



OptiSigns

Digital Signage

Industry Metrics and Use Cases

Driving Engagement, Efficiency, and ROI Across Operations

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Executive Summary

Modern organizations face operational and experiential shortfalls that can be addressed with digital signage. These shortfalls include:

- Declining in-store and on-site engagement.
- Rising recurring costs from print and manual content distribution.
- Safety, compliance, and incident risk in industrial environments.
- Long measured and perceived customer/patient wait times.
- Workforce communication gaps, particularly where the workforce is deployed outside of an office environment.

Digital signage can effectively mitigate these problems, enhance sales and profits, and provide a healthy return on investment. Evidence shows:

- **Employee engagement and productivity improvements**
Reported increases up to **22–27%** where KPIs, leaderboards, and recognition are displayed.
- **Shop floor safety enhancements**
Vendor and case reports show a **30%** drop in workplace incidents after digital safety signage deployment.
- **Downtime and defect reductions**
Case examples report up to **35%** reduction in equipment downtime and a **41%** reduction in defects.
- **Sales and conversion increases**
Retail deployments report sales increases of **15–33%**.
- **Wait times and patient flow improvements**
Perceived wait times declined by **30–36%**.
- **Cost savings**
Print and publishing costs commonly decline **30–76%** after switching to digital.

This white paper presents use cases and consolidates evidence on the effectiveness of deploying digital signage across factory floors and in customer-facing operations.

Definitions and assumptions

“**Digital signage**” refers to electronic displays used to present information, advertising, wayfinding, dashboards, or interactive content in public or private spaces. It includes fixed displays, kiosks, digital menu boards, and interactive screens.

“**Perceived wait time**” is the subjective waiting reported by users (customers, patients) and is distinct from measured queue time.

Scope

The content has been compiled from the supplied datasets and case examples. No new primary research was conducted.

Problem Statement

The challenges faced by organizations across sectors include:

- **Declining in-store engagement**
Impact: Reduced footfall, decreased promotional recall
- **Rising costs from print and manual processes**
- **Industrial safety and compliance risks**
Impact: Injuries, fines, downtime, and reputational damage
- **Long customer and patient wait times**
Customer dissatisfaction, higher no-show and walkout rates
- **Workforce communication issues, particularly among non-desk employees**
Slow problem resolution, lower employee engagement.



Solution Overview

Digital signage can address these problems by:

- Delivering real-time KPIs, monthly targets, and maintenance alerts to staff.
- Ensuring practical operational and shift-change information.
- Delivering safety alerts, Standard Operating Procedures, PPE reminders, and compliance information in manufacturing and warehousing operations.
- Presenting dynamic promotions, product information, and targeted messaging to customers.
- Providing wayfinding, queue and appointment updates, and patient information to reduce perceived wait times.
- Replacing printed materials, reducing recurring print and distribution costs, and avoiding version replacement errors.

This white paper catalogs the measurable outcomes observed in multiple deployments and sectors.

Market Context

The global digital signage market was valued at **US\$8.83 billion** in 2024, with growth projections of **8.1% CAGR** by 2030. The LCD segment dominates, with North America the most significant market and Asia Pacific the fastest growing.¹

Digital signage use cases include:

- **Employee recognition and culture boards**
Improved reach and morale across distributed workforces.
- **KPI dashboards on shop floors and workspaces**
Helping employees to track and manage workplace performance for improved productivity with quicker maintenance and issue resolution.
- **Task-specific boards**
Displaying inventory levels, workflows and order status, so everyone knows the work status and priorities.
- **Emergency and safety messaging**
Automated emergency alerts and PPE reminders improve compliance and response times.
- **Shipping and goods receiving boards**
Displaying information on order status and shipment schedules.
- **Cost and energy control**
Scheduling and automation reduce energy usage and management overhead.
- **Interactive product boards, smart screens, and promotions**
Informing customers of product availability and location.
- **Wayfinding and patient scheduling boards**
Reducing confusion in healthcare facilities and government departments.
- **Menu boards**
Reducing queue times, promoting seasonal products and upselling.

Digital signage can significantly enhance internal and cross-departmental communications, resulting in a more engaged, informed, and productive workforce. Dynamic data delivery clears confusion and ensures that the entire workforce speaks the same language.

Metrics

Digital boards play a crucial role in organizations across various industries, fostering engagement and promoting employee wellness while supporting business objectives.

Digital signage is now widely accepted as best practice in many organizations, and a considerable amount of data supports the investment case for implementing a comprehensive digital rollout throughout the organization.

The metrics speak for themselves.

Corporate Communication and Employee Engagement

Electronic boards used in corporate offices and on shop floors ensure that all employees understand the company's strategy and goals.

Information, such as KPIs, is crucial in enhancing support for company objectives and improving communication for non-desk-facing employees, as well as facilitating the exchange of information between shifts.

Corporate adoption of electronic signage can increase employee engagement by as much as **27%**.²



Manufacturing Improvements

Digital boards are now commonplace in manufacturing plants, with up to **70%** of manufacturers having installed integrated digital signs on their shop floors.³

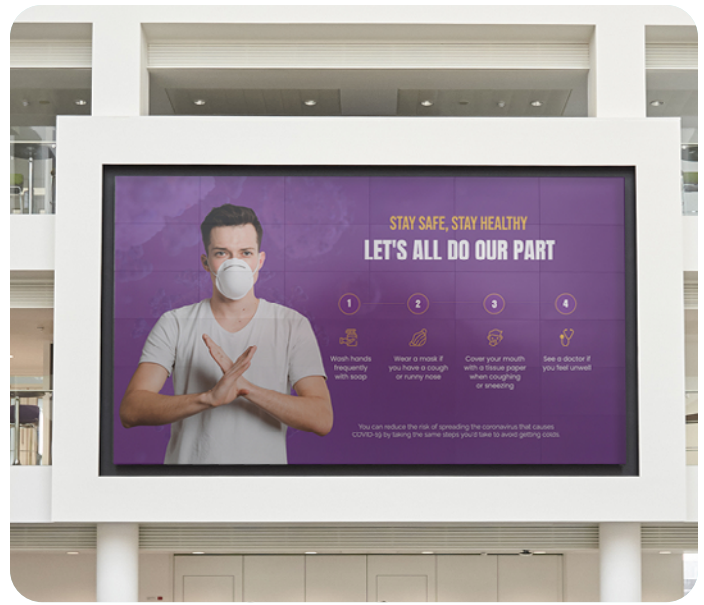
Boards are displayed in prominent locations throughout the factory, providing current information on production targets and machine downtime.⁴ These boards facilitate transparent and effective communication, with reports indicating a reduction of up to **35%** in machine downtime.⁵

Reports indicate a **22%** increase in manufacturing engagement, accompanied by a **41%** decrease in defects following the installation of boards on shop floors.

Workplace Safety and Compliance

Safety is a significant concern in every industry, but it is particularly concerning in manufacturing and warehouse environments, where accidents are more likely and can have severe consequences.

In these settings, digital signage plays a crucial role in ensuring safety and compliance with international and local safety and environmental standards, reducing audit findings, penalties, and downtime.



By displaying real-time safety alerts, visual standard operating procedures (SOPs), and equipment checklists, companies can actively reduce accidents and ensure compliance with regulations⁶, a critical factor in improving workplace safety.

Digital boards make safety visible and current, producing measurable results. Customers report drops of up to **30%** in workplace incidents and injuries after installing digital boards with information and alerts.⁷

Sales Uplift Despite Fewer SKUs

Harry Ladd, Director of Retail Innovation at **La-Z-Boy**, reports that the Lincoln Park store with 24 chairs outsold larger locations.



Industry research supports this pattern: brands using dynamic digital signage see sales increases of up to **33%**, and retailers using digital displays experienced an average **32%** sales uplift.

Improved Customer Engagement and Rising Sales

Digital signage brings about comprehensive improvements in sales, advertising, and customer engagement, leading to an increase in impulse buying. **The statistics are compelling:**

- Retailers using digital signage increased average sales by **29.5%**. One case study found that four out of five retailers using in-store digital signage experienced a **33%** increase in average sales. Eighty percent of customers say they have entered a store because of the digital signage.⁸

- Retailers also reported a **17%** increase in foot traffic and a **20%** increase in impulse purchases after implementing digital displays.⁹
- **Sephora, McDonald's, Tesla, and Adidas** all reported increased customer engagement, faster, more accurate transactions, higher transaction values through upselling, and real-time data delivery.

All four companies found that customer data improved, resulting in more satisfied suppliers. The estimated improvement in retail outcomes is approximately **40%** in these four case studies, spanning from customer engagement to the eventual sale.¹⁰

- Digital signage also produced favorable results at **Velocity Athletics**, which attracted **35%** more in-store visitors with a concurrent reduction of **25%** in promotional costs, along with a **20%** increase in sales conversions.¹¹

- **Walmart**, the world's biggest retailer, leads the way in interactive digital boards. The installation of smart screens at the stores resulted in a **50%** improvement in promotional use and a **30%** increase in customer wayfinding.

The smart digital boards invite customers to experience products before making a purchase. Customers can also use the boards to locate products.¹²

- Shoppers in retail environments experienced **55%** higher advertising recall, and **74%** of shoppers said that in-store digital signage influenced their buying decisions. Digital signage is **47.7%** more effective in growing brand awareness than printed advertising.¹³



Digital Signage: Industry Metrics and Use Cases

⁹ Digital Signage Today, "Retail digital store signage - The only guide you'll ever need," September 20, 2023 | ¹⁰ AI Screen, "4 Successful Digital Signage Retail Case Studies and Their Impact," March 4, 2024 | ¹¹ Posterbooking, "Case Study: Velocity Athletics Increase Foot Traffic by 35% After Installing Digital Signage," September 24, 2024 | ¹² AI Screen, "Walmart Digital Signage (Case Study 2025) by AI Screen," May 2, 2023, Last Update May 12, 2025 | ¹³ AI Screen, "100 Digital Signage Statistics 2025 - Latest & Trending," Updated September 17, 2025



Customer Experience and Wait Time Improvements

Digital signage offers benefits for many industries, enhancing the customer experience and reducing wait times across the board, from government departments to retailers and medical facilities.

Perceived waiting times improved by **36%**, while healthcare centers claim a **22%** drop in missed appointments. Restaurant sales have increased by **17%**, with order accuracy improving by **22%** and retailers report a **32%** increase in sales.¹⁴

Even educational institutions have benefited. Digital signage use in schools and colleges has increased by **73%**, and event participation is up by **68%** as a result.¹⁵

In some healthcare facilities, digital signage has reduced wait times by **30%**, with a **45%** improvement in wayfinding efficiency reported¹⁶.

The result is fewer staff interruptions, as people arrive at the hospital on time for their appointments.

At **Johns Hopkins**, digital boards have replaced static boards, enabling clients to view real-time schedule changes in interactive kiosks located throughout the hospital. Maps with step-by-step directions on how to reach various departments help patients navigate to their next appointment. These boards have led to an **18%** reduction in missed appointments. During lunchtime, real-time menus, located in the cafeteria, have reduced directional enquiries at the information desk by **35%**.¹⁷

Similarly, a top-five US bank achieved a **38%** reduction in customer wait time after implementing digital queue management systems. Customer walkouts dropped by 20% in busy branches as operational efficiency rose by **20%**.¹⁸

Digital Signage: Industry Metrics and Use Cases

¹⁴ Posterbooking, "Digital Signage Trends and Statistics (2022-2024)," December 16, 2024 | ¹⁵ iVideo, "The ROI of Digital Signage in Retail and Corporate Environments," July 2025

¹⁶ AI Screen, "Pictures of Hospital Signs: Why Healthcare is Going Digital," March 4, 2025 | ¹⁷ First Touch Digital Solutions, "How Digital Signage is Transforming Patient Experience in Hospitals," May 29, 2025

¹⁸ Verint, "Top 5 U.S. Bank Dramatically Reduces Customer Wait Time with Verint Queue Management"

Digital Menus Drive Operational Improvements

An internal customer survey of restaurants transitioning to digital menu boards revealed an **8% to 10%** increase in sales, with **88%** of respondents reporting that the switch to TV boards had enhanced customer satisfaction. Digital boards improved visibility and made it easier to make seasonal menu changes.

The result was that customers were more likely to try new menu items. Printing costs dropped, and the restaurants experienced a **20%** improvement in labor productivity. Wait times dropped by **20%**, table turnover increased by **15.3%**, and order errors dropped by **8%**.¹⁹

Other sources claim sales increases of between **8%** and **37%** following the installation of digital menu boards. These boards also impact the products sold, with **29.5%** of customers saying that the menus influenced their purchasing decisions. Eighty percent of customers reported making unplanned purchases of promoted products.



Perceived wait times dropped by **35%**. Restaurants recovered the costs of the board installation in under two years and expect a **2.5% to 3%** margin improvement after the installation.²⁰

Cutting Costs

Apart from cutting costs through productivity improvements, waste reduction, and efficiencies, retailers also report advertising cost reductions of **30% to 35%** when using digital signage as part of their advertising campaigns.²¹ Digital signage cuts recurring printing costs in industries as diverse as restaurants, schools, and government departments.

Digital boards can also save costs in surprising ways by supplying real-time data to track and manage expenses. The European Retail Bank case illustrates how information can drive efficient resource consumption. In this instance, digital boards helped reduce energy costs, achieving a **40%** reduction in average energy consumption, which resulted in €250,000 in savings over five years.²²

¹⁹ Dotsignage, [91% of Our Customers Say that Switching to Digital Menu Boards Helps them Increase Sales by up to 10%](#)

²⁰ AI Screen, ["100 Digital Signage Statistics 2025 – Latest & Trending"](#) Updated September 17, 2025 | ²¹ iVideo, ["The ROI of Digital Signage in Retail and Corporate Environments"](#) July 2025

²² Signage OS, ["European Retail Bank Energy Efficient Digital Signage Transformation"](#)



Conclusion: Digital Signage Improves Business Outcomes

Consolidated evidence suggests that digital signage produces measurable improvements in engagement, safety, operational efficiency, sales, and cost containment when deployed with relevant content, system integration, and a clear measurement plan.

From retail to manufacturing, banking, healthcare, hospitality, and corporate environments, real-world data confirms that digital signage improves key business metrics.

The outcomes are significant and include:

- Sales improvements (**15–33%**)
- Reduction in workplace incidents (**30%**)
- Reduced operational expenses (**30%**)
- Customer satisfaction gains (up to **22%**)
- Increased employee and guest engagement (**27%**)

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There’s not a square inch of **Verkada** without a dashboard—I’m running out of wall space. Our leadership just wants more of them. The dashboards keep everyone focused, and the return on investment was obvious almost immediately.

Zach Howe, Senior AV Engineering Manager