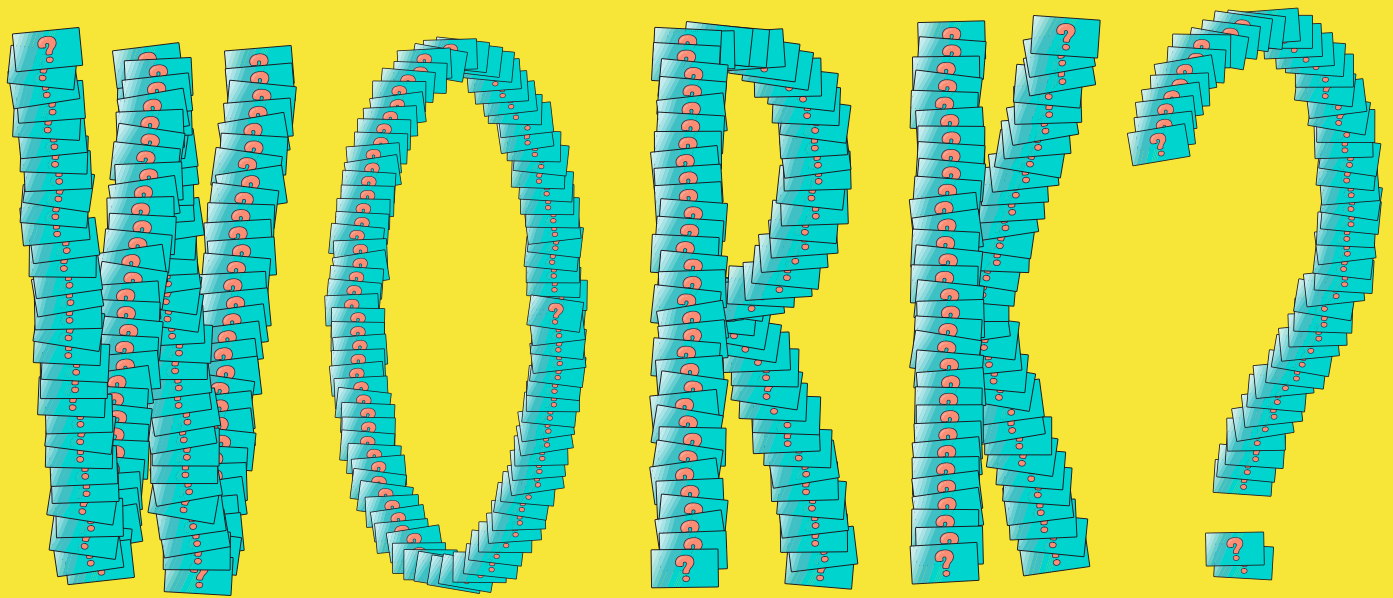


DOES DIGITAL SIGNAGE ACTUALLY



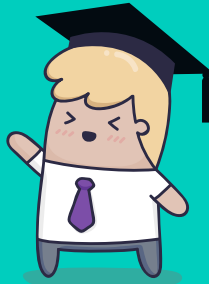
DOES DIGITAL SIGNAGE ACTUALLY WORK?



University of Applied
Sciences Utrecht
(HU) keeps

35.000

students



and **3.500**
employees up to date by
digital signage

Research shows 80% feels
better informed

2

Brand awareness
increases by

47,7%

because of digital
signage

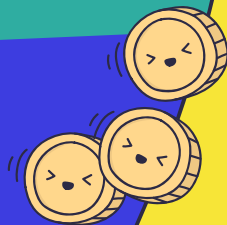


66%

After adopting
digital signage 4 out
of 5 brands noticed
a

33%

increase of sales



of smartphone
users took action after
seeing digital screens
and 4 out of 10
conducted an online
search for more
information

Continue reading



DOES DIGITAL SIGNAGE ACTUALLY WORK?

75%

of those viewing digital signs in hospitals could recall at least one of the messages shown

5

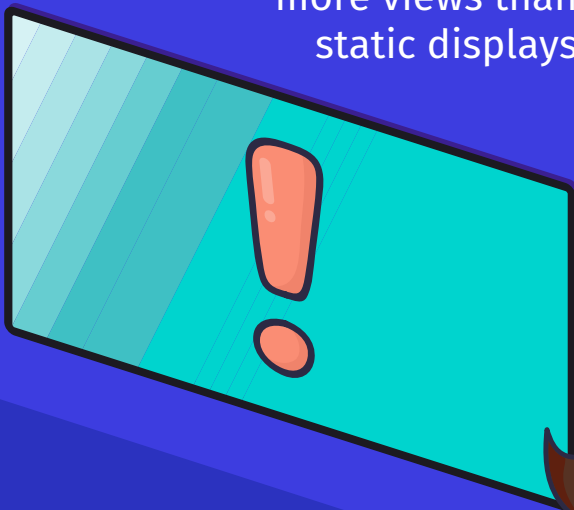


6

Digital signage captures

400%

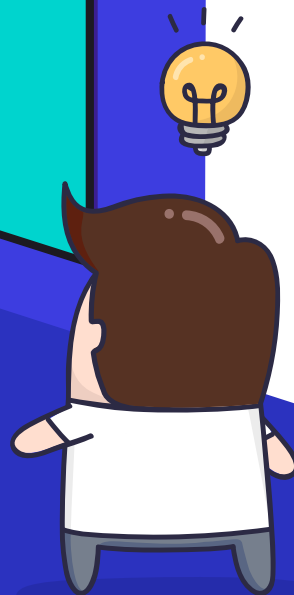
more views than static displays



63%

of people say that digital signage catches their attention

8



An internal survey among 200 employees at DLL shows that a staggering

98%

looks at the screens on a regular basis,

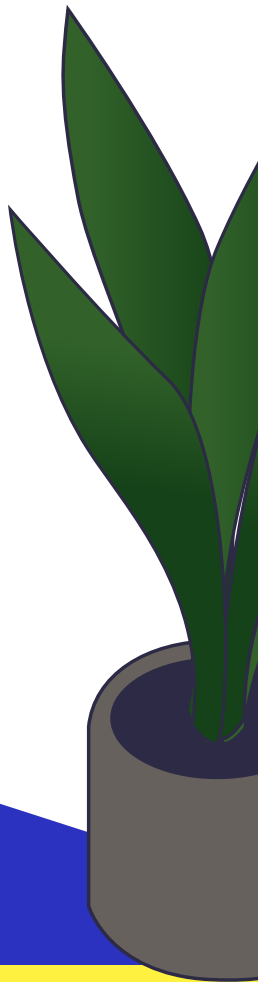
83%

feels better informed and

77%

more engaged

7



So, the answer to your question is: Contact us and find out what we can do for your organization!

Let's Talk

Sources: 2019 Nielsen Out of Home Advertising Study, Internal Survey 2017 by DLL Financial Solutions Partner, Case study University of Applied Sciences Utrecht by Netpresenter
Exciting digital signage trends and statistics by Screencloud, Engaging People with Digital Out-of-Home Media by Richmedia Technologies

 netpresenter

