

8 IDEAS

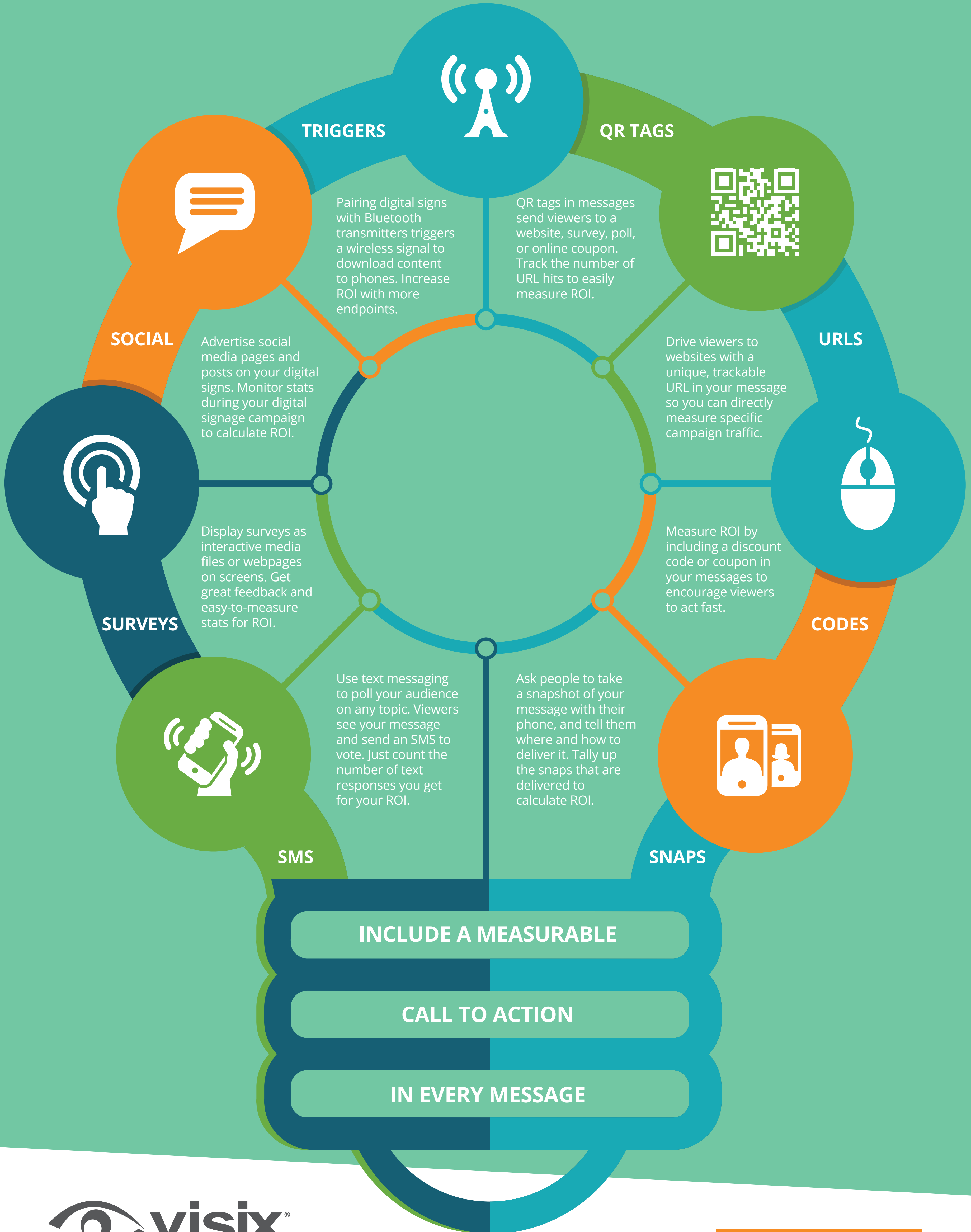
TO MEASURE



ROI

ON DIGITAL SIGNS

In order to generate measurable data, you have to engage your audience and get them to participate. Include a call to action in each digital signage message that asks your viewer to take the next step. Use these eight tools to generate both interest and valuable ROI stats:



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