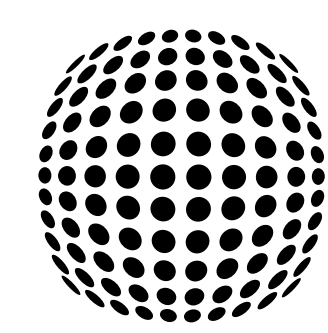


DIGITAL STATISTICS

KEY FIGURES THAT SHOW JUST WHY DIGITAL SIGNAGE PREVAILS STATIC WAYS OF ADVERTISING



REALFICTION™

Captures **400%**

More views than static retail signs

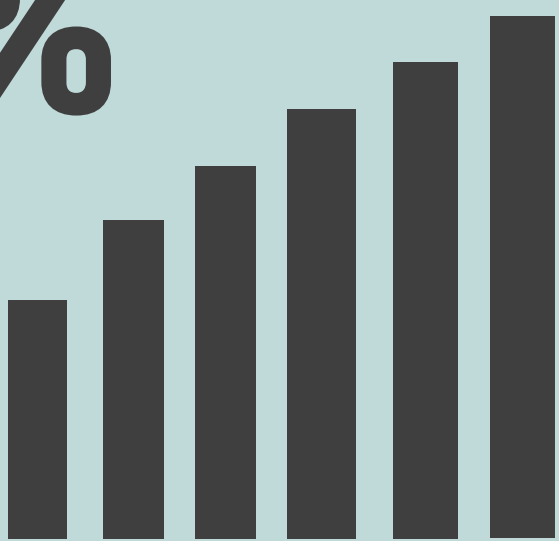


Affect purchase decisions by

19%

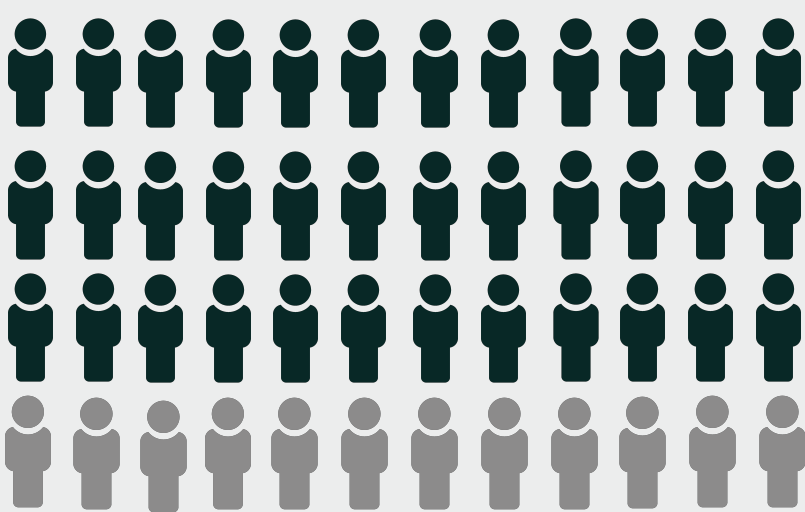
Increases customer retention with

30%



75%

of consumers have told friends about a store because they were impressed by the signage



Boosts customer satisfactions with

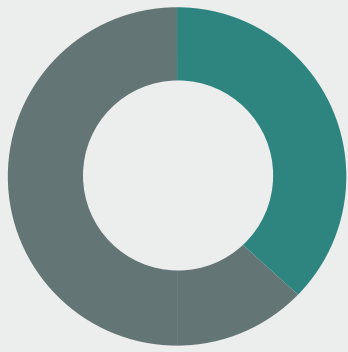
46%



Has a

19%

higher recall rate



Creates

31.8%

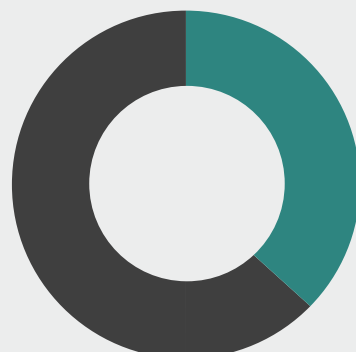
upswing in overall sales volume



Generates

32.8%

growth in repeat buyers



Generates

32.8%

more in-store traffic



Has a

47.7%

effectiveness on brand awareness



Animated content receives times more views than static content.

5

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