

Real-World Stats that Prove Digital Signage Works

Digital signage engages more people than email, print or static signs. Messages, news, videos & alerts are delivered instantly and reliably to engage viewers, motivate action and drive change. Here's the proof...



Over 90% of information transmitted to the brain is **visual**

We process visuals **60,000x faster** than text



Digital Signage has a **recall rate** of **83%**



Over 25% of companies place a **high priority** on Digital Signage campaigns

50% of communication pros **use Digital Signage** as a channel in their organizations

73% of educational institutions see Digital Signage as **crucial** for the **future of communication**



63% of people say that Digital Signage **captures their attention**

59% of people who see Digital Signage **want to learn more** about the topic



75% of those viewing a Digital Sign in a hospital **could recall at least one message**



Digital media in public venues **reaches more customers** than videos on the internet or Facebook

Digital displays capture **400 % more views** than static displays



Digital Signage has a **47.7% effectiveness rate** for brand awareness



Digital displays can potentially **double audience information retention**

Digital Signage **reduces perceived wait time** at checkouts by as much as **35%**

Digital Signage for safety communications **reduces workplace injury** by **20%**

sources: <https://ernestoolivares.com/2013/01/11/we-are-90-visuals-beings/> <http://www.sixteen-nine.net/2016/01/27/18-surprising-statistics-about-digital-signage/>

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