Guide:

The Definitive Guide to Digital Signage ROI

DATABEAT

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Introduction:
What is digital signage?

Digital signage refers to the use of technologies such as LCD, LED, and projection to display content including images, video, streaming media, and information. From retail stores to restaurants, to office buildings and outdoor advertising, digital signage is all around us, and its use is widespread (and **growing**).

Digital signage refers to everything from the overarching technology to the individual displays, and can be used in a variety of ways across multiple industries — from retail and restaurants to corporate communications, education, and more.

a. How does digital signage work?

If you've ever wondered how digital signage works, you're not alone. A simple way to understand it is to compare it to a computer and a desktop monitor interacting with each other.

A complete digital signage system is made up of three key components:

1) **A content management system (CMS)**
   This is where you upload any assets such as images, graphics, information, and videos that you want displayed on your signs.

2) **A digital signage player**
   Once you've uploaded your assets to your CMS, they're sent across your network to your media player or an individual computer. Vendors often package these with your chosen digital signage software.

3) **A digital screen**
   Your digital screen is where your chosen content will appear. There are several variables to consider when selecting the right screen, such as price, functionality, quality, durability, and location.

You can add cables or instead opt for content management systems, digital signage players, and digital screens, which all work in harmony with your wireless network to promote, manage, and organise content across all of your digital signage displays

Using PowerPoint for digital signage?
Make your displays more dynamic by downloading
our free PowerPoint templates.

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1. Why you should be using digital signage

To survive in today's fast-paced world, companies must do two things well:

1. Sell more products and services by engaging their customers
2. Increase employee productivity by connecting the workplace

Sell More Products

When rolled out properly, **digital display solutions** help companies to achieve these twin goals.

Modern digital signage is one of the most effective ways to communicate with target audiences; in fact, **research** suggests that dynamic display ads reach more viewers than social media posts or internet ads.

> *70% of people recall having seen a digital video display in the past month, versus just 43% on the internet, and 41% on Facebook.*

Powerful digital display software like **DatabeatOMNI** allows companies to easily get their messages in front of the right audience, at the right time, and in the right place. Born in the Cloud, these targeted messages can be updated instantly from anywhere with an internet connection.

Increase Employee Productivity

Employees are also far more productive when they're tuned into a company's mission and goals.

Digital displays in the workplace can be a powerful tool for connecting employees, especially across multiple locations.

> *The McKinsey Global Institute found that productivity improves by 20-25% in organisations with closely connected employees.*

LG

LG
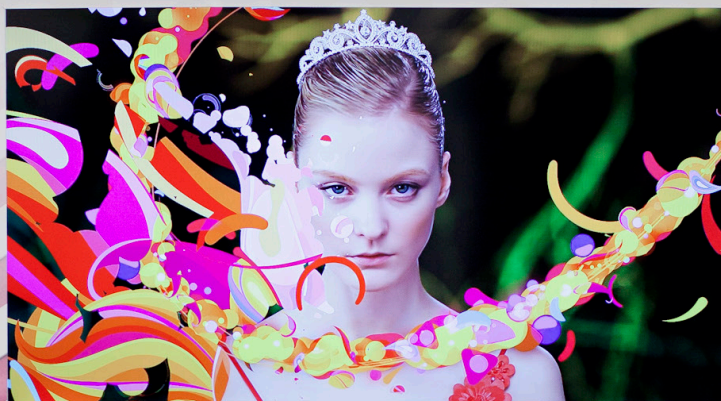
LEVEL UP
MED LG G3

Velkommen til #nestenivå.

QuadHD   OIS+   BATTERY   Qualcomm
          LASER af   Smartly Powered snapdragon

LG G3

Utilising digital display technology not only improves your employees' work life, but it can also have a positive effect on your bottom line.

Digital signage can also be used to provide ongoing training and connect employees with your company's culture; imagine broadcasting your sales team results on a leaderboard to encourage some healthy competition and motivate future performance, or sharing health and wellbeing tips throughout the day to encourage positive workplace habits.

a. Key industry challenges and practical solutions

RETAIL. Displaying and promoting content in retail can be costly, particularly in markets such as fashion, with new products and printed posters being displayed every other week. Using **digital signage in retail** allows businesses to reach and engage their target customers at a lower cost. From increasing brand awareness to promoting new products, digital displays help businesses catch the attention of their audience to boost sales and increase ROI.

RESTAURANTS. From fast food to fine dining, restaurants must frequently update their content to reflect new products and new seasons, requiring fresh printed material each time. However, digital signage allows **restaurants** to create menu boards and interactive screens on demand and at a reduced cost to streamline food ordering, promote offers, and reduce waiting times.

Discover how Frich utilises digital signage to display information and content to customers.

CORPORATE COMMUNICATIONS. Aligning several teams across multiple locations is a common challenge, with corporate communications costing additional time and money to produce, manage, and distribute. Digital signage is a more cost-effective solution, from greeting visitors to sharing news with employees and highlighting achievements. **Conference room digital signage** is another beneficial tool.

ENTERTAINMENT. The entertainment industry presents endless opportunities to utilise digital signage and save money on printed advertisement costs. For example, **Tusenfryd, the largest amusement park in Norway**, uses DatabeatOMNI to promote offers, build suspense, and attract customers.

HEALTHCARE. Digital signage can also be used as a more efficient and cost-effective alternative to printed posters in healthcare, helping patients and visitors to feel at ease and share information on how they can protect their health.

EDUCATION. Educational spaces can also benefit from digital signage, which can be used in the form of kiosks to help students find their way around campus, display class and exam timetables, cafeteria menu boards, and more. Again, this lowers printing costs and allows information to be delivered more smoothly.

TRANSPORTATION. In such a time-sensitive environment, digital signage beats printed posters every time, both in terms of cost and the speed at which information can be delivered. From arrival and departure gate information to self-service check-in kiosks, and video players to advertisements, transportation locations such as airports, train stations, and bus stops present an excellent opportunity to utilise digital signage.

b. The benefits of digital signage

Being able to communicate your business' message effectively, at the right time, in the right place, is essential for engaging your customers. Whether it's in a **store, at a shopping mall, in a restaurant, or at the airport, digital signage makes this possible.**

In fact, digital signage vs. static signage boasts **numerous benefits for businesses**, including: Reducing perceived wait time.

Digital signage improves the customer experience by **keeping customers preoccupied** while waiting in line. Keeping your customers entertained using digital signage ultimately helps to reduce the perceived wait time, minimising frustration.
Enables you to run time-sensitive/seasonal ads

Unlike print advertising, where the lead time is typically a minimum of six weeks, digital signage can be updated whenever (and wherever if built in the cloud). This enables you to change your displays depending on variables like the weather, recent events, and other topical subjects. This means your ads will always be relevant to your target audience.

Reducing print and costs

Digital signage is **less costly to develop** and run than print ads — plus it looks more professional, giving your brand a fresh and modern appeal. It's also more dynamic, enabling you to run more timely campaigns that target a specific (e.g. local) group of people.

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Increasing sales

Provided that your digital signage is utilised at the right time, in the right place, it's an effective way to increase your sales. Ensuring your content is directly relevant to your target audience will ultimately ensure it's a valuable investment for your business.

Encourages customer interaction

Digital signage is also a powerful tool to facilitate customer interaction. This is especially true of touch screens that encourage customers to fulfil an action, such as downloading an offer or signing up to your company's email newsletter.

Complements online marketing efforts

Another benefit of digital signage is that it can complement your existing online marketing efforts, often containing a similar message, but expressed to a very specific audience and/or location. Digital signage is also a practical tool, as your online marketing work can often be reused and repurposed.

It's easy to test

Digital signage makes it quick to update and publish new ads. This makes it easy to test which marketing messages and visuals perform best in various environments. Over time, you will build up a more accurate picture of what works well (and what doesn't) for your target audience.

Enables you to leverage video

Finally, digital signage enables you to incorporate more engaging content such as video footage to captivate your audience. Unlike a print ad, which is limited in its appeal, videosare bound to get more attention and be more memorable.

Kjøkkenutstyr fra

Jamie Oliver

Skogeier bosatt i Oslo og omegn?
Informasjonsmøte 11. januar 2018

VIKEN SKOG

PROGRAM

Tid og sted:
Torsdag 11. januar 2018
Programstart kl. 18:00
Forventet slutt ca. kl. 21:30

INFOMØTE
FOR SKOGEIERE
I OSLO OG OMEGN

SAMSUNG

Deeper contrast

2. The relationship between digital signage and ROI

Creating an attractive and inviting atmosphere that draws customers inside stores, restaurants, and other environments is often a key motivator behind businesses adopting digital signage screens. However, return on investment is another important factor that companies must consider to assess the wider impact of their digital signage.

Measuring return on investment can be a challenge, especially when it comes to printed advertisements and even traditional digital signage displays. And when you think about it, it makes perfect sense — how can a poster or a screen possibly indicate an increase in sales of a particular product or service you are promoting?

However, there are clever ways around this. For example, you can include QR codes in your digital signage content powered by DatabeatOMNI to gain visibility on the number of buyers interacting with your brand.

Another tried-and-tested method to encourage user interaction is to complete your content with an on-screen call-to-action (CTA). If your digital signage goal is to drive more traffic to your site, promoting a unique URL for viewers to follow is a simple way to achieve and monitor this — indicating how well your digital signage content is performing and enabling you to make iterative adjustments as time goes on. Offering discount codes or promoting giveaways is another great way to encourage further user interaction.

Despite the initial investment of digital signage screens and software, if implemented correctly, the ROI benefits can be impressive and significantly offset the cost of missed opportunities to engage your target buyers. Read on to discover drawbacks of printed advertisements and advantages of switching to traditional digital signage:

a. Printed advertisements

By nature, static posters have a fixed design and can only display one advertisement per location. In other words, only one message at a time can be communicated in high footfall areas. The static nature of printed ads also means there is no flexibility to easily change the content in the event of a printing error, or if the ad becomes outdated.

The workflow of printed ads is also time-consuming and labour intensive — not to mention costly. Printed posters rely on transport, people, and physical media at each stage of the process, resulting in accruing transport and labour costs.

Print ads also raise environmental concerns due to the number of trees that must be cut, transported, and processed to make paper — not to mention the chemicals, inks, solvents, and adhesives used. This contributes towards businesses' overall carbon footprint.
The other problem with printed posters is that they have a very short lifetime, contributing to

further waste just a few weeks after being displayed.
Digital signage, on the other hand, is a faster, less wasteful, and more cost-efficient way to promote products and services. Read on to learn more.

b. Traditional digital signage

Digital signage provides your business with the flexibility to adapt and appeal to your customers' ever-changing needs, at the right place and at the right time to increase sales.

The ability to update content seamlessly at any time is a significant benefit of digital signage, resulting in quick and easy savings from the moment you make the switch.

Being able to create and schedule a sequence of messages to play on targeted screens across multiple locations also allows you to adopt a more agile, dynamic approach.

Digital signage boasts a far more efficient workflow compared to print ads, with zero transport and labour required between where the content originates and its final display locations. Cutting out a significant chunk of the process associated with printed powers enables you to reduce costs, increase the speed of delivery, and improve overall productivity.

customers' attention in a way that printed posters simply can't — helping to boost sales, provided the content is targeted enough.

Although digital signs naturally consume energy, compared to print advertising, digital signage is still much more environmentally friendly. As content can be updated digitally at any time, this significantly reduces the amount of waste produced. The environmental benefits of digital signage also provide you with a quick return on investment.

Opting for digital signage over print advertising is not only more efficient, effective, and environmentally friendly, but it will save you a substantial amount of money in the long-term.

Despite its advantages, traditional digital signage is not without its issues. For example, **DIY** **solutions** can involve a chaotic process of juggling USB sticks to find and display the right content at the right place and at the right time. A lack of automation can also make sharing your business' message more time-consuming than it needs to be.

In response to the increasing need for simple, streamlined digital signage that works instantly, *DatabeatOMNI software goes one step further. Read on to find out more.*

c. Calculating the impact for your business: Printed ads vs. digital signage costs

Using a fairly simple calculation, you can compare the total cost of print advertisements vs. digital signage and reveal which investment makes the most financial sense for your business.

To help you apply this calculation to your own organisation, we have illustrated below using the example of a retailer.

Savings example: Retailer

In this example, we have taken a retailer that has a store of 150m² and uses traditional print advertising.

The retailer has five sections in-store, in which each section features two posters displaying relevant promotions and offerings. The store changes its posters twice a month, meaning four posters are required per section, per month. The retailer is not part of a franchise and handles everything from initial design through to hanging the posters to support each promotion.

The retailer strikes a deal with its printing company, meaning the cost of an A2 premium poster is £4 including transport. Per annum, the retailer spends around £960 on posters.

5 sections x 4 posters x £4 x 12 months = £960

It takes around 10 minutes for an employee to take down the old poster and put up a new one. The average hourly wage for a staff member at the company is £8. Per annum, an employee uses around 24 hours to change the posters – equating to £192.

24 hours x £8 = £192

Therefore, in total, the retailer spends £1,152 on printed advertisements each year.

Now let's calculate the total cost of digital signage.

The retailer needs two professional digital signage displays and two DatabeatOMNI licenses. The total cost of the displays is £1,100, while two 3-year OMNI+ licenses cost £936. The total upfront investment is £2,036.

Keep in mind that the professional displays have an average lifespan of three years — as do the licenses.

Now let's compare the total costs of the investment over three years.

Traditional print advertising	Digital signage
£1,152 x 3 years **= £3,456**	£1,100 + £936 **= £2,036**

As you can see, although digital signage has a higher upfront investment than traditional print advertising, within three years of using a digital signage solution powered by DatabeatOMNI, the retailer makes an impressive **£1,420** saving.

In addition to the financial benefits, digital signage is more environmentally-friendly, reducing harmful emissions and therefore lowering your business' carbon footprint.

What's more, digital signage enables you to share dynamic and eye-catching content, enhancing your business' ability to generate more revenue and increase profits.

3. Introducing DatabeatOMNI screen publishing

Goodbye digital signage — hello **screen publishing**.

Many of us are familiar with digital signage just from observing the many solutions we encounter and are exposed to daily — from digital ad posters in shopping malls, stores, and restaurants, to departure boards at airports, train stations, and bus stops.

While digital signage is a globally-used term, at Databeat we believe in describing exactly what we do — publishing content to screens. The DatabeatOMNI platform is also much more than that, and we want to make that known.

Screen publishing looks beyond the store windows you're used to seeing and into the future, where its **use cases extend to the community and workplace** (such as floorplans and meeting rooms respectively).

By going one step further than traditional digital signage, we are able to deliver a more efficient and simple solution, improving your business' ROI even further.

Click here to claim your free trial *and discover how to simplify your digital signage.*

a. Digital signage made simple

If you're looking for an easy-to-use digital signage solution, we can help. At Databeat, our experienced digital designers provide support to help share your content and message with your audience. From creating customised templates to motion graphics and content for your company's campaigns, we make screen publishing simple. *Click here to get in touch*.

Choosing a digital signage operating system that works for you and is simple to use is essential. Here's a step-by-step guide to using DatabeatOMNI to upload, schedule, and publish your content to screens:

1) **CREATE A CHANNEL**. Click the '+' icon in DatabeatOMNI to get started. From the 'General' tab, create a channel name and description, and choose your screen orientation and resolution. Press 'Save'.

2) **ADD CONTENT.** Click the 'Publish' tab (right of 'General'), then click the '+' icon (top right hand corner) to select content including images or video from your PC files. Double-click your chosen file to open it in DatabeatOMNI.

3) **PLAN WHEN TO DISPLAY CONTENT.** After opening your file, give your content a title, description, and set the amount of time it will display. From there, you can

explore the 'release' and 'expire' features under the 'Duration' setting. You can also use the 'Playblock' tool to set specific times for your displays to go on and off. Once you're happy, click 'Publish'.

4) **REVIEW AND PUBLISH YOUR DESIGN**. After your content has been uploaded, click the 'Monitor' tab to preview your content. Once happy, click the 'OMNIplayer' tab, select the display you want to cast your content to, and your content will appear. That's it!

5) **ADD DYNAMIC WIDGETS (OPTIONAL)**. You also have the ability to apply **live widgets** on top of your content in DatabeatOMNI in the 'Screen Designer' window. Simply drag and drop the widgets you'd like to include and they will appear. As they're fully customisable, you can test different placements and the appearance of widgets until you achieve the effect you're after.

To learn more about DatabeatOMNI, click here.

b. Customer success stories

Customer story: David-Andersen

David-Andersen is a renowned Norwegian jewellers founded in Oslo in 1876. Today, with multiple stores across the region, the business faces modern-day challenges such as increased pressure on prices and customer expectations including extended service and an unforgettable customer experience.

Like much of the retail industry, **David-Andersen recognised the importance of following these trends** to meet their customers' ever-evolving needs. Digital signage is one of the many tools David-Andersen has used in order to create more effective interactions with their customers — both online and in-store.

The jewellers' CEO, Finn Martinsen, had been exploring different digital signage solutions for several years, but wasn't satisfied with any of the offerings. It was only when he learned of DatabeatOMNI that he dared to bet on digital signage.

contributing towards an attractive and customer-friendly environment. David-Andersen therefore introduced screens with elegantly decorated gold frames to complement the stores' existing decor. 'It's about integrating the display into the interior so that it looks like a picture frame and the expression is aesthetically beautiful' — Finn Martinsen, CEO, David-Andersen

The jewellers chose DatabeatOMNI as their preferred solution because the software helps stores to create a beautiful and unique shopping experience. The ability to make quick changes and update content regularly encourages shoppers to buy and loyal customers to keep coming back, making it a worthwhile investment.

Business outcome:

Today, there are three David-Andersen stores using digital signage, both inside the stores and in larger public spaces to engage passers-by. The jewellers plans to rollout screens in all of its stores over time, recognising that printing high quality images on posters (as the business has done in the past) is far more costly from an operational perspective. Better still, they can now focus on what matters the most — creating eye-catching, dynamic content to engage their target customers.

To discover how DatabeatOMNI could transform the way you attract and engage your customers, get in touch today.

Customer story: MIX Skøyen

MIX Skøyen, part of one of the largest convenience store chains in Norway, is setting a new trend. Lasse Larsen, Owner/General Manager, has installed 11 digital displays powered by DatabeatOMNI to entice passers-by as they go about their busy days.

> *'I'm confident that digital display technology is an investment that pays for itself. It costs less while looking better than printed posters. It is also much easier in terms of maintenance.'*

— Lasse Larsen, Owner/General Manager, MIX Skøyen

The solution:

Lasse cleverly changes what is displayed on the screens depending on the time of day: coffee and breakfast menus in the morning, lunch offers in the middle of the day, and grab-and-go hot dogs in the afternoon. 'On sunny days, we focus more on ice creams, smoothies, and other refreshing beverages. On rainy days, we promote other products like hot coffee.'

The beauty of DatabeatOMNI doesn't stop there, as the tool can be set up to adapt content depending on the weather with just a few clicks. This simply wouldn't be possible using printed posters.

Business outcome:
The store often experiences customers
coming in and asking about a deal that's displayed on one of the screens, demonstrating the screens' effectiveness at grabbing customers' attention and attracting them to the store. 'Old posters don't generate the same customer interest and footfall as our digital signage does. Besides that, it's also more cost-effective.'

6 reasons MIX Skøyen chose DatabeatOMNI to power its digital screens:

1. Easy to produce and publish content
2. Flexibility — they can change content whenever they want to
3. Automated content depending on the weather and season
4. Simple to fix typos or other mistakes in the content
5. Functions as a magnet, driving customers into the store
6. The screens inspire customers to purchase more once they're in-store

If you have been inspired by MIX Skøyen's story and are keen to discover what DatabeatOMNI could do for you, get in touch today.

Customer story: GANT

GANT is an international clothing brand founded in 1949 by Bernard Gantmacher. Fast forward to the modern-day, it needed an effective and visually appealing way to promote its products across multiple stores.

Before investing in digital signage, with lots of stores in Norway, it was difficult to have the same messaging and promotion rolled out at the same time in each store — which is one of the reasons **GANT chose to switch to digital signage** powered by DatabeatOMNI.

The solution:

GANT will start implementing digital signage in six stores to begin with, followed by an additional three stores shortly after.

The potential cost savings of using DatabeatOMNI were a significant factor in the business' decision to switch from print ads.

> *'With posters we spent a lot of time coordinating and ensuring that the promotional material is delivered correctly and at the right time. Now with DatabeatOMNI we can simply upload new promotional content and publish it at the right time.'*
>
> — Alexander Transeth, Head of Marketing, GANT Norway

By using digital signage, GANT is able to create a more dynamic in-store customer experience.

Introducing digital signage has already made GANT employees' jobs much easier, and they spend less time and money on production and material printing as a result.

DatabeatOMNI has proved to be a fast and effective solution, as Alexander can sit in his office and administer the content for all stores centrally, as well as adding or changing the messaging and sharing it whenever required.

Here's what Alexander had to say about our solution: 'I'm really happy with DatabeatOMNI, but the thing that pleases me the most is the support I get from Databeat. Whenever I need anything from Databeat they are really quick to answer and to fix any issues that I may have.'

We are thrilled that GANT has chosen DatabeatOMNI as their preferred digital signage solution, and look forward to continuing to help them promote their brand for a greater ROI versus using print advertisements.

Conclusion: Identifying the right digital signage solution

At Databeat, we understand it can be a challenge finding the best digital signage solution for your business. That's why we created DatabeatOMNI, which makes it simple for you to plan, schedule, and publish content to screens.

DatabeatOMNI provides you with everything you need to display great content — on as many screens as you want to — without complex interfaces, specialist training, or additional procurement costs.

Whether you need digital signage for advertising, internal comms, or entertainment, **DatabeatOMNI makes it easy**. With simple user controls and a single common sense interface, anybody can publish high quality content in seconds.

To discover how you can use digital signage to improve ROI, click the button below to claim/start your free trial.

About DATABEAT

Databeat is a digital signage platform provider with over 30 years' experience across hundreds of businesses, thousands of screens, and millions of messages, empowering stakeholders to publish and display content seamlessly — one screen at a time.

We believe in a simplistic approach that delivers a cost-effective solution and guarantees ease of use.

Through easy-to-use tools and comprehensive support, we help our customers build a collective vision and strategy to increase revenue and brand awareness, while improving overall communication internally to modernise their business.

Keeping things simple is difficult to achieve, so we put a lot of work into helping our customers display their content and share it with the world — not to mention keeping everything running smoothly. **Meet our team**.

To discover how we can help you tell your brand's story and in turn improve ROI, get in touch today to start your journey.