provide unique solutions for a wide array of leading brands, including Neiman Marcus, Kohl's, Toys R Us, T.G.I. Fridays and Which Wich. By partnering with Pro-Motion, clients can quickly and easily deploy solutions that present specific messages, entertain or inform customers, educate staff members, protect assets, market products and create brand awareness. In addition to digital signage equipment, Pro-Motion provides the most respected audiovisual brands and an extensive array of products and services combined to deliver robust, customer-driven, integrated solutions.