

NEWS

Eight questions about the screen in the store

What How Where

10 June 2026, Tobias Engl



Does digital signage have any measurable impact at all?

Yes, industry-wide studies report around 29.5 % higher sales and around 52 % better advertising recall after the introduction of digital displays; around 70 % of customers state that digital signage influences their purchasing decisions. These are aggregated industry figures, not a guarantee - the actual impact depends on content, placement and measurement. This is precisely why every ScreenWay project starts with clear goals.

What can displays do that posters can't?

Speed, reach and consistency. A shop window becomes an active marketing space that addresses lunchtime diners, after-work shoppers and evening shoppers one after the other - without a single sign being changed. In-store, the right message on the right shelf leads customers directly to the product.

How quickly can content be changed?

In minutes instead of days - centrally, across all stores, locations and time zones. Prices, promotions and stock are constantly changing; campaigns are planned, tested and played out in real time remotely via the ScreenWay CMS, without an on-site appointment.

Does this really reduce costs?

In the background, yes. There are no recurring printing, shipping and disposal costs, the cost of manual replacements is reduced and remote maintenance with remote diagnostics reduces on-site visits. This adds up over the life cycle of high-quality professional displays.

How do I calculate the ROI?

Turnover is the most visible indicator, but not the only one - a low price can also be attractive. It becomes reliable in comparison: a group of stores with displays against a similar group without. Frequency, dwell time, conversion rate and operating costs can be quantified - via counters, POS data and campaign tests.

What is important when planning?

Four things: 1. define goals (what the screen is for and how success is measured), 2. check the location (sunlight, brightness requirements), 3. create a content plan (what is running, how is it produced) and 4. factor in scalability (does it stay with the area or does it grow).

Hasn't everyone been doing this for a long time?

Displays hang in many places - but they are rarely used strategically. The difference lies not in the hardware, but in the data level behind it: Context logic per zone, connection to checkout and inventory data, uniform brand image across all stores.

WHAT MAKES SCREENWAY DIFFERENT

ScreenWay thinks of digital signage as a platform, not a screen: centralized control across all locations, context logic per zone, connection to cash register, inventory and shelf label data, in a GDPR-compliant architecture that can be operated on-premises if desired. Free demo: screenway.com - vertrieb@screenway.com.

SOURCESKey figures (29.5 % sales, 52 % advertising recall, 70 % purchase influence): industry-wide quoted aggregate values, originally Retail TouchPoints / Digital Signage Today (2022), including via poster booking; order of magnitude, no ScreenWay measurement - Planning and ROI system: industry practice - Product details: ScreenWay.