

ENHANCING THE IN-STORE EXPERIENCE WITH DIGITAL SIGNAGE



DELTA | GROUP

EMPOWERING IMAGINATION



Contents

1. Introduction	3
2. Digital signage - no longer a nice-to-have	4
3. How to successfully implement digital signage	7
4. Introducing Delta Signage	10
5. Conclusion - empowering you to engage customers	11

1. Introduction

Retailers have their work cut out right now. The shift towards ecommerce was already well under way before March 2020, but then the coronavirus pandemic showed up and accelerated that growth further still.

Faced with lockdowns and social distancing measures, consumers shopped online out of necessity. As a result, retailers were forced to evolve, adjust and change their messaging, strategies and priorities to meet the ever-shifting landscape.

Recent data from Adobe predicts that ecommerce will have its first trillion-dollar year of sales in 2022¹ – a projection which presents more than a few challenges for bricks and mortar retailers.

29%

of consumers agree that their buying behaviours have changed forever



Ecommerce will have its first trillion-dollar year of sales in 2022

Competition is fierce: supply chains have been placed under huge strain and customers are rethinking how they shop. According to a global consumer study² by marketing cloud platform Selligent, 29% of consumers agree that their buying behaviours have changed forever.

These behavioural changes point to more accessible shopping options in the future. Customers expect a seamless, efficient and flexible omnichannel approach to customer service, as well as engaging in-store experiences.

Retailers need to stay ahead of the game and digital signage could be the answer. By helping brands harness new opportunities, this technology can engage shoppers, boost sales and deliver a seamless customer journey.

1. <https://markets.businessinsider.com/news/stocks/ecommerce-sales-first-trillion-dollar-year-2022-covid-pandemic-adobe-2021-3-1030207239>

2. <https://www.selligent.com/blog/customer-experience/the-times-they-are-a-changin-2020-and-its-forever-impact-on-consumer-behavior>

2. Digital signage - no longer a nice-to-have

The digital signage market isn't hanging around. Research suggests it could be worth £20 billion by 2026, up from £11.7 billion in 2021.

In fact, digital signage has become an essential tool for in-store marketing, with the majority of consumers believing it can help reduce in-store pain points. A report by the Capgemini Research³ Institute reveals that customers see in-store automation as an answer to reducing long checkout queues (66%), helping them locate products (60%), and alerting them of out-of-stock items (56%).

Digital signage even has the power to attract consumers away from online shopping and back into physical stores. 46% of respondents who had a positive experience with in-store automation said they would be willing to shift some of their online purchases from digitally-focused retailers to stores that offer automation technology. Meanwhile, a report by the IHL Group predicts that physical stores will be involved in 81% of all retail sales in 2021⁴.



66%

of customers see in-store automation as an answer to reducing long checkout queues

46%

of respondents who had a positive experience with in-store automation

81%

Physical stores will be involved in 81% of all retail sales in 2021

3. https://www.capgemini.com/research/automation-in-retail-stores/?utm_source=pr&utm_medium=referral&utm_content=cprd_none_link_pressrelease_none&utm_campaign=CPRD_cri_automation-retail

4. <https://www.ihlservices.com/news/analyst-corner/2020/02/stores-dont-matter-not-so-fast/>

Here are five ways digital signage benefits retailers and customers alike:

I. Better customer experience and greater loyalty

People often decide to shop online because of the convenience it offers. However, that urge for convenience doesn't remove the desire to step inside a physical shop and sample merchandise first-hand.

Digital signage can help bridge that gap, bringing touch point information in-store and keeping content relevant, entertaining and real time.

Research shows that digital signage not only improves the customer experience, it also increases customers' perception of convenience – reducing perceived queuing times by as much as 35%⁵. Making queuing less boring and influencing customers at the point of purchase? That's a clear win-win.

II. Improves brand awareness

Digital signage also boosts brand awareness in-store. By offering multiple opportunities for spreading information, it helps customers feel closer and more familiar with a particular brand.

From promotional media and branded screens to interactive displays, 84% of retailers using digital signage believe it creates significant brand awareness⁶.

And once that brand information is presented, chances are it'll stay put. According to research, 55% of consumers are highly engaged by digital billboards and are able to recall specific messages they'd seen in the past month. The same research⁷ also revealed that 75% recall seeing a screen in the past month and 60% in the past week.

In short, digital signage is a high-impact brand communications strategy which grabs your audience with information you want them to remember.

55%

of consumers are highly engaged by digital billboards

75%

recall seeing a screen in the past month

60%

recall seeing a screen in the past week

5. <https://www.lavi.com/en/resources-detail/digital-signage-infographic>

6. <https://www.digitalsignagetoday.com/blogs/10-key-stats-accelerating-digital-signage-adoption/>

7. <https://www.digitalsignagetoday.com/news/nielsen-study-highlights-efficacy-of-digital-billboards/>

III. Drives impulse purchases

Impulse buying is big news in retail. On one hand you have the estimate that up to 75%⁸ of purchases are made on impulse. While on the other, there's research that shows 35% of consumers admit to being impulse shoppers.⁹

Digital signage taps into these consumer traits, helping influence shoppers at the point of sale and driving up those all-important impulse buys. Offering customers inspiring content, an attractive price and engaging call to action can be a valuable combination. According to research, digital signage can help increase impulse sales up to 33%.¹⁰

75%

of purchases are made on impulse

IV. Keeps information fresh

Not only do digital screens look smart, they also keep information fresh and dynamic. Not limited to static images and information, you can tell your story and draw attention to brands through bright, colourful, animated content which can be updated regularly.

Thanks to the centralised control, you can keep content fresh and relevant, capturing your audience's attention and engaging with them.

35%

of consumers admit to being impulse shoppers

V. Creates an interactive and personalised customer experience

By allowing customers to interact with and change the information according to their own preferences, you can reduce the volume of irrelevant content they see. IoT integration lets you broadcast unique content in real-time to in-store customers. Meanwhile, QR codes and other technologies allow customers to interact with your digital signage using their phones.

According to the recent Global Shopper Trends Report, 93.4% of consumers aged 25 to 34 years use their mobile to research products while shopping in-store.¹¹

Data-driven technology allows targeting and personalisation based on location and customer data (for example, age or gender or even individual preferences if you have the relevant customer data). All of this helps to improve the customer experience – and ultimately boost sales.

33%

increased impulse sales influenced by digital signage

8. <https://www.campaignlive.co.uk/article/point-purchase-in-store-impact-impulse-shoppers/164840#:~:text=Rachel%20Miller%20investigates,decisions%20are%20made%20in%2Dstore>.

9. <https://www.valassis.com/press-releases/valassis-survey-analyzes-the-growing-power-of-influencer-marketing-today/>

10. <https://www.digitalsignagetoday.com/blogs/how-digital-signage-reduces-perceived-wait-times/>

11. <https://www.digitalmarketingcommunity.com/researches/global-shopper-trends-report-2019/>

3. How to successfully implement digital signage

Real-time retailing is all about giving the customer what they want, how they want it and when they want it. Digital signage offers a solution, allowing customers to complete their shopping journeys on their own terms.

Here are five tips on how retailers can effectively implement digital signage to offer a better in-store shopping experience.

1. Create engaging, relevant content

Without engaging content, digital signage can never be successful. The first rule of creating engaging content is to keep things simple. No matter how complex the message you want to convey, less is more.

People are drawn to interesting images, videos and multimedia, with our brains processing visual material 60,000 times faster than text.¹² So think about the format: would a template, image or video convey the message most effectively? And make sure the payout is seamless.

Content also needs to be relevant, giving customers the information and answers they need once in-store. For example:

- ❖ **Directional signage** to help shoppers find the products they are looking for. Especially handy when research shows 67% of customers have left a shop because they couldn't find the product they needed.¹³
- ❖ **Promotional signage** to highlight which brands are offering the best deals right now.
- ❖ **Artificial intelligence signage** to create immersive experiences and show customers how products might look in their own homes.
- ❖ **Interactive signage** that can be scanned to show comparison information.
- ❖ **Checkout signage** can be used to promote a range of other services such as reward cards and insurance.



Our brains process visual material 60,000 times faster than text

12. <https://www.t-sciences.com/news/humans-process-visual-data-better>

13. <https://www.retailcustomerexperience.com/blogs/using-in-store-methods-to-drive-online-conversions-2/>

II. Ensure consistency

The content you display on digital screens needs to provide a seamless customer experience. That means keeping consistency across your ecommerce messaging, in-store printed marketing, and digital screens.

Deploying content from a central ecommerce hub (such as the Delta MyScreens CMS portal) allows you to maintain this level of consistency alongside brand consistency. It also means the perfect blend of brand compliance and channels that complement one another rather than compete.

As retailers start the process of standardising content across all channels, this kind of joined-up marketing helps you stay ahead and stand out.



III. Reassure customers in uncertainty

As we move into a post-pandemic world, retailers need to give customers what they want: a safe in-store experience which doesn't detract from an enjoyable in-store experience. Digital signage can help businesses reopen safely, ensuring protective measures are in place and risks are mitigated.

The attention-grabbing, concise nature of digital screens means they can communicate quickly and effectively with customers. Providing information about new processes digital screens can reduce touch points, while digital product boards can help customers make their selections faster. Connecting with customers post-Covid is essential for retailers, so reassurance is key.

IV. Measure and track success

If you want your digital signage efforts to pay off, you'll need to gather metrics. Thinking about what you want to achieve from your digital signage will inform how you measure success.

An obvious goal is to boost sales, which you could track by running a special offer on your screens and seeing how that impacts sales. Or, QR codes and image recognition methods allow shoppers to pull up information online - which can then be tracked via web analytics.

However you decide to track the success of your digital signage, it will help you maximise its potential.



Dwell time analytics is another way to gain insights about your customers. By using sensors, you can monitor customer in-store dwell time (the amount of time a customer spends in a shop). Research suggests that the longer a shopper stays, the more likely they will spend more money.

Analysing this data helps you understand customer behaviour, improve store layout and determine where to place key products and signage. Smart use of dwell time data can also help boost sales by decreasing waiting time at checkout and enhancing the overall customer experience.

V. Opt for simplicity of use

Managing the content that appears on digital screens is not a job to be taken lightly. And you certainly don't need to be bogged down with the screen technology too. Simplicity is key - which is why opting for a cloud-hosted solution makes perfect sense. No specialist IT skills or infrastructure, just simple, easy-to-use solutions. Which is precisely what our Delta Signage solution can offer.

4. Introducing Delta Signage

At Delta, we offer digital signage solutions that offer convenience, relevancy and reassurance to your in-store customers.

Delta Signage helps you engage with your customers and enhance their in-store experience. This cost-effective solution means you can display relevant messages on modern screens at the point of sale, while helping you improve marketing compliance.

Put simply, it gets the right content to the right people at the right time. Delta Signage works with Workstream X to give your customers a unique and lasting impression of your brand. Its key features include:



Time-saving:

As an off-the-shelf package, it helps you save time and resource.



Intuitive:

It's simple to display relevant content in the exact locations you want customers to see it.



Flexible:

With no limits on screen size or formats, you're free to build the package you want.



Robust:

Workstream X is reliable, placing more power in your hands.



Cloud-based:

Our solutions don't require specialist IT skills or infrastructure – they provide everything you need so you're good to go.

Whatever content you need to convey – from real-time messages to brand promotions – screens can be positioned wherever you choose.

Delta Signage can help you transform the physical retail experience, offering customers the convenience they crave, the boost in sales you need, and an increased level of customer loyalty.

5. Conclusion – empowering you to engage customers

Customer behaviour may have changed over the last year, but digital signage can help you harness opportunities, engage shoppers, inspire loyalty and create seamless in-store experiences.

The benefits are clear, and implementing a solution has never been easier. With Delta Signage, it takes just minutes to log in, schedule, and start playing your best content in front of your customers.

Get in touch to find out how our solution can enhance the in-store experience.

Find out more today:



Visit our website:

thedeltagroup.co.uk



Email:

hello@thedeltagroup.co.uk



A woman with long brown hair, wearing a light-colored straw hat with a black band and a white off-the-shoulder top, is smiling and pointing her right index finger at a large, bright screen. The screen displays a blue-tinted image of a hand pointing. The background is a bright, modern office space with blurred furniture and warm lighting. The overall mood is positive and professional.

THANK YOU



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