



Why You Should Care About **Digital Signage ROI**

DIGITAL SIGNAGE WHITE PAPER



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You Care About What You Measure

If you don't measure success, how do you know you're successful?

You care about what you measure. That may sound counterintuitive, but people are motivated by standards of performance. So, if you aren't measuring something, it can easily become orphaned or ignored. Or, if you're concentrating on the wrong metrics, your efforts could be wasted.

In the film, *The Human Scale*, we see an interesting example that bears this out. For years, New York City measured vehicle traffic in Times Square and planned the space around that traffic. However, when they started measuring foot traffic, they found that 90% of the traffic on the square is pedestrian and only 10% vehicular. As a result, Times Square has been renovated to accommodate more pedestrians and is now a comfortable public space with benches, cafes and clear walkways.

In the Harvard Business Review column *You Are What You Measure*, Dan Ariely tells us...

"If we want to change what (people) care about, we should change what we measure.

It can't be that simple, you might argue – but psychologists and economists will tell you it is. Human beings adjust behavior based on the metrics they're held against. Anything you measure will impel a person to optimize his score on that metric. What you measure is what you'll get. Period.

This phenomenon plays out time and again in research studies. Give someone frequent flyer miles, and he'll fly in absurd ways to optimize his miles."

There are many initial benefits to a digital signage (DS) system, but how can you tell if you're getting value after your initial investment? For starters, ROI doesn't start with measurement, it starts at the very beginning with a carefully crafted communications plan and well-designed messages.

We're going to take you through the process step-by-step.

Communications 101

Sometimes people who have no formal communications experience get handed responsibility for a DS system. This can seem overwhelming at first, but a little planning makes it all much easier.

Communicate [ke' myoone kāt] verb: share or exchange information, news, or ideas; impart or pass on (information, news, or ideas); succeed in conveying one's ideas or in evoking understanding in others

We communicate with other people to share something with them. It's a two-way experience, as opposed to a "push" system that merely sends information from one source to another.

Simply delivering information to an endpoint isn't enough. It takes careful consideration when crafting the message, and effort on both the recipient's and sender's parts. Because we can't control our audience's viewing patterns, preconceptions or distractions, we have to work hard to break through those barriers to convey clear, unambiguous messaging that will be considered, understood remembered and acted upon.



Poor communication causes confusion and results in missed opportunities. With digital signage, we face the added challenge of delivering messages without personal contact or verbal dialog for clarification. Misinterpreted communications can cause more damage than if they are ignored. Our goal should be to ensure, not just that the audience receives the message, but that they understand it as intended and then act accordingly.

Does the overall design grab attention?

Is there content to attract viewers on a regular basis?

Will the content appeal to the target audience?

Is the call to action clear and measurable?

Is this the simplest way to say this?

How will you measure ROI on each piece of content on the screen?

SPECIAL EVENTS		
Open Interviews – Morning Session	11:00 AM	Conference Room 8350
Internship Career Fair	1:00 PM	Cattlemen’s Auditorium
Open Interviews – Afternoon Session	4:00 PM	Conference Room 8350
Evening Social Hour	6:00 PM	AFG Dining Hall

BENEFITS & TRAINING

“My career with American Foods Group began in the fabrication department 21 years ago. I had the opportunity to learn the harvest floor, and fully understand all processes.”

Scan to Learn More

American Foods Group currently has open production positions in our beef harvest and further processing plants

The Six Ds

Getting back to basics can clean up clumsy processes that produce poor communications. Messages fall flat when we only consider one side of the equation: **What do I need to say or show?** During each phase of communications, we must also ask another question: **What do they need to know?**

The six Ds are an easy way to do this:

1. Distill what you need to convey down to its simplest form
2. Define who needs to get your message
3. Detail exactly what you want the viewer to take away with them
4. Decide on the best medium to deliver the information
5. Deliver your message
6. Determine success by measuring your ROI

If you’re creating a formal communications plan, don’t just think about it – write it out. Remember to always cite your goals and keep your plan handy, so you can adjust as your objectives change over time. Planning doesn’t mean the end of spontaneity – so keep your plan flexible enough to allow for last-minute situations.

The level of detail is up to you, but there are a few things you should think about before you start publishing any communications:

- Who is your audience?
 - Plan your style and content to appeal to each audience type.
- Where is your content coming from?
 - Map out all possible content sources in advance.
- What's the best way to communicate?
 - You may want to assign different messages to different media – one thing might be perfect for DS, but something else might be better detailed in print or on the web.
- How will you know if it's working? Should you be doing something differently?
 - Your job doesn't end once you push something out – you have to get an accurate read on how effective your communications are by using built-in measurement tools that enable you to assess and adjust as you go.

It's this last item that often gets ignored or forgotten, yet it's a vital part of any successful communications plan.

Understanding the Flow

Success rates improve with understanding of the fundamental components of the communications process. Knowledge of the audience, the form and method of the message, and follow up all play a part in how communications are perceived.

Communicator

Establish a relationship with your audience by consistently delivering on-target, relevant messages that entertain and inform. Communicate knowledge of your audience's preferences and interests to gain buy in.

Message

Include the basic information that you need to convey in its simplest form. Add only those elements that you've determined will (1) help the viewer clearly understand your message and/or (2) entice participation. Written tone and visual elements can greatly influence how your communications are perceived. Emotional and motivational triggers set a specific context for understanding, and audiences notice what is missing as much as what is included, so be sure to be careful and thorough. Keep it short. Keep it simple. Keep it clean.

Method

What is the best way to convey the information? There are many methods available: face-to-face, telephone, email, Web, printed notices, posters, billboards, digital signage, text messaging, desktop messaging and more. Each has its advantages and disadvantages. Consider the size of the message, the content, the necessary level of interaction and the environment when determining which method to use.

Environment

When and where will the audience receive the message? What other communications or outside influences will you be competing with? How can you ensure that your message stands out? The timing of your message, the delivery point and clutter from other communications should all be addressed in your strategy. Also consider the audience's cultural and personal contexts when crafting your message.

Audience

Your audience receives your communication. Your goal is for them to (1) notice the message, (2) give it attention, (3) understand the meaning clearly and (4) take whatever action you've requested. The viewer always adds his or her own perceptions and mood to the process. Try to anticipate and work with or around these possible barriers to success.

Follow up

Solicit and analyze feedback. Measure understanding by looking at your audience's actions: Did they perform the requested action? If not, was it due to lack of interest or poor understanding? Without follow up to measure the success of your communications, the process becomes a boring "push" method that benefits neither you nor your audience.

Communications Planning Checklist

Consider how you can use your communications as tools to improve your relationship with internal and external stakeholders. You really can't be too thorough in this. Use the following checklist to help you through the process:

Type of Communication: What type of information do you need to convey?

- Announcement
- Request for action
- Emergency notice
- Event schedule
- News and/or weather
- Video and/or audio
- Entertainment
- Other:

Target Audience: Who needs this information? Consider all stakeholders that may be affected.

- Internal (employees, administration, faculty, staff)
- External (clients, students, visitors, community, industry)
- Both

Timing: How often will this topic need to be addressed?

- Daily – once a day
- Daily – repeated
- Weekly – once a week
- Weekly – repeated
- Monthly – once a month
- Monthly – repeated
- One time / Emergency
- Other:

Communication Methods: Consider which are the best channels to meet 1) your need to convey information, and 2) your audience's need to understand your communication and take the desired action. Use as many as necessary.

Digital Signage Content:

- Message
- Event schedule
- Weather
- Data, metrics & KPIs
- Animation or video
- Automated feed
- Audio file
- Streaming video
- Ticker
- Other:

Electronic Messaging:

- Email
- SMS / text message
- Instant messenger
- E-newsletter
- Enterprise or collaboration app (MS Teams, etc.)
- Internet / intranet / web portal
- Social Media
- Other:

Meetings:

- One-on-one
- Group meeting
- Video conference
- Town hall
- Seminar
- Webinar / podcast
- Focus group
- Other:

Print:

- Posters / message boards
- Newsletter
- Direct mail / letter
- Brochures / flyers
- Print advertising
- Press release
- Editorial article
- Instructions / handbooks
- Reports / statements
- Other:

Other:

- Telephone
- Fax
- Radio / TV
- Cable / closed-circuit
- Word of mouth
- Other:

Resources: What will be required to produce and support your communication?

- Administration / coordination
- Copywriting
- Graphic design
- IT / networking support
- Web design / maintenance
- Software purchase / upgrade
- Hardware purchase / upgrade
- Video / audio production
- Conferencing facility
- Meeting room(s)
- Audiovisual support
- Printing / copy service
- Mailing / shipping
- Other:

Workflows: What is the work path to create, manage and deliver your communication?

- Solicit topics
- Gather information
- Create new
- Copy and update existing
- Proof / revise
- Approve
- Schedule
- Publish
- Monitor
- Review against objectives
- Repeat
- Other:

Objectives: What are the specific objectives of this communication?

- Deliver information
- Request action
- Encourage dialogue
- Create awareness
- Motivate performance
- Recognize performance
- Branding / advertising
- Teach / train
- Entertain
- Other:

Expand on Specific Objectives:

Questions to Consider:

1. What is the value of this information to our audience?
2. Does this fit within the overall communications strategy?
3. How will we measure the success of this communication?

Get more practical tips you can put into practice today. Our [Masterclass Digital Signage Communications Planning Guide](#) gives you in-depth insights into understanding your target audience and what will engage them.

12 TIPS FOR Employee Communication

Good employee communications leads to a more positive employee experience. Although there may be a single department that handles your organizational communications, everyone in the C-suite and management is also responsible for providing transparency, direction and motivation.

Here are 12 employee communications tips to help at every level:



Be honest, transparent & accessible.

Always tell the truth. Share your mission and values, and be available to all employees.



Do what you say you're going to do.

Build trust by walking your talk. Every broken promise undermines employee trust.



Know your audience.

Understand the preferences and interests of your employees. If you don't know, ask.



Provide context.

Give your audience the who, what, where, when, why and how behind communications.



Message to many channels.

Reinforce your message across multiple mediums, and let employees choose how to interact.



Be consistent & systematic.

Have a plan. Create a calendar. Communicate regularly to keep employees engaged.



Beware of burnout.

Don't overload your audience with too much at a time. Don't overpublish and don't go silent.



Keep it short & sweet.

Use good writing and design practices. Avoid jargon. Be clear and concise in your language.



Attract & engage.

Use hooks, narratives and visuals. Get your message across in less than 10 seconds.



Get feedback.

Check understanding and satisfaction with feedback systems like surveys. Reward feedback.



Measure success.

Set goals. Measure reach and engagement with calls to action that provide actionable data.



Stay flexible.

Be ready to adapt your plans and messaging to any disruptions or opportunities that arise.

How Do You Know It's Working?

In our experience, many people simply see a need for an announcement of some sort, create it, schedule it and send it to the screens. But how do you know if your communications are reaching your audience? How do you know if those people who did see it read it and reacted in the way you intended?

Planning for ROI

If you are going to spend your time, creativity and effort on something, you want to see a return.

Planning is essential if you want to measure the success of your visual communications. Whether it's a single message or an entire campaign, consider asking yourself the following questions before you create your content:

- What need or opportunity will your communication address?
 - What impact do you want it to have on performance, reputation, image, profits, participation, etc.?
 - Is there any research you have or can do to better inform your decision about how to design and execute your campaign?
- Who is your intended audience?
 - Consider demographics, traffic patterns and key characteristics.
 - What do you want them to do once they receive your communications?
- What is your goal: What do you want to accomplish?
 - Align your goals with your organization's future, as well as immediate needs.
 - Choose two key objectives that you can define in detail.
 - Objectives should be realistic and measurable.
- What is your proposed solution?
 - Think of your communications in terms of problem solving.
 - Involve key stakeholders in developing your communications.
 - Determine a budget.
- How will you implement your solution?
 - Identify the tactics and different media that can be used to support your goals.
 - Assign tasks and responsibilities and ensure that everyone understands the plan.
 - Tackle any possible challenges in the plan versus waiting until they occur.

Once you've executed against objectives, measure your success:

- What was the outcome of your campaign, as measured against your objectives?
 - Demonstrate the effectiveness by showing increases in participation, traffic, sales, or some other quantifiable outcome.
- Link the results to specific objectives outlined in the plan.
- Are these results valuable? Concentrate on outcomes versus outputs.

Remember that ROI doesn't just have to mean Return on Investment – it can also stand for Return on Involvement. Instead of measuring in traditional financial terms, consider the effect on long-term goals, branding or culture in your organization. Your involvement should produce positive results, which you'll never know if you can't measure your success against a plan.

Take the Broad View

When you're evaluating your DS investment, you want to make sure you're taking in the big picture. Most DS supports a variety of organizational needs and has many contributors. You want to factor in your total costs—and total benefit—to see whether the investment makes sense for you.

First, consider the full costs of operation. Creating content is often an additional activity, and does have some inherent costs. These can range from an extra few minutes a day for one system administrator to maintaining a large team of audiovisual designers. Regardless of how it is done, content must be created by someone. Messages for DS are especially visible and noticeable, and if they become stale or overused, you could do more harm than good. Cutting corners on content creation can damage the credibility of an important tool, and organizations need to consider their full costs down the road.

Second, consider the full benefit. You may have a specific goal and already know how you're going to measure it, like driving foot traffic in a certain direction. But don't forget the additional, often intangible benefits. Gather feedback. What are people saying about it? Does it make them feel informed, or included, in the organization, or does it make them feel hassled, or isolated? Are your communications welcome, something people look forward to and share?



Ultimately, you'll want concrete measurement of costs and benefits. Accurate measurement involves three essential components – a definable goal, an accurate view of “before”, and an accurate view of “after”. Before you implement a system and start measuring results, see if you have enough data on past campaigns or processes. If you don't, you may want to run a campaign first as you normally would, measuring results along the way, so you have a benchmark to contrast with communications after the system is in place. Fully understanding your starting point can make a world of difference.

Measuring Overall Success

So, how do you know if your DS is having the impact you want it to have? Do you know what you want your audience to do after seeing your screens? Do you have an effective method in place to determine how successful you have been?

To answer these questions, it is necessary to first figure out exactly the point of your communications. What are you trying to say and what people should have or do once they receive your message? Your goals will most likely fall into one of these categories:

- **To compel** – charity drives, student organizations and activities, benefits enrollment
- **To inform** – new policies at work, classes and training dates, wayfinding and directions, weather and news
- **To motivate** – employee reward programs, stock price and profit-sharing schemes, internal contests
- **To include** – welcome messages, new hire and birthday announcements, community and social activities
- **To recognize** – organization and individual achievements, safety benchmarks, sports teams stats
- **To warn** – severe weather, fire and HAZMAT emergencies, security threats

Each reason for communicating should be measured in its own way. For example, communications intended to get the audience to do something might see an increase in participation and enrollment numbers, or a possible increase in traffic on your intranet or website.

If the goal is to inform, casual lunchroom polls or water cooler chatter might measure how much information was taken in; you might also see higher attendance for advertised training courses or meetings. For motivational messages, you should see an increase in productivity.

Messages designed to make your audience feel included or to recognize achievements ought to see an increase in morale and participation in programs. After alert communications, you should see people following your set procedures and policies that are designed to limit panic and injuries.

There are informal ways of measuring your success, such as gathering information through general conversation with peers and audiences – a lunchroom chat, if you will, in which you simply ask people if they have seen your messages and what they thought of them.

Another idea is to see which displays in your facility get the best response by using interactive touchscreens or pairing displays with web kiosks to let viewers take immediate action. You can also use formal surveys to ask specific, targeted questions to ensure that you are communicating exactly what you want.

When crafting and implementing a method of measuring your communications' effectiveness, the idea is to make it a continuing, long-term process.

Best Practices for Calls to Action

When asked why their organization has a digital signage system, most people say something like “to inform people about things.” That’s fine as far as it goes, but we might want to take a page out of English philosopher Herbert Spencer’s notebook when he said, “The great aim of education is not knowledge but action.” Just like information that sits in an unread book is useless, a message that’s read and forgotten doesn’t achieve anything. And, the things people learn need to make some sort of impact in the world if they’re to have any tangible value at all. Digital signage can vastly increase the reach of a message, but if that message lacks a clear call to action, then one has to ask – what’s the point?

Digital signage is another form of digital advertising, like a website or social network, and follows many of the same trends. Often people look at how many “likes” or “clicks” a post gets, but that isn’t actually that valuable. The name of the game in digital advertising is conversions – the audience interacting with the ad and taking some sort of action. An organization might decide, for example, that the main purpose of their Facebook page is to drive traffic to their website, so a conversion on a post happens when someone clicks through. Every digital signage message also needs a conversion goal that is clear to the audience and measurable for the communicator.

“Action expresses priorities,” Mahatma Gandhi once said. Crafting a good call to action helps you focus your message and really drill down to the essence of what you are trying to accomplish. Instead of thinking “what do I want to say?,” think “what do I want them to do?” With few exceptions, every message should have some sort of call to action. Only attractors like news and weather feeds should stand on their own. (Their purpose is to draw attention to the screens.)

Words matter.

A call to action should be as specific as possible. It should also seem to be personally targeted to the individual reading it. Calls to action that are personalized have a 42% higher conversion rate than generic ones. This is just language – using imperative verbs forms, and forms of the word “you” can make a big difference. The sentence “Sign up for your free gift” is a lot stronger than “Free gift for signing up”.

When designing digital signage messages, people often choose weaker wording because it’s shorter (24 characters in the example above, compared to 26 characters for the stronger sentence). But don’t skimp on your call to action – it’s the main point of the entire message. If you need to cut down on text, do it elsewhere in the message.

Verbs are key.

Verbs immediately create a sense of action or motion, and people respond to them differently than other words. In fact, verbs activate a different part of the brain (the part that deals with the motor cortex and the controlling mechanism of the physical creation of speech) than nouns do (the part that processes recognition of color, faces, words and categories). Statements with imperative verb forms are shorter than those with a stated subject, and create a sense of urgency. For example, the statement “Contact admin today” is shorter and much stronger than “You should contact admin today”.

Noun sense.

Obviously, you’ll need nouns as well, and some adjectives from time to time. But use adjectives sparingly. There was a study done by the king of advertising, Leo Burnett, in which he found that ads with a lower adjective-to-verb ratio were more successful than adjective-heavy ones. He also compiled a list of what he thought were the 108 most persuasive verbs in English for copywriters to focus on. There are many other lists of persuasive words available online, but many of them focus on the same few – you, free, because, instantly and new. Other words that have been proven to be highly effective include easy, save, guarantee, money, health, and discovery. Words that target common needs work very well.

Just keep your audience in mind when choosing your wording – use vocabulary at an appropriate level for your audience. For example, you wouldn’t want to use college-level vocabulary for an audience of elementary school students. Your focus should be on wording that is direct and clear to your target audience.

Benefits over features.

Marketing copy generally focuses more on benefits than on features; it’s more “you” focused. So, a phrase like “Our apples are delicious” is out, to be replaced by “You’ll love our healthy, delicious apples”, which focuses on a direct benefit to the reader.

12 BEST PRACTICES for CALLS to ACTION on DIGITAL SIGNS



Make the call to action **EASY TO SEE** – don't bury it in lots of other text or pictures.



Be **CLEAR**, concise and specific with your language.



Write at an appropriate **READING LEVEL** for your audience.



Use vivid language, and **IMPERATIVE** verb forms (commands).



Think about **CROSS-PROMOTION** possibilities (social, intranets, etc.)



PRIORITIZE VERBS, then nouns – only use adjectives sparsely.

Crafting a good call to action helps you focus your message and really drill down to the essence of what you're trying to accomplish.

Instead of thinking "what do I want to say?", think "what do I want them to do?" With very few exceptions, every digital signage message should include a call to action.

Here are 12 tips to make them stand out...



Build in a way to measure **ROI** so you can adjust calls to action to be more effective.



Include **TRIGGER WORDS** that are considered to be persuasive.



Consider adding a small **REWARD** for taking the action immediately.



Create a sense of **URGENCY** to encourage immediate action.



Focus on the **BENEFITS** to the audience and common needs.



Make taking the action **EASY** for viewers – no more than two steps.

Phrases such as limited time or today only create a sense of urgency, a feeling that acting sooner rather than later is in the reader's best interest. Creating limited time offers or prompts can also help you measure ROI. Though you may have an initiative to get employees to sign up to the company newsletter all year, creating a series of "limited time" messages can let you measure which ones had the greatest response, so you can duplicate what you did in the future.

Focus on outcomes.

Some messages more obviously lend themselves to calls to action than others. A message trying to get people to register for benefits is pretty clear, but other types of messages can also be massaged into having a call to action. A welcome notice can suggest employees greet the guests when they're on site, or a QR code can take them to a website with more information about the group. A message about an upcoming event can include a short URL to register or get tickets. An interactive screen lets people take action right there at the kiosk – simply include the link, form, survey or media link you want them to interact with.

You can cross promote as well. A message about a meeting next week can also promote your scheduling app, or an email subscription list. If you show social media posts on digital signs, encourage people to interact with your social pages on the web. Offering small rewards for taking the call to action can also increase participation, even if it's just something small.

You really need to think about who the target audience is for each message and what is most likely to get them to do what you want them to. Also think about the time of day the message is being displayed – a message that directs people to "talk to HR today" after the department is closed for the day isn't terribly effective.

Measuring Tactical Success

At a tactical level, you want to know more than just how often your DS messages are being published to the system – you also want to measure the impact of each of those messages on your viewers.

Measuring viewer attention is easy with some basic strategies and tracking:

- Determine a clear, quantifiable goal
- Create your message with a simple, easy-to-track call to action
- Set up a response tracker like a webpage, web form or email address
- Publish your message and look at how many people responded
- Measure the results against objectives

The biggest factor in measuring ROI is including a call to action in your content. If you just put out a message without asking the audience to do something that lets you know they saw the message, you have no way of knowing if it worked.

The following are some quick and easy calls to action that you can incorporate into your messages to make measuring tactical ROI easy:



QR Tags

A Quick Response (QR) tag is a two-dimensional bar code that embeds data to be read by smartphone apps using the phone's camera. Creating a QR tag is easy using one of the many free online generators. Simply input the dedicated URL you want the QR tag to point to, and it will generate an image file with the embedded data.

Embed QR tags in DS messages to send viewers to a website, have them vote in a poll, or offer a downloadable coupon. Simply track the number of hits to the QR tag's URL, and you have your ROI.



Designated URLs

Driving viewers to your Internet or Intranet sites is an easy way to track interest in a topic. Make sure to designate a unique, trackable URL in your message so you can measure traffic that is a direct result of your DS efforts. If you want to send viewers to an existing webpage, set up your unique URL to redirect to your chosen page so you can measure success. Track your webpage hits to see real-time ROI.



Smartphone Snaps

Smartphone snaps are a fast, easy way to drive traffic. The destination can be a physical location, social media site or photo sharing portal. Simply ask viewers to take a snapshot of your message with their phone's camera, and tell them where and how to deliver it.

Many companies now have an animation or video running and ask people to "snap" an image of something that floats by – like your logo or mascot – to get a discount or win a prize. Simply count the number of people who deliver the photo to calculate ROI.



Interactive Surveys & Polls

If you have touchscreen displays, exploit the opportunity to get fast feedback from viewers on the go. Surveys can be created as interactive media files or on the web for delivery to digital signs.

If you don't have touchscreens, consider using QR tags to direct smartphone users to a poll, or set up an SMS response system. Providing voters with instant feedback in the form of a pie-chart or graph will have greater impact on future votes. Get great feedback and easy-to-measure ROI for your DS at the same time.



Social Media

Drive viewers to your Facebook, Twitter and YouTube pages by integrating them into your DS. Post your social media URLs as often as possible to gain followers and reinforce communications.

Integrating feeds from your social media pages into DS content is a great way to add followers and inspire them to participate so they can see their posts "on the big board". Drive traffic from social media to DS and back again in a dynamic, continuing cycle.



Coupons/Codes

One of the simplest ways to measure ROI is to offer discount codes or coupons in visual communications. Just include a unique code in your message and direct viewers to take action.

Why not create a DS message that IS a coupon? Viewers take a smartphone snap to claim their discount. Simply count the number of people who redeem the coupon/code for easy ROI measurement.



Bluetooth (Near Field) Triggers

Every person with a Bluetooth-enabled phone has a digital sign in their hands. Take advantage of it. Pairing your digital signs with Bluetooth transmitters allows you to reinforce your messages by triggering a wireless signal that downloads content to viewers' phones. Instead of waiting on the viewer to take the next step, you do it for them - saving time and effort.

Increase ROI not just with great content, but with more endpoints. With constant feedback from your target audience, you can fine-tune your messages and campaigns to become better and better at reaching specific people and getting the results you want.

Want to learn more? Contact us at salesteam@visix.com.