



MAXIMISING ROI WITH DIGITAL SIGNAGE

*A Practical Guide
for Retailers*

www.trustsystems.co.uk
digital@trustsystems.co.uk



INTRODUCTION

Digital signage is more than just a screen

It's a strategic asset that can transform your retail performance. This guide breaks down 10 key ROI areas and provides actionable steps to help you unlock the full potential of digital signage.

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LET'S DO IT!



1

EXPAND CUSTOMER REACH

Why it matters:

Digital signage delivers dynamic, targeted messaging where it matters most, at the point of decision.



Action Steps:

- ✓ Use location-based content to tailor messaging to specific store zones.
- ✓ Schedule content to match peak footfall times.
- ✓ Integrate with social media feeds to amplify reach.

INCREASE AVERAGE BASKET VALUE

2

Why it matters:

Strategically placed signage influences buying decisions and encourages upselling.

Action Steps:

- Highlight bundle deals and cross-sell opportunities near product displays.
- Use Lift & Learn technology to trigger product info and promotions.
- Showcase limited-time offers to create urgency.



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ATTRACT NET NEW CUSTOMERS

Why it matters:

Eye-catching displays help your store stand out and draw in new foot traffic.

Action Steps:

- Use bold, branded visuals in window displays.
- Promote community events or partnerships to attract local interest.
- Feature customer testimonials and user-generated content.

DRIVE REPEAT PURCHASES

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Why it matters:

Loyalty is built through consistent engagement and value.

Action Steps:

- Display loyalty program benefits and sign-up prompts.
- Promote recurring promotions and seasonal campaigns.
- Personalise content using customer data and purchase history.



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IMPROVE ROAS (RETURN ON AD SPEND)

Why it matters:

Digital signage enables more targeted, flexible advertising with measurable results.



Action Steps:

- ✓ Use analytics to track engagement and optimise campaigns.
- ✓ A/B test different creatives and messaging.
- ✓ Integrate with your CRM to deliver personalised ads.

REDUCE STORE COSTS

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Why it matters:

Digital signage eliminates recurring print costs and streamlines operations.

Action Steps:

- Replace printed posters with digital screens for promotions.
- Automate content updates across multiple locations.
- Use signage for staff training and internal communications.



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CREATE NEW REVENUE STREAMS

Action Steps:

Why it matters:

Your screens can become monetisable assets.

- Offer ad space to partner brands or local businesses.
- Promote sponsored content during high-traffic hours.
- Bundle advertising packages with in-store promotions.

FUTURE-PROOF YOUR BUSINESS

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Why it matters:

Scalable, adaptable technology keeps you ahead of retail trends.

Action Steps:

- Choose signage solutions that integrate with other systems (POS, inventory).
- Regularly update content to reflect changing consumer behaviours.
- Invest in cloud-based platforms for remote management.



INCREASE BUSINESS INVESTMENT

Why it matters:

Data-driven signage shows your commitment to innovation and ROI.



Action Steps:

- ✓ Use analytics dashboards to showcase performance to stakeholders.
- ✓ Highlight sustainability benefits (e.g., reduced paper waste).
- ✓ Share case studies and success metrics with potential investors.

BOOST STORE-LEVEL PROFIT

Why it matters:

Digital signage drives sales and reduces operational costs, improving margins.

Action Steps:

- Track uplift in sales linked to specific campaigns.
- Use signage to manage stock levels and reduce overstocking.
- Promote high-margin products and services.





READY TO TAKE ACTION?

Download our 10 ROIs of Digital Signage Infographic for a visual summary and start building your signage strategy today.

Download infographic



Ready to go digital?

Whether you're exploring digital signage for the first time or looking to enhance your existing in-store experience, we're here to help.

Contact us today to start your phygital journey.
Let's make digital work for you.



CONTACT US