



# **ASK WOVENMEDIA WHAT DIGITAL SIGNAGE CAN DO FOR ME?**

**POWERED BY WOVENMEDIA | MAY 14 2020**



# Today's Goals

- What is Ask Wovenmedia – Our Vision & Goals
- Introductions and thoughts on this forum
- The shifting consumer landscape
- Starting with Your Goals
- Ask the Right Questions

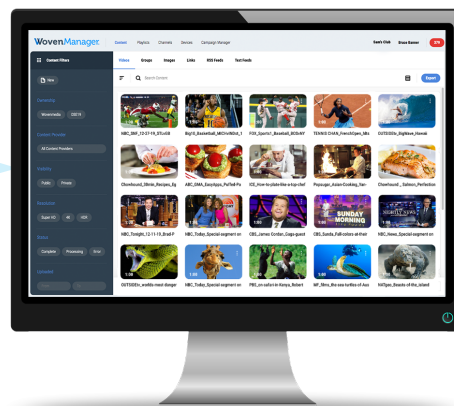


# About Wovenmedia – 100+ Years of Digital Signage Experience – Established 2010

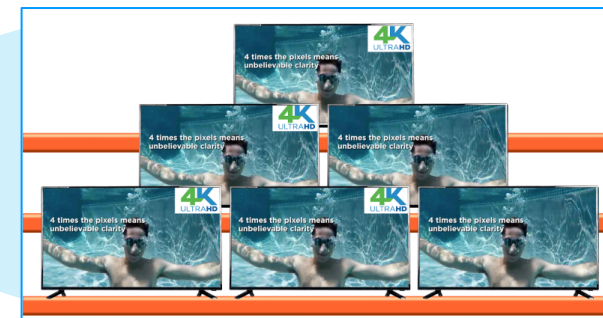
Entertaining, informative,  
original & third party  
premium content



Network programming,  
campaign management  
and reporting



Targeted, customized  
delivery to 1,000s of locations in  
North America



**360**  
**HOURS**

of fresh content added to  
our library last year

**3.6B**  
DEVICE  
CONNECTIONS

maximum possible uptimes  
for enterprise grade networks

**90K** **90K** **90K**  
SCREENS

location-based networked  
screens in all major verticals

**85M**  
VIEWERS

in North America watch our  
curated content every month



# The shifting consumer landscape



**40%**

of shoppers say that digital displays can change what they buy



**44%**

of shoppers admit to social media **increasing purchase decisions**



Customers that engage with companies through a variety of channels drive

**3x**

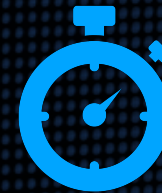
the volume of sales



Millennials are

**78%**

more likely to visit brick-and-mortar stores than baby boomers



Digital Signage **reduces perceived** wait time by

**35%**



# Why video matters



**72%**

of people would rather  
use VIDEO to learn  
about a product  
or service



**88%**

of VIDEO marketers  
are satisfied with the  
ROI of their video  
marketing efforts



VIDEO ads can  
increase purchase  
intent by

**97%**



Our brains can  
Process visuals

**60K**

faster than text



**95%**

of viewers are more  
likely to remember a  
call to action when  
seeing it in VIDEO



# Digital Signage – the next big revenue stream



## BILLION\$

retailers **annual ad revenue** from  
online sales



Shoppers spend roughly

## 45 minutes

inside a store compared to the **5 to 10 minutes** the same  
shopper will spend on the **retailer's website**



## 75 to 85%

of all transactions still take place **in brick  
& mortar stores**

**Digital signage: the next BIG opportunity  
for brand promotion & revenue generation**



**Effective digital signage isn't just about  
bombarding your customer traffic with ads.  
Start thinking about how the signage will support  
your sales and  
marketing goals.**



# What digital signage can do for me? | Traditional objectives



## Increase Revenue

Digital signage provides the real-estate to highlight your specials for the day/week/month, suggest complementary products, show your customers how to use key products. All of these visuals are proven to increase conversion. And then there is Ad Revenue...

## Reduce Perceived Wait Times

Healthcare Waiting Rooms, Check Out, Etc.

## Lower your signage costs

Once you've made it through the initial investment, digital signage can save money over slower and more expensive options to communicate with your organization and customers. Print media can't compete in our digital age.



# What digital signage can do for me? | Traditional objectives



## Enhance the customer experience

This is the soft benefit of digital signage that will ultimately build customer loyalty and sales. Make the in-store experience immersive and enjoyable. Create an environment that calls to consumers and lures them away from the generic mass retail online shopping experience.

## Keep your audience informed

Digital signage in the corporate culture increases the flow of information and ultimately morale and feeling of inclusion in your office. **This is where streaming capabilities are key.**



# Ask the right questions | Key Features

## Hardware & Software

- Automated video transcoding
- Super fast upload speeds
- Turnkey & Industry Standards
- Support for all content formats
- Advanced tagging and search
- Intuitive drag and drop UI
- Manage from any device: PC, mobile, tablet
- Advanced scheduling
- Robust device monitoring

## Content

- What type do I need
- Will I create it myself
- Will I manage the programming in house
- What's the right programming ration

## Extras

- Simultaneous delivery to TV, web and mobile devices
- Azure CDN integration for fast content distribution
- Ad sales inventory management
- Dynamic targeting
- Aggregated proof-of-play reporting



# Is this a turn-key solution provider?



- They are many providers that can supply components of digital signage networks, but if you are new to the game a trusted advisor who can work with you to design, source, install and maintain your network will make your vision a heck of a lot more achievable.
- Cloud solutions should work seamlessly on all browsers; media players should be based upon known standards such as Chrome, Linux, or Android.
- Find that partner who listens, seeks to understand and works in collaboration with you on all aspects of the project. It is still true, and maybe in an industry with so many players, it is truer than ever that we buy from people we like and trust.



# Thank You

You've got question [ask@wovenmedia.com](mailto:ask@wovenmedia.com)

**Wovenmedia**