

# Retail Digital Signage – tick it off the bucket list now!

**Helen Kenniff**, product marketing manager for the Sedao Digital Signage brand, talks about retail digital signage trends.

**H**ailing from Australia, ‘the land down under’, Helen has a background in global marketing across a number of verticals and brings that experience to her role where she is responsible for the growth of Sedao Digital Signage.

I speak to retailers every day who say that digital signage is on their bucket list but not necessarily in the top three. Being part of a tough retail market where traditional bricks and mortar stores are being challenged and the benchmark expectations of the consumer are getting continually higher, I think retailers should be ticking off digital signage now, not tomorrow.

## IS RETAIL DIGITAL SIGNAGE JUST ANOTHER FORM OF DOOH ADVERTISING?

**HK:** Not at all, retail digital signage combines messaging with POS to enable retailers to communicate with the consumer in-store, through customer centric targeted messages, based on CRM and geodemographics data to create a positive shopping experience.

With Sedao, we find our customers use their data to plan their campaigns in advance using our scheduling features to display specific brands, product recommendations and promotions at the exact time and day to influence sales by being relevant. Marketing with this information is quite unique and makes digital signage a very powerful tool.

## WHY IS DIGITAL SIGNAGE SO IMPORTANT IN THE RETAIL INDUSTRY TODAY?

**HK:** Simply put, digital signage increases sales! Front of house digital signage draws foot traffic as customers are drawn in to stores with engaging content while POS digital signage enhances the consumer experience in-store as it increases sales and decreases the perceived service waiting time so is a positive for retailers and consumers.



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## DOES IN-STORE DIGITAL SIGNAGE REALLY INFLUENCE CONSUMER BEHAVIOUR?

**HK:** Absolutely, recent research indicates that 40% of customers are influenced by relevant POS digital signage. Being tech-savvy, customers expect the same interactive gratification of their needs from a bricks and mortar store as they receive from an online shopping. Added to that, they want to feel valued, that the retailer knows them as an individual and wants to connect with them to create a satisfying experience.

As I mentioned, the ability to communicate using customer centric campaigns leads to a personalised experience for the consumer. We know consumers find this more relevant and engaging than other forms of digital advertising such as retargeting and email promotions, so it is important that digital signage is part of the in-store experience.

By further personalising the experience beyond the geodemographics to the current sale with the integration of touch screen digital signage and POS data, retailers can instantly change their customer centric campaigns, displaying exclusive offers and complimentary products.

Sedao offers this as it is not only visual, it is also an interactive digital signage tool offering retailers the ability to display web page social media content for the consumer to interact with in-store which

enhances the online gratification experience.

## HOW DO YOU SEE RETAIL DIGITAL SIGNAGE EVOLVING IN THE FUTURE?

**HK:** With mobile shopping becoming increasingly popular, the importance of digital signage in the retail industry is to enhance the ever-changing customer experience expectations of the consumer.

We are hearing retailers mention buzz phrases like ‘immersing the consumer into the experience’. For Sedao, this means we continue our software development to integrate POS digital signage with social media with greater emphasis on the interactive experience within a bricks and mortar store. ■

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