

## Facts Digital Signage

# The advantages of using Digital Signage at the POS

Digital Signage is playing an increasingly important role in today's retail sector. But what exactly does this term mean? Digital Signage refers to the use of digital display devices such as LED screens, LCD monitors, projectors or sensors to display dynamic content such as text, images, videos and interactive applications.

This technology has become an important tool for engaging customers, providing information and improving the shopping experience.



# Examples of the use of Digital Signage at the POS:

## Product advertising:

- ▶ **Digital displays and signage** can present products in an attractive way, promote current offers and encourage customers to access them.
- ▶ **By integrating sensor technology (motion sensors, facial recognition technology, ...)**, the age and gender of a customer can be determined at the product presentation, for example, so that personalized content can be displayed on monitors. Sensors attached to the goods can also control targeted content on a monitor by picking up the goods. Using this technology, a customer thus experiences a completely individualized shopping experience. Sensory consumer research is a key component of product and market research for branded goods manufacturers.
- ▶ **The ability to update immediately (even remotely)** enables brand owners to react quickly to seasonal trends or changes in stock.
- ▶ **Digital price labeling** makes it possible to make price changes directly and immediately effective at the POS, without the need for staff in the store.

- ▶ **Interactive maps or search functions** can help customers to search for specific products and find their way there.
- ▶ **Interactive displays:** Touchscreen displays allow customers to explore products in more detail, compare prices and call up additional information. Brand owners can update and add additional information on a product at any time and directly, and retailers need less advisory capacity thanks to interactive displays.
- ▶ **The integration of QR codes or Near Field Communication (NFC)** allows customers to explore or buy products directly via their smartphones. In turn, interactive media can be activated and controlled using NFC sensors.

# Advantages for customers

For customers, digital signage offers numerous advantages that improve their shopping experience and increase their satisfaction.

- ▶ **Improved shopping experience:**  
Interactive displays and informative content provide customers with better orientation at the POS and make it easier to find products.
- ▶ **The ability to explore products in more detail** and access additional information helps customers to make informed purchasing decisions.
- ▶ **Up-to-date information:**  
Digital displays at the POS provide information about current offers, events and product availability in real time.
- ▶ **By integrating real-time data**, customers can be informed when a product is sold out or only available in limited quantities.
- ▶ **Attractive and targeted presentation:**  
High-quality LED screens and engaging content help to make the shopping experience more enjoyable and entertaining.
- ▶ **The ability to see products in action** or explore them in virtual environments makes the shopping experience more exciting and interactive.

# Advantages for the brand owner

Digital signage also offers numerous advantages for brand owners, helping them to increase their sales and reach their customers more effectively.

- ▶ **Increase sales:** Targeted product advertising and promos on digital displays encourage impulse purchases and increase sales.
- ▶ **By integrating cross-selling tactics,** customers can be encouraged to buy additional products or upgrade.
- ▶ **Cost savings:** Digital content can be updated and adapted cost-effectively compared to printed advertising material.
- ▶ **The ability to manage and control content remotely** reduces the need for physical material and the associated costs and enables corrections to be made on a daily basis.
- ▶ **Effective brand presentation:** Digital signage enables effective communication of brand messages and strengthens the retailer's brand image.
- ▶ **The integration of social media feeds** or customer reviews can help to strengthen customer trust in the brand and promote brand loyalty.
- ▶ **Interactive possibilities:** By integrating touchscreen functionalities into LED displays, retailers can create interactive experiences for their customers.

# Summary

**The use of digital signage at the POS offers a variety of benefits for customers and brand owners alike.**

By using digital display devices such as LED screens and interactive displays, retailers can promote their products more effectively, provide customers with better information and improve the overall shopping experience. For customers, digital signage means an improved shopping experience through better orientation at the POS, up-to-date information on offers and product availability as well as an appealing presentation of the products. The ability to explore products in more detail and access additional information, sometimes via sensory interaction, helps customers to make informed purchasing decisions and feel more comfortable shopping overall.

Brand owners also benefit from the use of digital signage by increasing their sales, saving costs and strengthening their brand presence. Targeted product promotions and special offers on digital displays drive impulse purchases and increase sales, while the ability to update and manage content cost-effectively saves costs and increases flexibility. In addition, digital signage enables effective communication of brand messages and helps to strengthen brand image and promote customer loyalty.



As a pioneer in the use of digital signage elements in retail, decor metal has shown how innovative technologies and customized solutions can help improve the shopping experience and optimize sales results. By integrating high-quality sales display solutions with digital signage elements, decor metal helps retailers to inspire their customers and succeed in an increasingly digital and competitive market environment.

Overall, the use of digital signage in retail shows that this technology can be a valuable addition for retailers to better reach their customers, present their offer more effectively and strengthen their business. With the right strategies and solutions, retailers can benefit from the many opportunities that digital signage offers to achieve their goals and ensure long-term success.