

# 15

# 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 are 15 real-world stats that prove it works...

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

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



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**

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

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

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



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



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

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

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

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/>  
[http://www.arbitron.com/downloads/2010\\_digital\\_video\\_display\\_study.pdf](http://www.arbitron.com/downloads/2010_digital_video_display_study.pdf)  
[http://www.arbitron.com/downloads/arbitron\\_digital\\_billboard\\_study.pdf](http://www.arbitron.com/downloads/arbitron_digital_billboard_study.pdf)  
<https://www.digitalsignagetoday.com/articles/digital-signage-comes-alive-with-owned-and-earned-social-media-content/>  
<https://www.digitalsignagetoday.com/blogs/how-digital-signage-reduces-perceived-wait-times/>  
<http://visualogistix.com/insights/blog/152-10-signage-statistics-every-marketer-must-know>  
<https://screen.cloud/ideas/innovation/exciting-digital-signage-trends-and-statistics>  
<http://www.signstix.com/insights/retail/10-key-stats-that-are-accelerating-the-adoption-of-digital-signage>  
<https://screen.cloud/ideas/innovation/exciting-digital-signage-trends-and-statistics>



Transform the way your **organization communicates**.  
For more information about **digital signage** solutions, contact us.

**Contact Visix**  
800.572.4935  
[www.visix.com](http://www.visix.com)