



The Ultimate Guide to **Digital Signage** **Success**



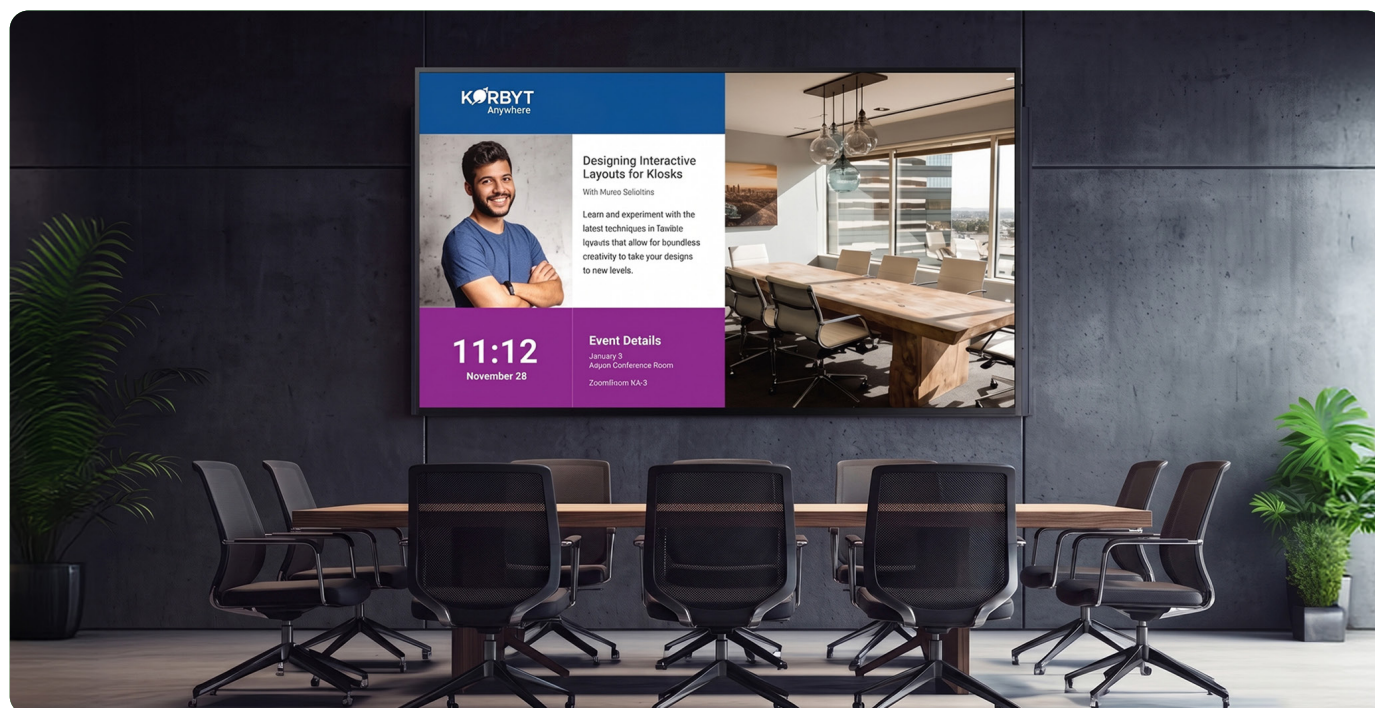
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Welcome

Digital signage is more than just screens and displays—it's a dynamic tool that connects businesses with their audiences in meaningful and measurable ways. Whether you're walking through **a bustling factory, working at a modern office, or visiting a retail bank, digital signage has become central** to how information is shared and experiences are shaped.

For businesses, the impact is clear. **Digital signage drives customer and employee engagement**, improves efficiency, and delivers tailored real-time messaging. To truly unlock its potential, businesses must ask critical questions: How can this technology align with my goals? How can I leverage it to connect more effectively with audiences?

This ebook is designed to answer those questions and more. Inside, you'll discover:



Strategic Foundations

Learn how to define your digital signage goals, understanding its potential to enhance communication, streamline operations, and boost ROI.



Audience Targeting

Explore ways to deliver personalized, relevant content that captures attention and drives action.



Content Strategy

Uncover actionable tips and techniques to create compelling and engaging digital signage content.



Hardware and Use Cases

Gain insights into the technical components and real-world applications of digital signage across industries.



Analytics and Optimization

Find out how to measure success and continuously refine your digital signage strategy.



Whether you're new to digital signage or looking to expand and refine your current strategy, this guide offers the insights and practical advice you need to create impactful and results-driven solutions.





Goals, Objectives, and Effectiveness

Digital signage is more than its collective parts. To help you realize its potential across industry sectors and particular business needs, put an emphasis on how it can help accomplish the specific goals and objectives of your organization.

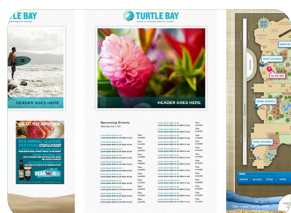




A Purpose-Driven Screen

Defining the why of your **digital signage**, its purpose, will lead you to the decisions that underlie the entire system. **Not just the hardware and software, but the content and the strategy for creating it and publishing it to your audience.** Here are some examples of how organizations of all types and sizes are putting digital signage in front of their audience and achieving results.

Industry Application



Hospitality

Increase sales by showcasing amenities, directing guests, and highlighting event spaces and promotions.



Banking

Promote new products and services, rates and deals while providing financial literacy education and community updates.



Corporate

Engage employees with company news, increase use of benefits, or promote competition among sales teams.



Healthcare

Provide critical, secure information to physicians and patients, and help alleviate anxiety in waiting areas.



Banking

Promote new products and services, rates and deals while providing financial literacy education and community updates



Corporate

Engage employees with company news, increase use of benefits, or promote competition among sales teams



Manufacturing

Provide critical updates and safety information to prevent accidents and support compliance while improving operational efficiency

Digital signage can achieve results across a range of objectives



Move Beyond Print

Replace static print ads with dynamic digital signage that updates in real time, drawing more attention with video and animation. Modernize directories, menus, and retail displays while saving costs and reducing waste.



Complement Digital Marketing

Repurpose online content for targeted, location-specific digital signage to expand your marketing reach.



Test New Ads and Messages

Quickly update and test ads to identify what resonates best with different audiences and environments, refining your strategy over time.





The Positive Effect of Digital Signage

A digital signage solution is one of your most effective ways to achieve your organization's goals. Is the objective to sell more products or services? Is the priority on increasing productivity by connecting your workforce to information and inspiration?

Digital signage is a powerful way to communicate the priorities of your business in a visual, interactive manner, and drive outcomes such as:

Greater Reach

People in all positions and ages recall ads and messages they see when those communications are digital. According to Arbitron, **70% of people 12 and older recall** having seen a digital video display in the past month; that's compared to **43% "on the Internet"** and **41% on Facebook**. Perhaps more impressively, of that **70%**, **47% recall** the content of what they saw.



Improved Sales

Among those who saw a digital screen ad, **19% said they purchased an item they had not planned to buy after seeing it on digital signage**. (While this statistic relates to retail purchases, there is a likely parallel with message impressions within the workplace.)





Reduced Costs

Even with the **upfront costs of installation and implementation, digital signage stands to save an organization money** over the course of time based on its ability to update content whenever and wherever without added expense. (Following their rollout of digital signage in 15 of their buildings, a major pharmaceutical company **reports cutting costs by close to 90%.**)



Increased Productivity

In the workplace, the “three Cs” of communication, collaboration and connectivity are pivotal to **creating and maintaining employee satisfaction and productivity.** With its multiple opportunities to engage employees, digital signage can be a consistent boost to your workforce’s performance. (A McKinsey Global Institute study found that closely connected employees show a productivity increase of 20 - 25%).



Expanded Engagement

Digital signage drives engagement, outperforming traditional displays with its dynamic nature and ability to adapt to advancing technology. Banks can target content to morning business owners or afternoon retirees, while offices display weather updates or team KPIs. On factory floors, it showcases production targets and safety alerts.

For customers, dynamic displays attract, guide, and motivate purchases. For employees, engagement boosts success—**Gallup reports 41% fewer defects, 37% less absenteeism, 21% higher productivity, and 22% higher profitability** in engaging workplaces.

Think About...



How effective is your current digital signage?



What do you consider the most effective use of digital signage?



What are your goals and objectives for digital signage?





Audience Targeting

In this next section we'll examine some of the ways audiences are being engaged by and connected with digital displays.

Target What Your Audience Wants — and Needs

While digital signage makes it easy to publish content, simply uploading random media won't maximize its impact. Effective results come from aligning your content with your audience's needs and your organization's goals. Understanding what your audience desires and tailoring content specifically for them is essential.

Relevance is the cornerstone. In a B2C model, your signage should deliver products or services that fit the time and place your customers interact with it. For B2B, the content must support your workforce, reinforcing their role in advancing your organization's mission. Thoughtful, targeted programming drives meaningful engagement.



Needs Meet Screen

Two examples may help to illustrate the difference between the baseline desire to get your content out there — and the true end result of what your audience really needs.

Retail Banking: From Screens to Strategic Impact

Banks often install digital signage to promote rates, loans, and brand campaigns. Clean visuals. Rotating promotions. Done. But modern branches are no longer transaction centers — they are experience hubs. Customers expect relevance, personalization, and real-time information

When signage integrates real-time data feeds (rates, news, promotions) and is placed in high-traffic zones like entrances and teller queues, it turns idle wait time into engagement.

Customer satisfaction scores in modernized branch networks rise well above industry averages. Now the screen isn't décor. It's a revenue, CX, and compliance asset.





Workplace Meeting Room Signage: From Display to Operational Clarity

In corporate offices and financial headquarters, in-room screens often show meeting titles and time blocks. Functional, yes, but not strategic.

Organizations today are focused on alignment, engagement, and real-time visibility across hybrid teams. The same enterprise signage platform that powers branch communication can extend into meeting rooms and offices — creating consistency across every screen.

When in-room displays incorporate:

- Live KPIs and performance dashboards
- Automated content updates
- Branded templates with centralized governance
- Corporate announcements and team highlights

They move beyond scheduling boards and become operational tools. Now the screen inside the room reinforces accountability and momentum, quietly improving productivity without adding complexity.





The Power of Personalization

With thoughtful planning, digital signage can easily align your business goals with your audience's needs. It's a powerful tool for engaging, informing, and entertaining while effectively sharing your message with visitors, customers, and employees.

This platform enables **targeted, personalized messaging**. Dynamic on-screen content can promote a limited-time offer to specific demographics, such as teachers or veterans, or encourage employees to download a new app to enhance collaboration and engagement.

Let's review specific audiences and how digital signage can meet their needs.



In the Office

The modern workforce includes on-site, remote, and hybrid employees who must stay engaged and aligned with company goals. Traditional tools like emails and memos are overloaded, making digital signage a centralized, scalable solution for clear, impactful communication across locations.

Digital signage unifies messaging, showcasing achievements, events, and social media to build community while reinforcing brand, culture, and goals. It motivates with performance updates, recognition, and actionable insights, fostering trust and timely responses.

Effective communication through digital signage boosts engagement, productivity, and financial performance, connecting employees' daily work to company objectives and inspiring them to achieve shared goals.

No matter if it's in a single building or scattered across the globe, your digital signage can:

Reinforce your company brand, culture and goals

Provide clear messaging and align employees to your key initiatives

Motivate through performance updates and individual or team recognition

Spotlight action items to improve response times

Increase trust and reliance in active, timely corporate communications

47%

higher shareholder
returns
(Watson Wyatt).

Employee engagement is essential for business success. Companies with effective communication see 47% higher shareholder returns (Watson Wyatt). Digital signage connects employees daily work to company goals, boosting commitment, trust, and productivity while reducing conflicts. It ensures all employees understand their impact and feel inspired to achieve shared objectives.





On the Frontline

Frontline workers in roles like retail, warehouses, utilities, and healthcare are essential to operations but often difficult to engage through traditional communication channels. Many lack access to email, mobile devices, or quiet spaces for announcements, making it challenging to keep them informed and connected.

Digital signage addresses these gaps by delivering updates, safety alerts, training, and morale-boosting messages in key areas like breakrooms or directly on the floor. Breakroom signage can share videos, announcements, production updates, and even personal touches like birthday or anniversary messages, boosting morale and connection.



On the floor, well-designed signage promotes KPIs, company culture, and safety, reducing workplace injuries by 20%. All while enhancing operational efficiency by keeping employees informed and engaged in their most active





The Informed Bank Customer

Research shows 76% of consumers enter a business due to signage, and 68% make purchasing decisions influenced by it. This impact is amplified with dynamic digital displays, which use motion, real-time updates, and targeted messaging to boost engagement and retention.

For retail banks, digital signage enhances the in-branch experience by showcasing products and services like accounts, mortgages, and wealth management in visually compelling formats. High-quality visuals and brand storytelling build trust and long-term relationships.



Guide Financial Decisions

Digital displays present product details, rates, and eligibility clearly, reducing uncertainty and limiting the need for customers to seek competing offers, enabling confident financial decisions.



Enable Two-Way Communication

Interactive features like surveys and QR codes turn signage into a feedback channel, providing insights to refine messaging and improve customer experience. Aggregated data informs product positioning and campaign success.



Deliver Timely Promotions

Real-time updates ensure promotions reflect rate changes, seasonal campaigns, or local offers, delivering accurate, compliant, and engaging content.



Build Brand Loyalty

Consistent digital storytelling across locations highlights values, community involvement, and innovation, while interactive kiosks enhance convenience and access to services.

Think About...

- Are you clear on your digital signage audience?
- Do you understand the needs of your audience — and how digital signage can meet those needs?





Content Strategy

Underperforming signage often stems from irrelevant content, infrequent updates, or lack of analytics. Many companies update content only monthly, which fails to engage most audiences. To maximize impact, prioritize audience-specific content, frequent updates, and clear measurement strategies. Update frequency should match audience exposure, e.g., less frequent for a bank branch than a busy college campus. A well-defined plan is essential.

Make your content strategy specific:

- Which assets will be used to achieve your goals and overcome your challenges?
- When will these assets be scheduled to publish?
- What metrics will you use to measure success?

Going forward without a content strategy risks sporadic and ineffective digital communication.

Digital signage is a unique channel needing its own strategy and team. Align content plans with marketing programs, and use a 6-12 month guide to stay focused and meet objectives.

- Who determines the correct content per audience segment?
- Who is accountable for sourcing and creating content?
- Who is responsible for setting goals and aligning those to ROI?

Software Needs Strategy Too

Creating engaging content takes effort and resources. Audiences demand fresh, relevant, and timely messaging. The right digital signage software, often a cloud-based SaaS solution, empowers CMS admins to manage displays anytime, anywhere. By connecting to real-time sources like news or social media and offering robust content management tools, it simplifies curating and sharing digital assets. A well-designed platform ensures captivating displays while streamlining processes, saving time and money.





Content Strategy: Theme

Your content strategy should include a clear purpose for your digital screens, shaped by your goals. This purpose guides investments and content decisions, ensuring alignment with your strategy. For example, a transportation display with live updates aligns with its purpose, while a bank showing sports coverage may not. Digital signage can achieve various goals, such as boosting brand awareness to drive sales and revenue. Which goal aligns with your needs?

Reduced Costs

The upfront investment in digital signage can ultimately end up as money saved: fewer paper and printing costs, and less need for fees to ad agencies, print media companies or web advertising.

Improved Customer/ Employee Experience

A better experience underlies the sustainability of your business. Making your business accessible, recognizable and friendly to customers and employees can be a key objective of your digital signage.

Guided Information & Wayfinding

Customers and employees at expansive locations such as warehouse centers, universities and hotels depend on information displays and digital maps to keep them up to date and moving in the right direction.

Content Strategy: Format

Compelling content is critical for a successful content strategy. What formats do you have (or can you create) to make your screen as engaging as possible? Start with the basics in your communication toolkit:

- Presentation slides
- Photos
- Graphics — static and animated (including 3D)
- Video

Then when you expand your thinking, you may quickly discover more options that support your strategy:

- **Internal information:** How about project processes? Health and safety information? Miro boards? Slack chats?
- **Streamed video:** Extend your video reach to include YouTube, Vimeo, even live streams from meetings or news channels.
- **Social media:** Live feeds of your tweets and posts can be easily converted to integrate into your screen design.





Visual Best Practices

Psychologist Albert Mehrabian demonstrated that 93% of communication is nonverbal. And research at 3M concluded that we process visuals 60,000 times faster than text. Take advantage of these visual facts: deliver compelling and accessible visual content by using these overarching principles for your screen display:

Ensure a Clear and Accessible Message

Attention to font size, typeface, and white space is important so that your digital signage can be easily read — even at a distance.

Create for the Display

Consider where your audience will be when engaging with your content: are they in transit, waiting, or at the point of sale? This context shapes how you design for motion, stillness, or purchase intent. Remember, corporate messages can be “bought into” just as much as retail products.

Perfect Your Design

Take special care that any visual material you use reflects your message. For example, your organization will not come across as modern using a vintage typeface. Use only high-quality images and ensure your display doesn't appear cluttered.

A Clear, Compelling Call to Action

The ultimate goal of a content strategy is engagement, so be clear about the action you want your customers or employees to take once they view your digital signage. Keep instructions clear and concise.

Align Visual Timing

Align your visual design to the environment—faster transitions for busy spaces like shopping malls, slower for calm areas like hospital waiting rooms. Prioritize accessibility by avoiding rapid changes.





Content Strategy: Data Visualization

Data is key to your content strategy, revealing stories through metrics like call queues or sales results. Success depends on integrating the right data and presenting it on centralized, actionable dashboards. A robust digital signage platform should feature data adapters to connect systems like Salesforce, Power BI, or ServiceNow, and an intelligent CMS to integrate your tech stack. This transforms raw data into clear, engaging visuals that boost

Attention is Everything

To maximize data visualization, prioritize your data story amidst typical digital signage elements like employee updates, news, or tickers. Capture attention by rethinking your layout with bold design ideas that ensure your audience notices and acts on the message.

- Switch to a new layout, removing all non-pertinent information
- Increase font size on critical data and numbers
- Display a clear text-based call-to-action so teams have clarity on next steps
- Scroll text or flash the screen with bright colors to signal different situations
- Color code for prioritization, enhancing the critical nature of a data scenarios to rapidly communicate





Content Strategy: Interactivity

Digital signage is perfect for “next step” CTAs, bridging screens to mobile devices. NFC enables instant content transfer with a simple tap, offering info, coupons, or deals. QR codes, scannable by phone cameras, provide quick access to promotions, training, or benefits without hassle. Rotating QR codes can test audience engagement, while both NFC and QR codes offer valuable data to optimize ROI.

Content Strategy: Location

Strategic and accessible screen placement is key for effective digital signage. Poorly positioned displays risk being unseen and ineffective. Conduct surveys or focus groups to assess placement and ensure accessibility for all viewers, including those with disabilities. Location matters—place screens where audiences can engage, like near checkouts, queues, or lunchrooms. For product-focused content, position screens near points of action, like tellers or reception, to maximize impact, ROI, and inclusivity.

Precise Positioning

There’s a science to positioning: numbers worth noting as you implement your content strategy.

View Distance

- A person with 20/20 vision can read text a few inches tall up to 25 feet away
- It takes 7 seconds for an advancing person to reach a screen 25 feet away
- The average vertical field of vision is 75 degrees below eye level, 60 degrees above
- A person’s field of attention is only 20-25 degrees of the field of view

Viewing Heights & Angles

- At 5 feet distance, the attention field is within 2 feet of eye level
- At 10 feet, attention is within 4 feet of eye level
- At 20 feet, attention is within 8.5 feet of eye level





Content Strategy: Creators

The success of your digital signage depends on the right team. At the helm is the Executive Sponsor, a strategic leader who understands organizational goals, owns the budget, and drives ROI. Supporting them are content contributors or “champions” from diverse roles, bringing varied perspectives and local relevance. A champion aligned with a regional warehouse will publish content more likely to connect with that local audience. A strong platform enables seamless contributions from across the organization.

Critical accountabilities across the Executive Sponsor and champions include:

- Set goals and objectives aligned to the business
- Keep content relevant and fresh
- Measure the impact of digital signage
- Ensure the digital signage platform has IT’s support
- Keep up with emerging trends in digital signage



Content Strategy: Your Content Management System

Your content strategy relies on an intelligent, integrated CMS to manage digital signage across locations. The right CMS lets you design, schedule, and update content seamlessly, using templates, AI tools, and flexible scheduling. The right CMS ensures effective layouts, playback, and access to critical resources like video or social media.

Playlists are key for organizing content efficiently, grouping assets by criteria like topics or locations. They simplify scheduling and ensure the right content plays at the right time. To keep playlists fresh, plan regular updates with new content to maintain engagement.

An AI-powered CMS elevates your strategy by automating content creation, personalizing messaging, analyzing performance, and adapting in real time. This ensures smarter, more relevant communication with human oversight, but minimal manual effort.

Think about...

- How would you articulate your content strategy for digital signage?
- What are the barriers to your content strategy?
- How would you rate your current CMS?





Hardware

The Nuts & Bolts

While this guide has highlighted the content and audience benefits of digital signage, none of it comes to life without the hardware driving these experiences. Let's dive into the essential technological components: players, screens, power, and internet.

A Real Team Player

Media players, also known as content players, are the backbone of digital signage, delivering content to your screens. Selecting the right one is essential, whether you're managing a 1 screen or a 1,000 screens. The right choice ensures smooth performance, while the wrong one could limit your capabilities.

A system on a chip (SoC) is a built-in media player, similar to what you'd find in a smart TV. It's convenient and budget-friendly but lacks the flexibility of more advanced options. Dedicated digital signage players, often included in signage packages or available as standalone devices like Amazon or Chrome-based units, offer a step up. However, they can be limited in handling customized or high-resolution displays.

For more demanding setups, PCs make excellent content players. They provide the power and versatility needed for complex configurations, such as video walls with 20+ screens or 8K quality. While highly capable, they can be expensive if used solely for digital signage. Each option has its place, depending on your specific needs and scale.

Meet Some Players

Players are relatively easy to get started with. Set up the player (also known as provisioning) to connect to your content management system. When that software recognizes the player, you're ready to send content to it — and on to your digital signage screen.

To better understand players' capabilities and challenges, we'll tour four prominent players in the market: SoC (System-on-Chip), Android, BrightSign, and Windows-based.

System on a Chip Digital Signage Media Player

System-on-Chip (SoC) players combine displays and media players into one device, offering simplicity, easy deployment, and minimal troubleshooting. With just power and network connections, they reduce hardware points of failure and are now the most cost-effective digital signage option. However, ARM-based SoC players may struggle with high bit-rate video or large multi-touch screens requiring custom drivers. Advantages of SoC media players:

- Does not require a field engineer or dedicated technical resource to troubleshoot
- Consolidated system means fewer points of failure
- Extremely budget-friendly
- Streamlined and simple: ideal for when you don't need custom drivers, sensors or video walls





Android Media Players

Android players range from low-powered sticks to high-performance 8K-capable devices, like Korbyt's Virgo. Running on ARM processors with minimal OS overhead, robust Android players can achieve up to 90% of a Windows player's performance. However, they are less suited for high-resolution video walls or synchronization. Many Android options use consumer-grade parts, which may not withstand 24/7 digital signage demands.

Advantage of Android players:

- Budget friendly
- OS updates to support future features are typically included
- CMS vendors featuring Android players will generally provide better long-term support of features and upgrades

Brightsign Media Player

BrightSign leads the global digital signage media player market, offering purpose-built, solid-state hardware with a Linux-based OS tailored for signage. Compatible with many CMS providers, they support growth as needs evolve. While typically less powerful than most Windows players, BrightSign reliably handles 8K videos, tickers, multiple content zones, and various sensors.

Advantage of Brightsign players:

- Low TCO with solid-state hardware and free firmware updates
- Reliable, fanless design with no moving parts
- Flexible with sensor and accessory partnerships
- Free cloud-based player health and deployment tools
- Range of players from 1080p to 8K with HDMI input
- USB-C support for audience analytics

Windows Based Media Players

Windows-based players offer power and customizability, featuring fast processors and dedicated graphics cards. Korbyt's Leo and Aries are enterprise-level options, with Leo offering four unique outputs. However, they may be costly, require paid Windows upgrades, and may involve stricter IT security and network protocols, complicating installation.

Advantage of Windows players:

- Easily handles very high end and processor intensive content
- Videowalls with multiple high-resolution video outputs
- Custom accessories with unique Windows-only drivers (examples: PIR sensors, USB cameras, etc.)
- Supports customer requirements that specify screen players can be managed through Domain Policies





Screening for Success

At the heart of digital signage is the screen itself, which shapes both the technology and the experience. Whether a single display or a video wall, the choice impacts quality and impression. Opt for commercial-grade screens over consumer models, they're built for durability, 24/7 use, and versatile content display. Consumer TVs, designed for limited daily use, lack functionality, adaptability, and durability, often voiding warranties in signage applications. Commercial screens ensure longevity and perform better in bright environments.



LCD

While LCDs are cost-effective, long-lasting, and high-performance, they are also deeper and heavier than their LED brethren. LCD displays have been the most widely used type of display for signage – at least until recently. They are illuminated by a light source called CCFL: a Cold Cathode Fluorescent Lamp.



LED

Gaining in popularity thanks to their performance and the economies of back-lit, edge-lit, and direct-lit panels, LED displays use a matrix of LEDs (Light Emitting Diodes) behind the screen or an array of side-mounted LEDs that replace the cold cathode fluorescent light lamps of LCDs.

Compared to LCD, LED displays offer a sharper, clearer image, brighter colors, and better contrast. LEDs also deliver lower operating costs, thanks to 50% lower power consumption than CCFLs. LEDs offer a slim profile: some commercial displays are just a few millimeters in depth.



OLED

An advanced flat-panel option are displays using OLED: organic light-emitting diode. Ultra-thin, very bright and highly energy-efficient, OLEDs share similar qualities to their LED cousin. The underlying display tech is made up of an organic semiconductor material. This is sandwiched between two electrodes and produces its visuals when current is sent through its volume.



What About Plasma?

While plasma displays can generate extremely high picture quality, they are susceptible to “burn-in”. This can result in ghosted or blurry images, and glare in bright conditions. This combo of negative factors suggests that plasma displays are not ideal for digital signage applications.





Plugging into Digital Signage

Power is essential for digital signage, but careful planning is key. Consider if new power points are needed or if existing ones suffice, especially if displays and players are in separate locations for easier maintenance. Protect your investment from power surges, outages, and grid issues with independent power protection to prevent downtime, data loss, or equipment damage.

Power Savings

Once you've settled on your system, there are some good power practices you can implement to reduce electricity use.

- Adjust screen brightness to 70% to maintain visibility while reducing energy use by 20%.
- Minimize ambient light response to lower brightness without losing impact.
- Ensure player fans have proper airflow and clean filters regularly to reduce power usage.

These small adjustments can significantly improve energy efficiency and extend the lifespan of your digital signage equipment.

Getting Ahead in the Cloud

On-premise servers offer full ownership but require costly hardware and upkeep. In contrast, cloud-based systems reduce maintenance, lower costs, and enable content distribution across unlimited locations. During internet disruptions, cached content keeps screens running. Optimize loading strategies to avoid bandwidth issues, like reducing frequent content refreshes.

Think about...

- How would you rate your digital signage hardware?
- Where can your digital signage technology use the most improvement?





Use Cases

There are many uses for digital signage, and many use cases from varied companies, institutions, and industries across the world.

- Manage global message updates to anywhere that has a screen, PC, or display
- Drive increased engagement and build morale for employees and teams
- Increase ROI, sales, and advertisements with branded content creations
- Visualize KPIs and customer satisfaction data in compelling dashboard visualizations
- Broadcast travel status, emergencies, or critical health and safety messaging

By leveraging the versatility of digital signage, organizations can transform screens into powerful tools for communication, engagement, and operational efficiency. The possibilities are endless, making it an indispensable asset across industries worldwide.



Think about...

- How would you describe your current digital signage as a use case?
- What types of use cases would be helpful in defining your next level of digital signage?





Analytics & Measuring Success

If you can't measure it, you can't improve it. Modern digital signage delivers actionable metrics that reveal how audiences move, engage, and respond—turning screens into measurable business tools. The right KPIs depend on your objective, whether that's increasing customer satisfaction, strengthening employee engagement, improving response times, or driving sales.

While direct attribution isn't always possible, content performance can be tied to meaningful outcomes such as reduced complaints, stronger reviews, higher conversions, or operational gains. With capabilities like dwell time tracking, impression data, and heat mapping now widely available, the focus should be ongoing performance evaluation and continuous message optimization aligned to clear business goals.



Think about...

- What type of results have you been able to measure with your digital disengage?
- What metrics are you hoping to track in the future?





The Ultimate Benefit

Digital signage is used across a wide range of industries to achieve universal goals:

- Real-time information
- Personalized content
- Increased efficiency and cost savings
- Enhanced employee engagement and morale
- Strengthened marketing, sales, and brand loyalty

Key Advantages

Digital signage provides a wealth of benefits for organizations:

01 Targeted Messaging

Deliver personalized messages to the right screen at the right time.

02 Increased Visibility:

Motion and interactivity increase visibility for messages and services.

03 Aesthetic Appeal:

Bold visuals and professional layouts captivate audiences.

04 Automated Updates:

Content adjusts dynamically to stay relevant and compelling.

05 Demonstrated Relevance:

Show investment in modern technology, building trust and credibility.

Responsibilities and Rewards

Success with digital signage requires thoughtful planning and execution:

Content: Engaging, informative, and strategic.

Hardware: Durable and attention-grabbing.

Software: Robust and user-friendly.

Service: Reliable, experienced support.

Digital signage creates impactful, interactive experiences that engage and inspire action. Its evolving capabilities deepen audience connections, making content more memorable and effective.





A Checklist for Digital Signage Success

As you begin to consider the information in this guide and assess your current situation, it can be helpful to hold that up against your current technology and strategy. Use the checklist to assess where you are now in your digital signage planning and where you want to go.

What's the scale of your digital signage project?

- ☐ Number of locations?
- ☐ Number of displays at each location?

Where will you position your screens?

- ☐ Indoors?
- ☐ Outdoors?

Who will be your audience?

- ☐ Employees?
- ☐ Guests or Visitors?
- ☐ Customers?
- ☐ Patients?
- ☐ Students?

What's your overall goal?

- ☐ Improve sales?
- ☐ Increase brand awareness?
- ☐ Communicate and educate?
- ☐ Other?

Who will handle installation?

- ☐ Organization IT?
- ☐ Digital signage provider?
- ☐ Third party?

What's your plan for creating content?

- ☐ Organization resources?
- ☐ Vendor services?
- ☐ Other?

How will you display content?

- ☐ Live feeds?
- ☐ 3D content?
- ☐ Images?
- ☐ Video?
- ☐ Other?

How do you plan to manage content?

- ☐ Locally?
- ☐ Centrally?
- ☐ Cloud?
- ☐ Other?

What is the timeframe for installation & activation?

- ☐ 3 months?
- ☐ 6 months?
- ☐ 12 months+?





The Korbyt Advantage for Digital Signage

Where will your digital signage take you?

As you begin to consider the information in this guide and assess your current situation, it can be helpful to hold that up against your current technology and strategy. Use the checklist to assess where you are now in your digital signage planning and where you want to go.



Key benefits of the Korbyt platform:

- AI-Powered tools
- Customization
- Easy updates
- Hundreds of supported apps & integrations
- Professionally designed templates
- Content scheduling
- Playlists
- Remote management
- Scalable
- Mobile support

Ready to learn more?

Discover why Korbyt is the digital signage solution to achieve your goals. Transform your brand, products, and message with intuitive tools for dynamic visuals, enhanced engagement, and smart content management.

Talk to an Expert



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