

DIGITAL SIGNAGE KIOSKS

The use of digital signage kiosks is on the rise. According to a recent study, the usage of digital signage in retail stores will grow from **\$6.0 billion in 2013 to \$27.5 billion in 2018**. This represents an estimated 35.7% annual growth rate for the five-year period.



WHY DIGITAL SIGNAGE KIOSKS?



Digital signage kiosks are the perfect solution for the fast-paced and ever-changing retail environment. Data shows that digital signage is a highly successful at enticing consumers to purchase a product or service:



68%

of Americans have purchased a product or service because of appealing digital signage



1 in 5

American consumers has made an unplanned purchase after seeing an item on digital signage

MORE SALES & MORE IN-STORE TRAFFIC

A recent study of retailers that use digital signage found that these retailers saw a direct impact on their bottom line with more sales, a higher per-check average, increased in-store traffic, and more return customers:



29.5%

increase in average purchase amount



32.8%

increase in in-store traffic



32.8%

increase in repeat buyers



31.5%

increase in sales volume

DIGITAL SIGNAGE ENHANCES BRANDING

In addition to having an impact on a consumer's immediate decision to buy a product or service, digital signage kiosks also can play a major role in enhancing a company's brand identify with consumers.

- Digital signage advertising has been estimated to improve brand awareness by **47.7%!**
- **76%** of consumers have entered a site because of interesting signage
- **75%** of customers have recommended a store simply because of impressive signage
- **68%** of consumers believe that the quality of signage is reflective of the quality of the store



WHAT CAN DIGITAL SIGNAGE DO FOR YOU?

Digital signage kiosks are flexible solutions that can be customized to meet the needs of just about any consumer-facing business. A few examples of the functionality available through digital signage kiosks:



Promotion Alerts

Digital signage kiosks can detect nearby visitors and can start playing an interactive promotional video or animation



Personalized Messaging

Using beacon technology, digital signage kiosks can learn the identity of the user and provide message relevant to that user



Video Marketing

A major advantage of advertising with digital signage kiosks is the ability to display interactive messaging, including video and animations



Wayfinding

Touchscreen digital signage kiosks provide user-friendly wayfinding options to ensure your guests find their desired destination



News Feeds

Digital signage kiosks can be outfitted to display live content feeds, such as news broadcasts, weather, sports, traffic updates, and more



Multi-touch Functionality

Multi-touch screens allows for multiple users to interact with a digital signage kiosk at the same time



Endless Aisle

These kiosks can be outfitted to allow a user to browse an entire store catalog right at their fingertips

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