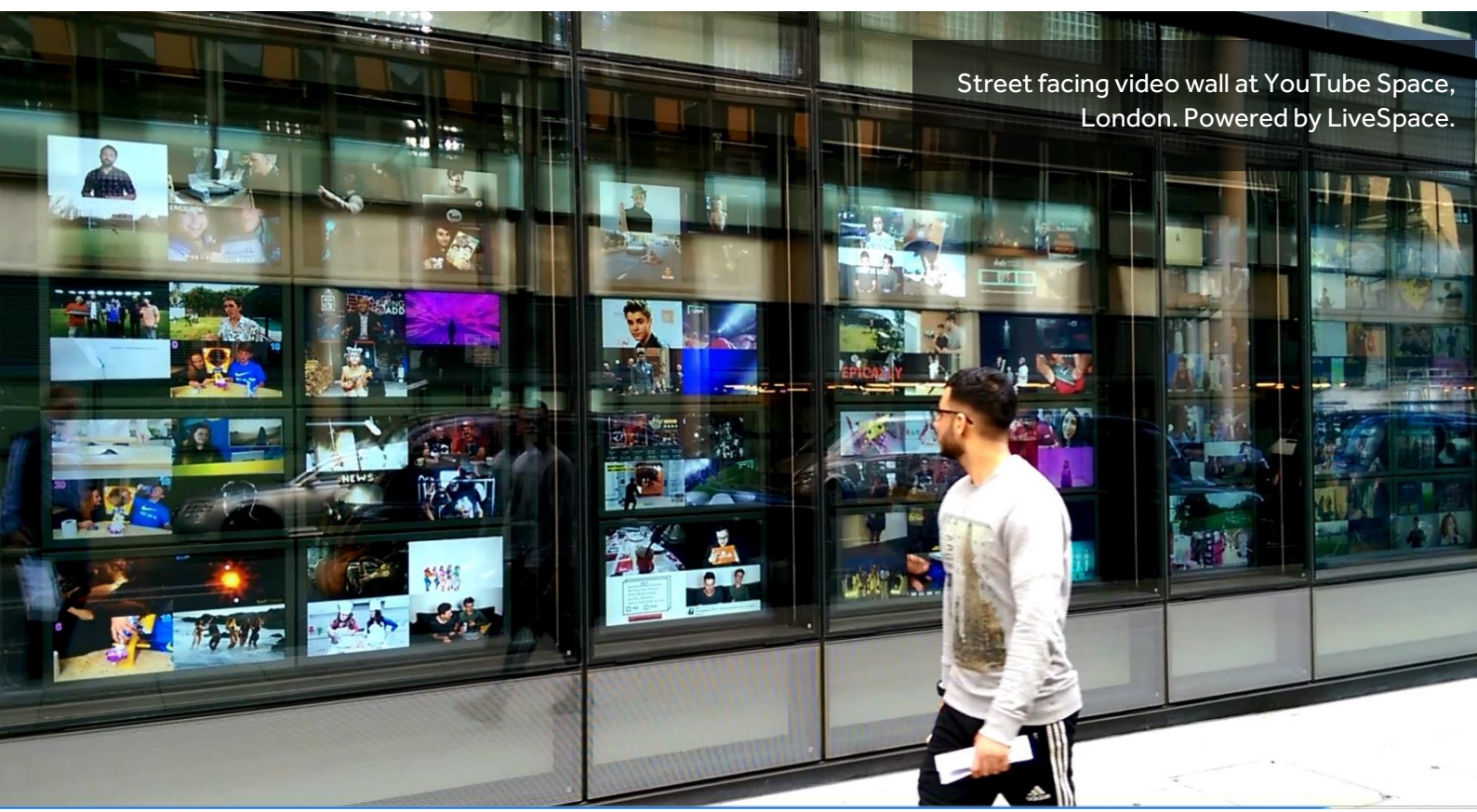




# Measuring return on investment from digital displays





Street facing video wall at YouTube Space, London. Powered by LiveSpace.

## What is measuring return on investment from digital displays?

From supermarket to surgery. Factory floor to trading floor. If you need to keep people up to date, digital signage helps. We're convinced because our customers tell us the benefits we bring. But if you are less certain, this guide will help you evaluate the return a digital signage investment might bring you.

You'll find "measuring return on investment from digital displays" gives businesses, and not for profit's alike, a robust way to measure the impact digital displays can have on their balance sheet. And we don't just point out the benefits, we look at the real costs of implementation too.

We've aimed to make this guide relevant whoever you work with for your digital signage. However, it's important that you know it's been written by our team here at MRG Systems, and that we're the people behind LiveSpace digital signage.

You can learn more about why we think LiveSpace is the best digital signage system money can buy and find out how to contact us, at the back of this guide.

### LiveSpace makes your messages unmissable

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# How to measure return on investment from your digital signage

Let's start with a hard truth. Measuring return on any marketing investment is difficult.

When you buy stocks and shares and later sell them, you can clearly calculate the price you paid, the price you sold at, and work out what returns you have made.

If you invest in digital signage it isn't so you can trade the kit on at a profit later. Your digital signage investment is to support your core business and help meet your strategic objectives.

Typically, this means selling more of whatever it is you sell or attracting more users to the service you provide.

Your digital signage will likely be one of dozens or even hundreds of individual marketing tactics and campaigns you'll use. It will work alongside advertising, social media, public relations and anything else you do which helps drive your results.

So how can you attribute specific results to specific tactics?

The best way to test the impact of your signage is to put some trial messages out which are exclusively seen on your screens e.g. First 10 people to quote 'we're testing this sign' get a free coffee, or a specific discount on something else.

This gives you an immediate way to check if people are seeing your messages, and more importantly acting on them. However, not everyone is able to measure impact so easily. This document helps you find some measures which will work for you.

Firstly, we'll look at six typical sectors which are using digital signage to help run their businesses.

# Digital signage ideas for: Retail

Digital displays help retailers get more shoppers to store, keep them shopping for longer, and help them spend more at the checkout.

Signpost customers to different parts of the store

Create special purchases and seasonal promotions

Clear slow selling products with time limited offers

Update prices and match competitor promotions without waiting for printed POS

Manage regional campaigns

Let local managers choose adverts best suited to their customers

Use live data feeds from back-office systems

Alternatively, manual entry of key information is simple to use

Keep people engaged with social media feeds

## Where can you use LiveSpace digital signage?

### On the street

Attract people with eye-catching advertising and window displays

### At the entrance

Help people feel welcome and signpost them to the things they want

Use interactive touchscreens to showcase your full range

Thank customers and direct them to other offers

### Around the store

Zone content like sales promotions around your store sections

# Digital signage ideas for: QSR, Cafés & Restaurants

Digital displays help quick service restaurants, cafés and restaurants to acquire more diners, encourages them to order higher margin menu items, and return more frequently.

Menus with prices and images showing typical dishes

Display your latest offers, promotions and seasonal specials

Use data feeds from back-office systems to automate the prices on your displays

If you run out of a popular menu item it's easy to change the displays to keep customers informed

Social media? Display live updates to your audience

Easy scheduling to show breakfast, lunch and dinner menus at the correct time

Interactive screens provide access to dietary, nutritional and allergy advice

Manual entry of key information is also available and simple to use

## Where can you use LiveSpace digital signage?

### On the street

Attract people with eye-catching advertising and window displays

### At the entrance

Help people feel welcome and signpost them to the things they want

Use interactive touchscreens to showcase your full range

### Around the premises

Overhead menu boards with your full range of meals and deals



LiveSpace lets you create a buzz with your hottest offers.

# Digital signage ideas for: Hospitality

Digital displays help the hospitality business acquire more guests, encourage them to use a wider range of services, and to return more often.

Signpost customers to different areas of the venue

Welcome messages for groups, wedding parties and other guests

Use data feeds from back-office systems to automate your displays

Display restaurant and bar menus

Manual entry of key information is simple to use

Create seasonal promotions

Keep guests engaged with social media feeds

## Where can you use LiveSpace digital signage?

### On the street

Attract people with eye-catching advertising and window displays

Promote up-coming events and offers

### At the entrance

Help people feel welcome and signpost them to the things they want

Use interactive touchscreens to showcase your full range

Thank customers and direct them to the full range of services

### Around the premises

Overhead menu boards with your full range of meals and deals

Wherever you provide conference and meeting room services

Front of house information with an interactive digital concierge



## Digital signage ideas for: Offices & call centres

Digital displays in offices and call centres help by keeping teams updated, as well as welcoming and sharing essential information with visitors.

Live feeds from a variety of back-office and third-party systems

Display a variety of indicators at the same time

Metrics change in real-time

Numeric and graphical output

Call handling statistics – live calls, queued calls and average waiting time

Order Processing Metrics – show number of orders at various stages

Other company performance information

### Where can you use LiveSpace digital signage?

At the entrance – for visitor and staff information

Meeting room management

Central control room

Production floor

Staff café or chill-out zones

# Digital signage ideas for: Transport

Digital displays help you to provide real-time travel updates, warning of adverse conditions and raise security alerts.

Provide local information specific to each location

Use live data feeds for up to the second information

Direct customers to alternative services during congestion

Manage major disruptions

Where can you use LiveSpace digital signage?

## Transport hubs

Touchscreen timetables

Arrival and departure information

Summarise road, rail, bus and other service statuses

Interactive screens to help commuters seeking alternative solutions to destinations

## On the street

Arrival and departure information

Maps with traffic flows and congestion spots

Interactive screens with transport summaries for commuters



Seamlessly mix sales messages with essential information like departure times.

# Digital signage ideas for: Banking & Insurance

Digital displays help to inform customers of the full product range, keep customers engaged during busy periods and manage internal and interoffice communications.

Help customers select from a wide variety of products and services

Update promotions without the need to wait for printed POS

Use live data feeds from back-office systems

Manual entry of key information is simple to use

Where can you use LiveSpace digital signage?

For your customers

Attract people with eye-catching advertising and window displays

Help people feel welcome and signpost them to the things they want

Use interactive touchscreens to showcase your full range

Video walls showing your promotional messages

For your teams

Front desk welcome screens for visitors

Video walls showing your internal communications

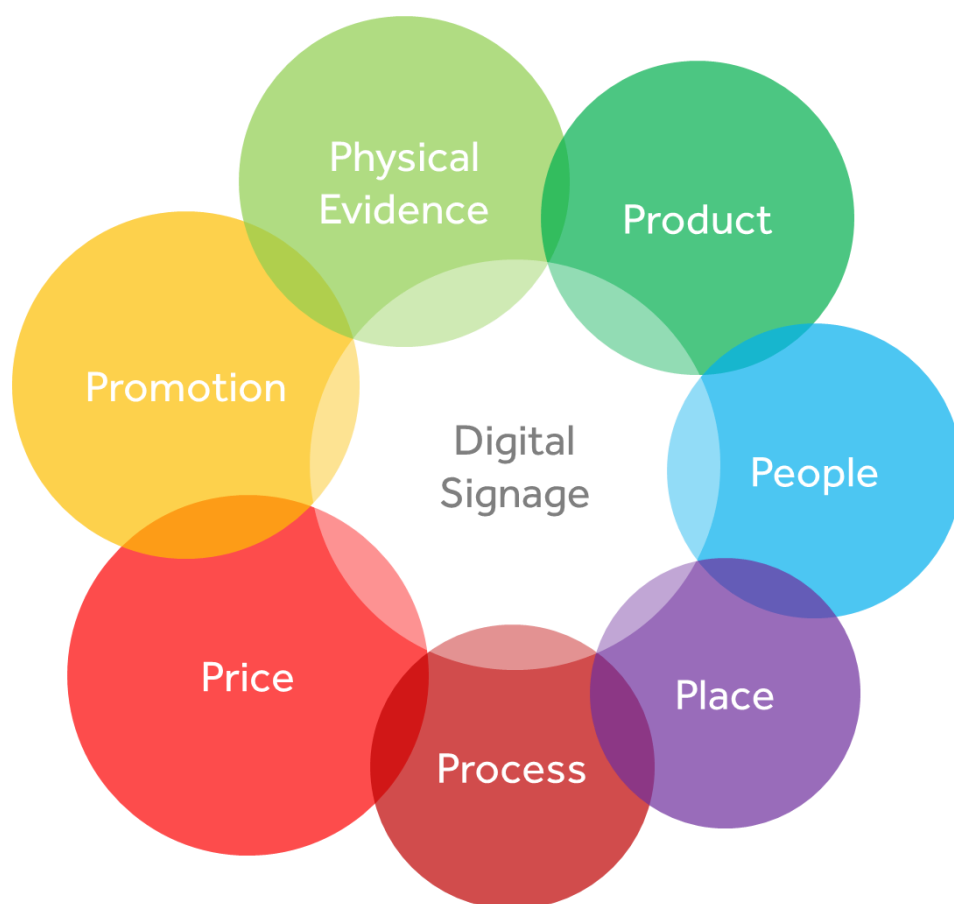
Digital noticeboards and sales leaderboards

Manage meeting rooms

## Take a whole business view

There are hundreds of ways digital signage can help you meet your objectives. In most businesses 'objectives' really boils down to hard cash in the bank for the shareholders to enjoy.

One of the oldest marketing tools around is the marketing mix. You'll often hear this called the 4 Ps or 7 Ps. It's stood the test of time because it's a breathtakingly simple way to make sure that you are taking a whole business view of the value you add for your customers.



Now we'll use the marketing mix to think about how digital signage can help with each of the 7 Ps in your business.

## Price

Price is all about growing your revenue. Put simply you need to sell more stuff and make more money from doing it.

### Instantly update prices

No more waiting for the printers, just punch the relevant information into LiveSpace and your pricing is live and visible to your customer.

### React to competitors' offers

You know the drill. Black Friday comes around and a competitor offer blows your discount out of the water. You're left with shoddy sales figures and a big pile of unsold stock.

With digital signage you can react to your competitors offers immediately. And just as importantly, if the discount you've gone out with is too deep, you can easily claw back some margin by increasing selling prices without binning all your POS.

### Make things feel more affordable

Show how that must have item becomes more attainable at an affordable monthly payment when people take your interest-free finance package. Nothing new here you might think. But by adding an affordability message into your storytelling you create both the desire, and overcome the practical objection of affordability, in one hit.

# Promotion

Promotions are the tools retailers use get people interested. But their value isn't limited to shops. Service providers need to get people's problems solved in the most efficient way too.

## Create some urgency to get people to spend today

Show people that the best offers won't last for ever. Counting down availability before a special offer sells out will get people spending. Sharpish.

[Last 3 Corfu all-inclusive available at £399](#)

## Change your marketing messages as quickly as the weather

Responding to the weather outside with well-placed offers can be achieved with a data link into the met office driving your system to serve the most relevant content.

[Loving the sunshine? 3 for £10 on BBQ instore now](#)

## Cross sell and encourage upgrades

Rather than leaving it to impulse use your digital displays to help people pick up one last product. You can also make sure people see the trade up options you offer as well as sell things like aftercare packages.

# Product

The biggest product or service challenge is often to move people from only seeing the features to thinking about the benefits. That way they think value, not price.

## Offer extended ranges without extra shelf space

Digital displays effectively end the merchandisers headache of selecting which new product to give pride of place. One of our biggest retail customers tells us that the best benefit LiveSpace gives them is that they can show every outfit. In every colour. With every accessory.

## Create interactive displays

Integrating a motion sensitive unit into areas where people pick up and play with products can help sales. Whether this is with mobile phones or beauty products the idea is simple. As people take a product in their hands the screens in that area will show that exact product's features and benefits or a relevant promotional video.

## Time menu changes throughout the day

Whilst showing your customers what tomorrow's breakfast might look like won't do any harm, if they're in for lunch make sure the screens in the restaurant are showing the things they are most likely to order there and then.

## Reflect local micro-trends

Right down to store level your managers and your EPOS data can tell you when things are hot. And what's more if the best seller has been out of stock. Or it's selling fast and you want people to know, then the store window digital display is the obvious place to get word out.

[Manchester's must-have skirt. Back in stock](#)

# Place

Place is where you sell your product or deliver your service. Equally important are those back of house places where your teams are working hard to make the frontline service work.

## Zone your digital displays around your building

LiveSpace's grouping feature lets you zone your content. People in different areas of your buildings will see the right messages for them.

[Banks can display content targeting business customers in their dedicated area](#)

## Celebrate regional differences

Regionalisation lets you show content tailored to geographic areas. So, if you know that your customers' tastes differ by region, display content which is right for them.

## Help people find the things they want

Whether you use it for front of house wayfinding or more detailed product selection. An interactive touchscreen is a good way to get people to find out more about what's on offer to them when they enter your building.

## Show local information and updates

With the option to focus things down to local level you can welcome people with information directly relevant to their location.

[Local prices and special offers](#)

[Managers' names and profiles](#)

## Respond to local opportunities

Localisation lets head office create and manage a list of promotions, so they are always on brand. Local managers are then free to choose the best offer for their local audience. As head office maintains control this gives a balance between local opportunities and head office control of the brand. Selecting the right offer is as simple as the click of a remote control.

## Get involved with local events

When you know there is something big happening in town the best way to respond is to make sure you show your support. Using conventional window dressing and merchandising this means time and money is involved and you will only get behind the big occasions.



With a digital signage system like LiveSpace, which enables you to localise your message, you can respond to smaller local opportunities with ease.

[Watching the marathon? Free drinks to the first 10 people in fancy dress](#)

## Integrate outdoor advertising into your internal marketing

Hiring high quality local on-street advertising locations, which can show content linked to your internal digital displays, is a sure-fire way to extend the reach of your messages well beyond your own four walls.

## Show your product journey in your window

People are more concerned about provenance than ever before. You can use your screens to:

[Show where the coffee you use is grown by happy farmers](#)

[Show people working in your clean well organised factories](#)

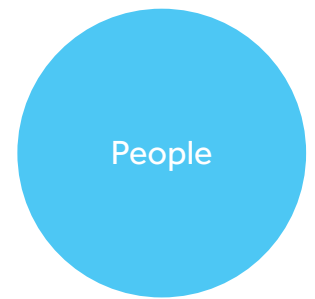
[Show your chefs at work on site creating freshly made delicacies](#)

## React to the latest travel news

If your potential passing trade is rushing for the train or bus they mightn't have time to stop. But if you can give them information about their journey ahead it may give them reason to call in.

[Long queues ahead. 25% off all travel games](#)

# People



You don't need us to tell you people matter. They run your business. They buy your products. They use your services. How can you show people you care?

## Tap into your customers' emotions

How is your customer feeling about their day? How can you make things better? Whether that's through selling summer wardrobe items in spring which make them feel ready for the brighter days ahead, or simply offering escapism from the reality of their wet Wednesday morning.

## Speak directly to your most loyal customers

Linking your loyalty card data with LiveSpace will let you serve up special promotions for the specific customers you have in the building at any given time. Your card-carrying loyalists will feel valued, and those who have yet to sign-up will see what they are missing out on.

## Show peer-sourced reviews

Linking reviews of a product people love to a physical display of that product shows customer endorsement. If people see others who look and speak the way they do themselves, they'll be much more likely to act.

## Talk to your audience while it's at its most captive

As people use the lifts or queue for service you have a moment of their attention. Whilst they move around your building they are receptive to new ideas and you can use these moments to cross sell and direct them to products or services they may not have considered.

## Help people plan their journey home

Giving people updates on the local transport issues is a helpful way to send them on their way. You can easily link into your digital displays information like Transport for London service updates, National Rail live departure times, and national road network updates.

## Process

Processes are the operational things we do which make things run smoothly. When they work well they also help keep our costs down too

### Schedule messages exactly when you want them

Let your offers change with the hours of the day and the seasons of the year. All planned and automatically deployed on screen when the time is right. Perfect for retailers whose shopper demographic shifts during trading hours or from midweek to weekend.

### Mix your commercial data with your marketing messages

LiveSpace will happily work with your images, video, social media, PowerPoint, CSV imports and much more. But it really comes to life with live data. LiveSpace can pick up and manage data from any source in real time. Let your messages respond to changes in your data.

### Personalise the wait

Sometimes people need to wait to collect products or for the service they need. Using digital displays, you can show them a personalised wait time with fun and informative messages relevant to them while they wait.

### Respond to sales data immediately

Using immediate local data can make your messages more relevant to your audience as they leave the store. You might choose to link to store card data which lets you know the profile of people in store at a given time for example.

Or you could react to the things people have bought. If someone has just scanned through a dress which you know has a perfectly matching pair of shoes they haven't picked out, get that offer on screen pronto so they see it before they leave.

## Physical Evidence

Physical evidence is the odd ball in the marketing mix. It matters most with services as it represents the ways we can remember a service after it's been delivered.

### Stop selling and start storytelling

For most shoppers the sheen of a direct sales message showing some goods and shouting 'buy me' has well and truly worn thin. And for younger buyers, old school tactics just don't hit home at all.

The only way to engage people now is through effective storytelling, where your product becomes just one part of the message. Using digital signage to show dynamic video content is one way to set the scene and show the goods you sell support your customer's own story.

### Use brilliant imagery

A mix of high quality images, animations and video provide audiences with the eye-catching content that generates higher footfall and increased sales.

### Integrate your in-store campaigns with your online marketing

Consistency is key to effective marketing. Make sure that your latest campaigns are replicated in-store, so people always know they are in the right place and find it easy to move from online to in-store.

## Reduce your overheads

All businesses need to control their costs. And, if you're in a not for profit, charity or government role your challenge may be even more about controlling costs to maximise the amount you have to spend on the frontline service.

### Spend your budget wisely

Digital signage doesn't just drive sales. It also helps cut operating costs. Printing costs can be a thing of the past if you move to digital display. As will shipping costs like postage. You will also massively reduce your merchandiser's workload as they won't be fiddling around with difficult to assemble point of sale materials.

### Improve team communications

If managing your email inbox feels like an uphill battle, don't worry you're not alone. Many of the communications tools which have hit businesses in recent decades have had a great impact in helping us connect with our teams. They've also meant most of us spend more time filtering the noise to find the important messages, and that means less time to do the important stuff we really need to do.

Digital signage can help cut through the clutter of the average inbox by putting the most important content where it can't be missed. Whether that's at the end of the production line or in the staff chill-out area, having screens where people are, is the best way to get your message seen.

### Share your company culture

Creating engaging content which doesn't just talk a good talk about culture, but shows what it means, is one of the best ways to bring your teams together. Get sharing stories about the ways in which your teams make a difference for the people who matter most, your customers. And you can encourage your people to use the screens to showcase the best practice ways they make a difference too.

### Incentivise winning performance

Linking your sales data or other key metrics with LiveSpace will let you create a league table for your teams to compete. Incentivise top performance and learn from what the best people do well. At the same time offer support and guidance to those whose performance needs to pick up and share knowledge with them from your better performers.

## Make the sales work for you as well as your customers

Big sale events have become a mainstay tactic for retail. When you plan your own, it's tough. Prepping heaps of POS and window displays to promote the 'must-have' items and 'big-ticket' discounts. Printing those materials and getting them in-store usually involves late nights and relies on store staff getting it right.

Switch that to a digital display system and it suddenly becomes a much easier task. You can update things instantly. And that 'when it's gone, it's gone' deal can be instantly replaced by the next thing you want to sell through. All made possible by linking your LiveSpace digital displays with your stock data.

## Quickly clear short date code product

Do you struggle to clear short date code items? Despite all those yellow discount stickers, ending up with wasted food and battered margins is a frustration common to many retailers.

Digital displays can help. With real time links to your store inventory your system can be used to identify and promote items which are going past their best. Ending waste and giving customers a welcome bargain too.

## Ask your suppliers for support

The cost of your digital signage system needn't only be met from your own coffers. Given your suppliers will be able to:

[List more products](#)

[Say more to customers](#)

[Sell more](#)

Why wouldn't your suppliers expect to pay more for the additional support you are giving them with digital signage?

## Sell advertising space

Businesses are increasingly selling advertising space in and around their buildings to complementary businesses and brands.

As well as making use of your screen time to promote your own offers, you can also advertise for others and be paid to do so.

# What are the real costs of digital signage?

Hopefully you'll have already found scores of ways digital signage might help you control costs and increase revenue. Sadly, you can't get to those rewards without investing in the technology. So, what are the real costs of investing in digital signage which you will need to measure your returns against?

You'll need to work with a skilled and experienced digital signage business to get to the total cost of implementation. And if you need a hand with that, just ask us here at MRG Systems and we'll be happy to develop a LiveSpace quote for your specific needs. Here are some of the things you'll need to consider.

## Hardware

You'll need screens and media players to put your content out. It is also important to work with a knowledgeable partner to help you specify the right kit and to get the installation right first time.

Hospitality grade screens are essential where you are working with food and beverage for example. Designed for long working hours and built to resist steam, grease and anything else which food and beverage preparation might throw at them.

Without investing in the right kit, you risk shorter product lifetimes as well as heaping extra work on your maintenance teams. Your specification will need to consider:

[Scalability – are you like to want to add extra screens and locations in future?](#)

[Monitor rating – do you need always on, or just office hours?](#)

[High brightness screens](#)

[Ultra-high brightness screens](#)

[Anti-glare screens](#)

[High resolution screens](#)

[Vandal resistance](#)

## Software

A brilliant content management system, like LiveSpace, will usually involve some upfront costs and an ongoing monthly fee.

## Network

Whether you choose to run on your internal network or take a cloud-based approach there may be some additional costs to factor in. From the simple things like cabling and power to ensuring your systems are secure, make sure you consider up front what's involved.

## Training

LiveSpace is refreshingly simple to use. However, to get the most from it you'll need to factor in a little training to get key users up to speed. Of course, here at MRG Systems we'll be more than happy to help.

## Content

To make the most of your digital signage you'll need to be creating great content. You may have a talented design team working in-house. Or you might need to hire external design services. Either way there is a cost to consider for paying staff to create and schedule your content.

## Maintenance

You'll need to factor in routine maintenance. Keeping things operating as they should makes a difference to how your system will perform, as it does with all technology.

Also think about the life expectancy of your system. What guarantees will the hardware come with? What is the life expectancy for the system?

Will you need to take out a specific maintenance contract or can you add it to the workload of your existing teams? And if you do want to manage things in-house, do you have the right expertise? Often outsourcing proves to be both more responsive and better value for money.



# Measuring your Digital Signage ROI

We've shown you the benefits digital signage might bring, and the cost of realising those rewards. In this section, we look at the ways you can measure the return on investment digital signage might give, so you can decide whether it is right for you.

## Return on investment formula

ROI equals (revenue – marketing investment) divided by marketing investment

## What is your revenue figure for your digital signage ROI calculation?

Define your metrics. You'll almost certainly have some stretching targets to meet. These are ways of measuring the things that simply must happen to make your business a success.

When designing and implementing your digital signage system define how you want your digital displays to help.

Average sales value

Profitability

Productivity

Frequency of use

Time to serve

Cost to serve

Customer experience

Customer satisfaction

Brand perception

Brand loyalty

Employee engagement

Employee retention

Reduced operating costs

You'll need to assign a monetary value to all the factors which digital signage benefits and these will give you your:

**Total Revenue: £**

What is your marketing investment figure for your digital signage ROI calculation?

Sum up your costs of:

Hardware

Software

Network

Training

Content

Maintenance

You'll need to assign a monetary value to all the costs of digital signage and these will give you your:

**Total Marketing Investment: £**

(Don't forget we are here to help if you need a detailed quote)

# About LiveSpace

## LiveSpace brings complex data to life

LiveSpace presents compelling sales and marketing messages which make people act. It rapidly handles data and enables localisation, so you can present your strongest message every time. LiveSpace was created by MRG Systems, a leading digital signage provider.

MRG Systems dominate retail betting with customers including Ladbrokes Coral and Paddy Power Betfair, where the need to mix ever-changing price and form data with live footage of events is matched by their technical expertise.

You'll also find MRG Systems in places as diverse as YouTube Space, the Houses of Parliament and Farnborough Airport.

## Start your risk free LiveSpace trial today

We want you to be confident that LiveSpace is right for you. Our 60-day risk-free trial provides you with the opportunity to see how LiveSpace works.

After your trial you can begin to pay our affordable monthly charge, or you can cancel your access, and return any hardware you have on loan.

Call **01453 820 840** today to arrange your free LiveSpace trial.

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