

# THE POWER OF THE PIXEL



## 2021 BANKING DIGITAL SIGNAGE BENCHMARK REPORT

Insights on the Current State and the Top Banking Strategies Behind the Most Successful Digital Signage Programs

# KEY TAKEAWAYS

## FINANCIAL INSTITUTIONS BELIEVE IN THE POWER OF PIXELS

**87%** have Digital Signage in their branches.



The average amount of screens per branch is:

**3**



## VISUAL COMMUNICATIONS BUDGETS ARE GROWING

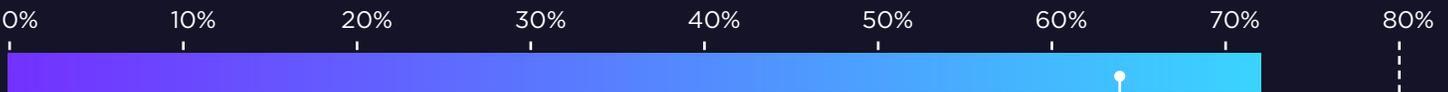
Over the past 5 years, budgets of \$10K or less are shrinking. The budget sweet spot is increasing, with the majority spending between \$10k - \$50k.



are using Digital Signage to increase product awareness/sales.

## DIGITAL SIGNAGE WORKS

(And it's not just us saying that.)



**72%** say Digital Signage has improved their sales efforts in product and brand awareness as well as improved the client experience.

## DIGITAL SIGNAGE IN HQ'S IS ALMOST PAST THE TIPPING POINT

Traditional methods of internal communications aren't working.

Only **13%** of employees use their intranet daily...

...and **31%** have never used it.



More financial institutions are turning to Digital Signage for corporate communications.

Are planning to add it to their headquarters.

Already have Digital Signage in their headquarters.

# CURRENT STATE OF DIGITAL SIGNAGE

87%

already have Digital Signage in their branches.

80%

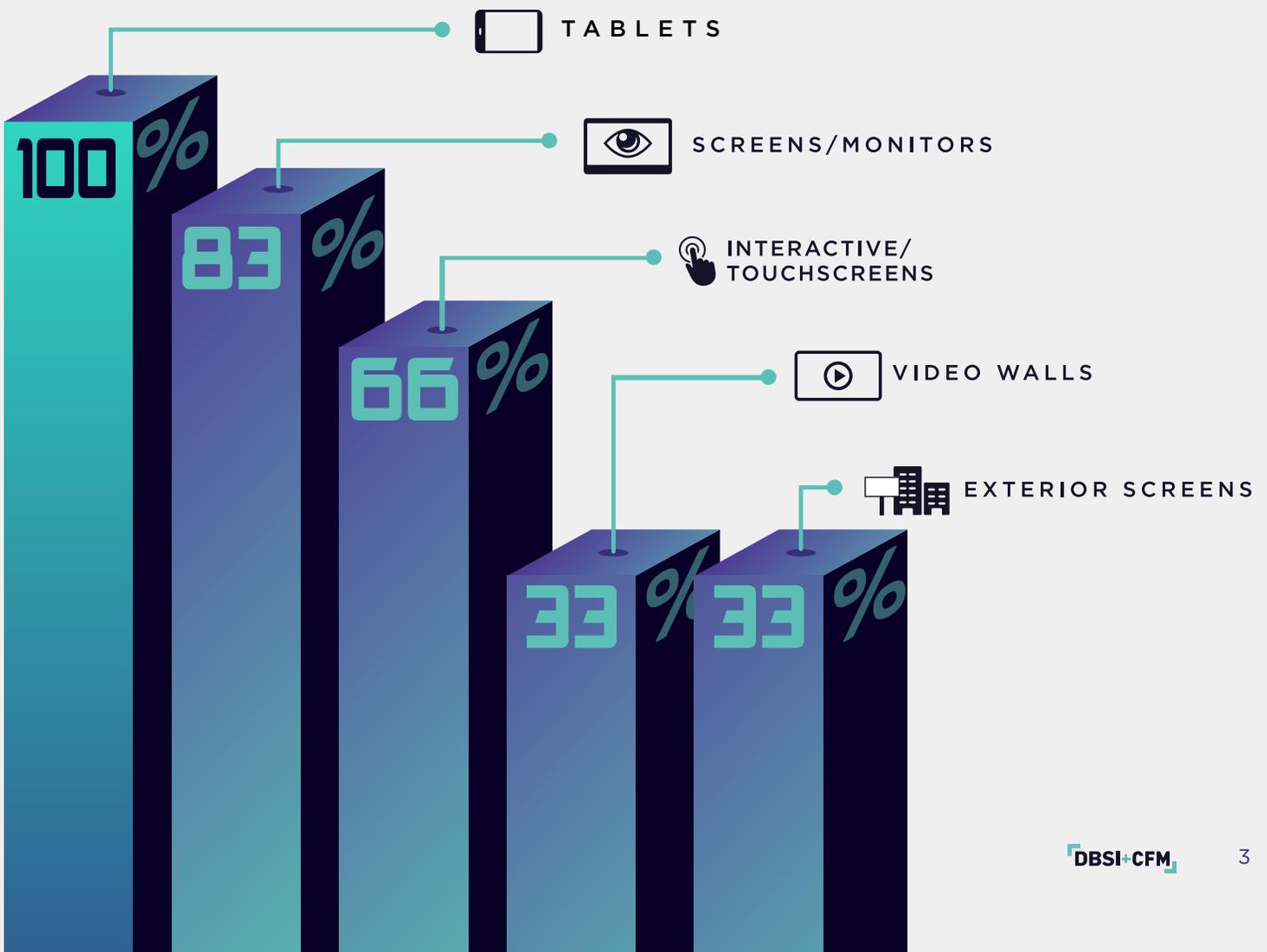
of Financial Institutions with \$500M in assets and up plan to add even more Digital Signage this year.

47%

of institutions that do not have Digital Signage plan to add it this year.

## WHAT TYPES OF DIGITAL SIGNAGE DO YOU PLAN TO ADD?

Those who do not have Digital Signage are quickly working to get caught up. 100% of financial institutions who are adding Digital Signage to their marketing mix this year are spending their budgets on tablets along with dynamic screens, and interactive displays as close runner-ups.



# DID THE PANDEMIC STOP DIGITAL SIGNAGE IN ITS TRACKS?

COVID-19 is not slowing Digital Signage down, in fact, many branches are using it to help deliver excellent client experiences during the pandemic. Plus, with an increased need to display safety messaging and paper becoming increasingly taboo for sanitization reasons, it's no surprise Digital Signage usage is growing.



**90%**

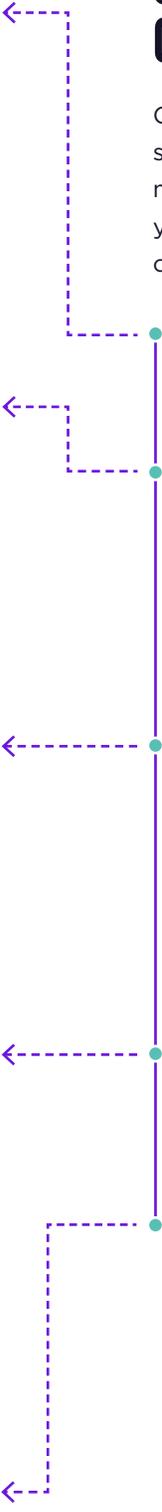
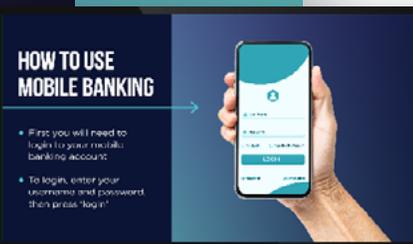
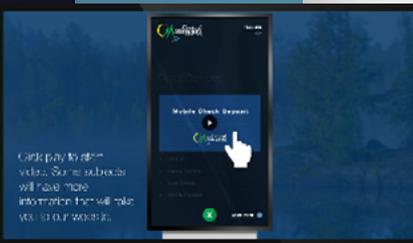
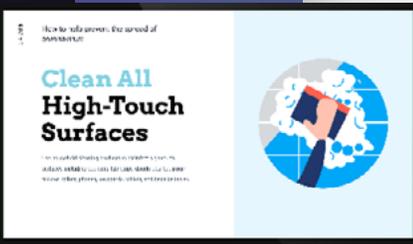
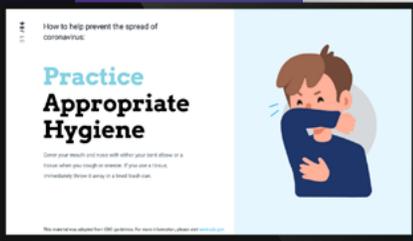
said they are using it more or had no change during the pandemic.

**10%**

said they had seen a decrease in usage since the start of the pandemic.

# IDEAS FOR USING DIGITAL SIGNAGE TO HELP WITH YOUR COVID-19 RESPONSE

Consistently communicating your cleanliness and sanitization efforts is just as important as taking the actual measures. If clients and employees are not fully aware of your efforts, you'll fall short of establishing the trust that is critical to your success.



● Masks required? Need to remind people to keep their distance? Dynamic screens can quickly help to deliver important COVID-19 safety and prevention tips.

● Have your hours or lobby protocol changed? Are you operating on an appointment-only basis? Again, Digital Signage is a quick and easy solution, especially when placed by your front doors or in drive-thrus. It gives you more flexibility to change your messaging quickly without having the risk of wrong information posted somewhere you forgot.

● Speaking of drive-thrus...these are prime real estate for captive audiences to bask in your marketing glory. If you haven't taken advantage of adding screens to these areas, you are missing out on tons of potential eyes viewing your messaging!

**95.26%** have seen an increase in drive-thru traffic!<sup>1</sup>



● Did you add new technology, like self-service machines or ITMs? Need to educate clients on how to engage with these new technologies? Interactive and dynamic screens displaying instructional videos are your go-to solution.

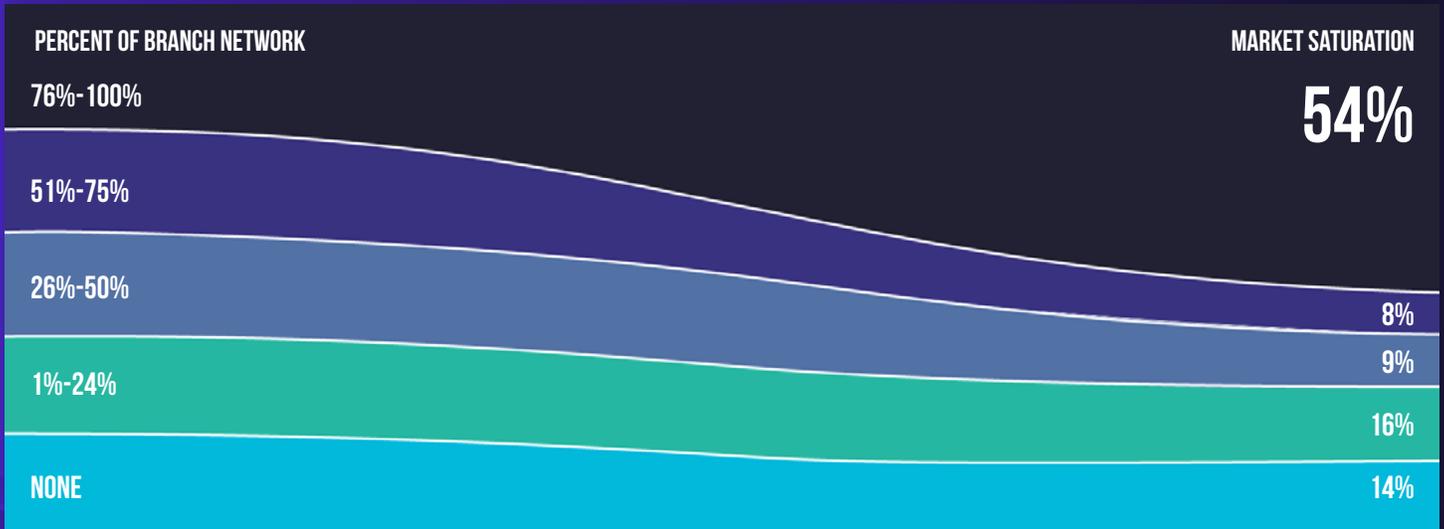
● Onboard clients to mobile with video tutorials playing on a digital screen, or an interactive kiosk that has easy-to-follow tutorials for clients or staff members to learn and teach. Even tablets in the branch that can support online banking sign-up can assist with this strategy.

<sup>1</sup>Overcoming COVID-19 Obstacles

# DIGITAL SIGNAGE MARKET SATURATION

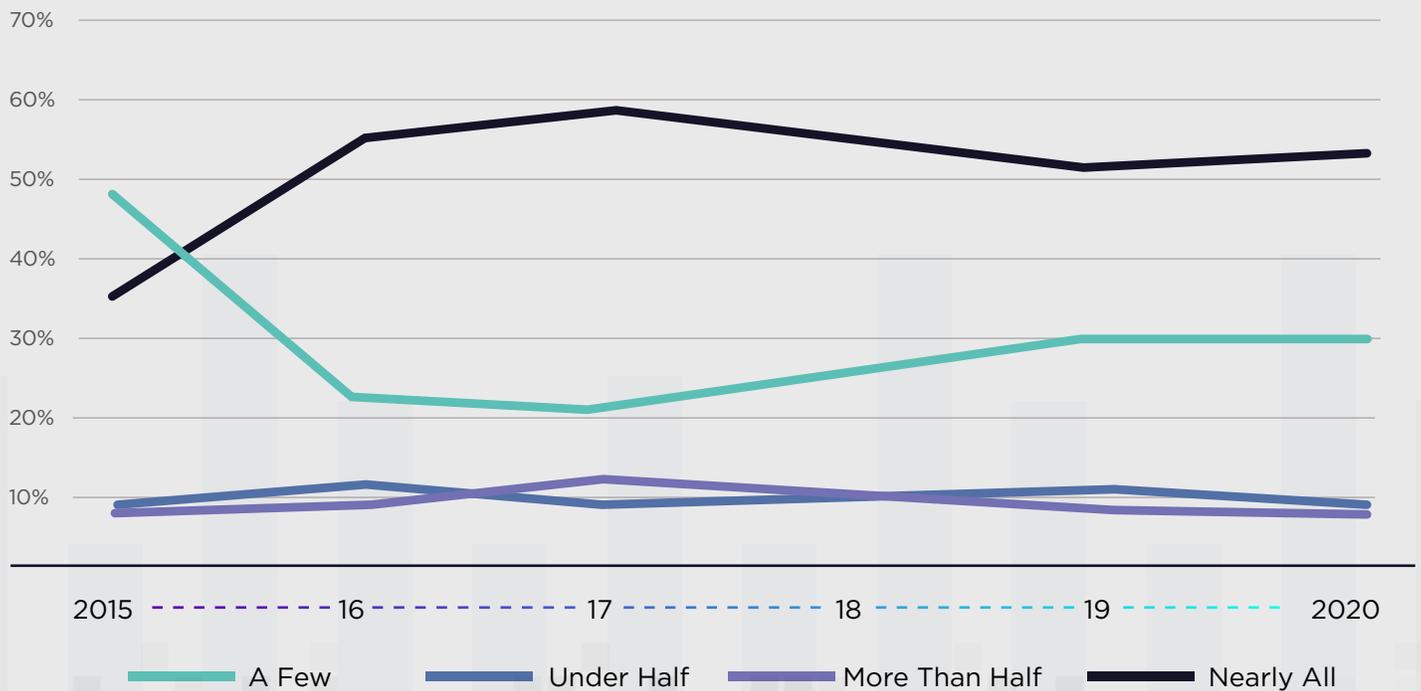
You might be wondering how much Digital Signage you should have in each branch and across your branch network. We were too, so we asked!

## HOW MANY BRANCHES DEPLOY DIGITAL SIGNAGE?

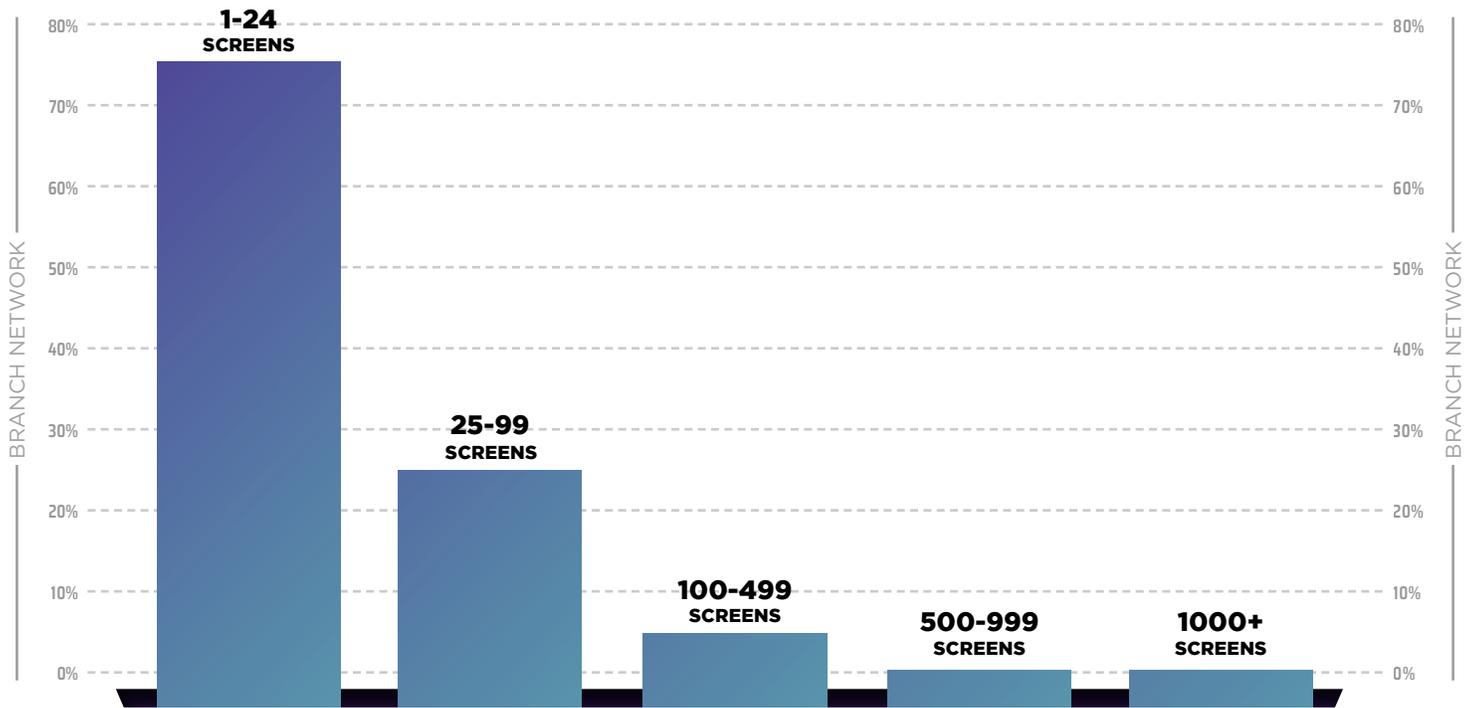


More and more financial institutions are going “all in.” A whopping **54%** have digital signage in nearly all their branches. And this isn't just a new trend. We have been asking this question since 2015 and more and more branch networks have Digital Signage in nearly all or all of their branches!

## HOW MANY BRANCHES DEPLOY DIGITAL SIGNAGE? (2015-2020)



# HOW MANY DIGITAL SCREENS/DISPLAYS DOES YOUR ORGANIZATION USE ACROSS YOUR NETWORK AND CORPORATE CENTERS?



## FUN FACT

Branch networks that have Digital Signage in 75% or more of their branches have an average of 3 screens per branch.



## MOST POPULAR DIGITAL SIGNAGE BY TYPE OF COMMUNITY



Dynamic Screens & Tablets

**SUBURBAN**



Dynamic Screens, Tablets, Interactive, Video Walls, & Exterior Screens

**URBAN/METRO**



Dynamic Screens & Exterior Screens

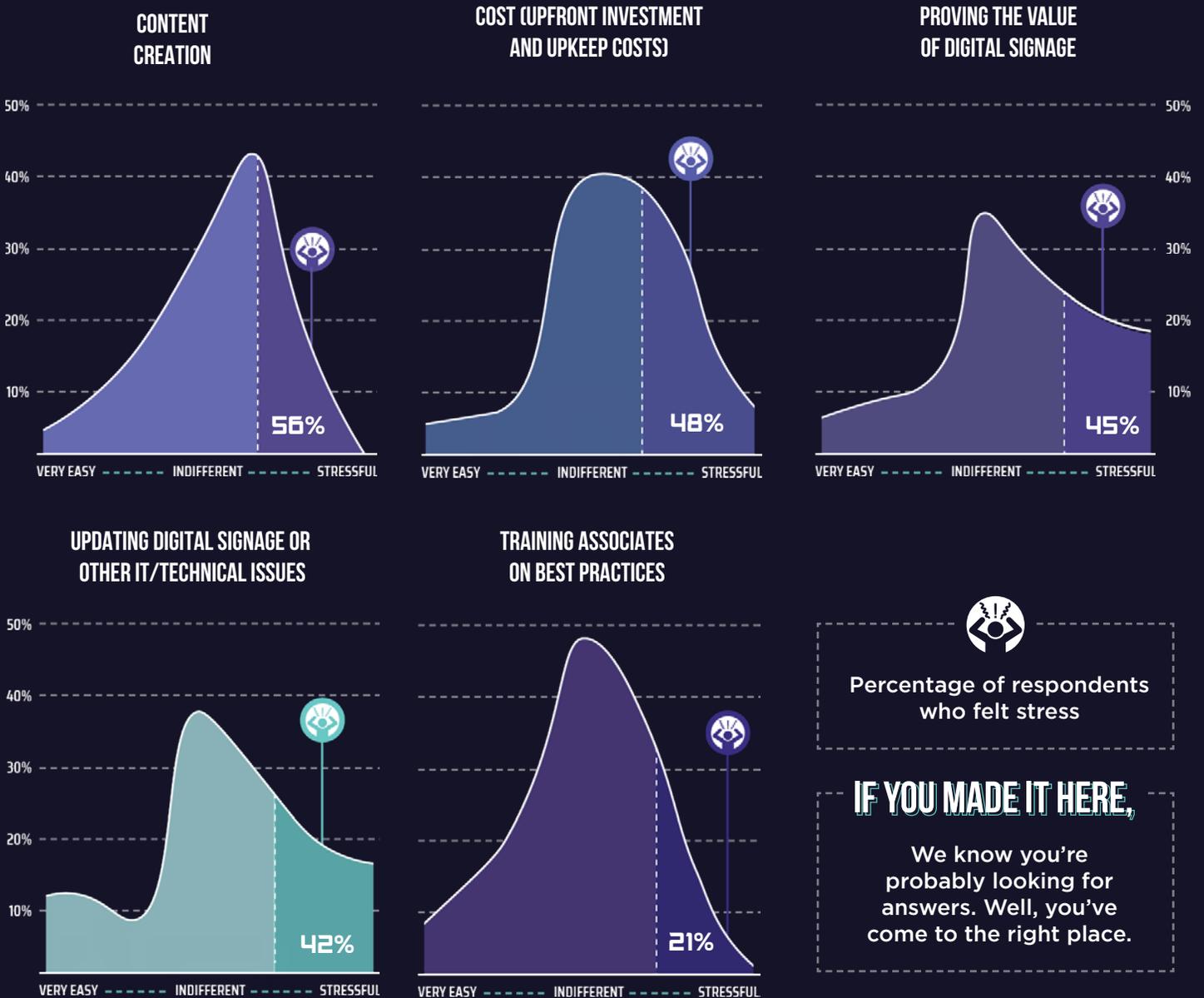
**RURAL**



The most important lesson here is that your Digital Signage mix (the different types of screens in your branches) should be tailored to the location, community, and client needs of your branch. High-traffic branches with young, tech-savvy patrons are perfect for a Discovery Bar full of tablets. While external and drive-thru signage may be more valuable in a rural location with heavy drive-thru traffic.

# WHAT KEEPS EXECUTIVES UP AT NIGHT WHEN IT COMES TO DIGITAL SIGNAGE?

Proving the value of Digital Signage and updating Digital Signage cause the most stress for executives. And content creation, while may not be causing major stress for most, is dangerously close to interrupting a lot of REM cycles. These are common problems that have been trending for years, so if they seem familiar—you're not alone! But fear not fellow friends, the answers to these problems lie just below the following charts.



## PROVING THE VALUE

Measuring the success of your interactive Digital Signage is easy when you have analytics that can track every tap of a screen across your entire branch network. INCYTE, a powerful business intelligence tool from DBSI, turns interest into measurable action through data on what's being viewed, then feeds associates with real-time alerts so they can now engage with targeted, advisory conversations. Connecting the dots and proving value is only a few clicks away with INCYTE.

[LEARN MORE](#)

## KEEPING IT FRESH

Cloud-based content management systems, like ours, allows a team to easily manage content across thousands of screens and endpoints, all in one scalable interface. These types of platforms even allow users to preview content, schedule content in the future, and have roles so multiple users can contribute. It sure beats the older method of a USB stick plugged into a TV in each individual branch. No wonder executives suggest updating content is cumbersome! Phew!

## 105+ APPS DEVELOPED IN-HOUSE

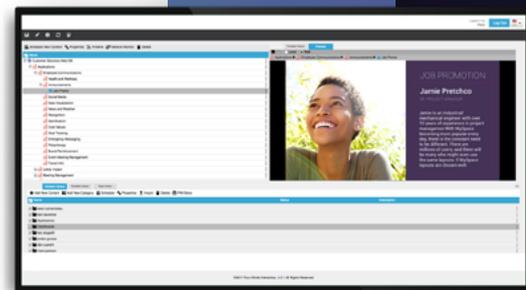
Content creation can be difficult to keep up with. Even with a very talented in-house team it can become difficult and expensive to develop all of the apps you want to best serve your clients. Outsourcing or supplementing with an agency can help you level up your Digital Signage game without breaking the budget or creating burnout for your in-house team.

[LEARN MORE](#)

Want even more value? What if your digital signage could bring warm leads right to your doorstep (literally!)? Financial HealthCheck is an app that attracts clients with personalized financial tips, data on how they compare to their peers, and the option to connect with you to improve their financial health. You receive a report of the results so you can have personalized, tangible conversations with the client.

[LEARN MORE](#)

The Power of the Pixel



# STRATEGIES FOR SUCCESS

A focus on the right priority, coupled with the right content, is producing results!

## Top Priorities

## Top Content

## Top Categories of Success



Increase Product Awareness



Promotions



PRODUCT AWARENESS



Improve the Client Experience



Products & Services



IMPROVED CLIENT EXPERIENCE



Increase Brand Awareness

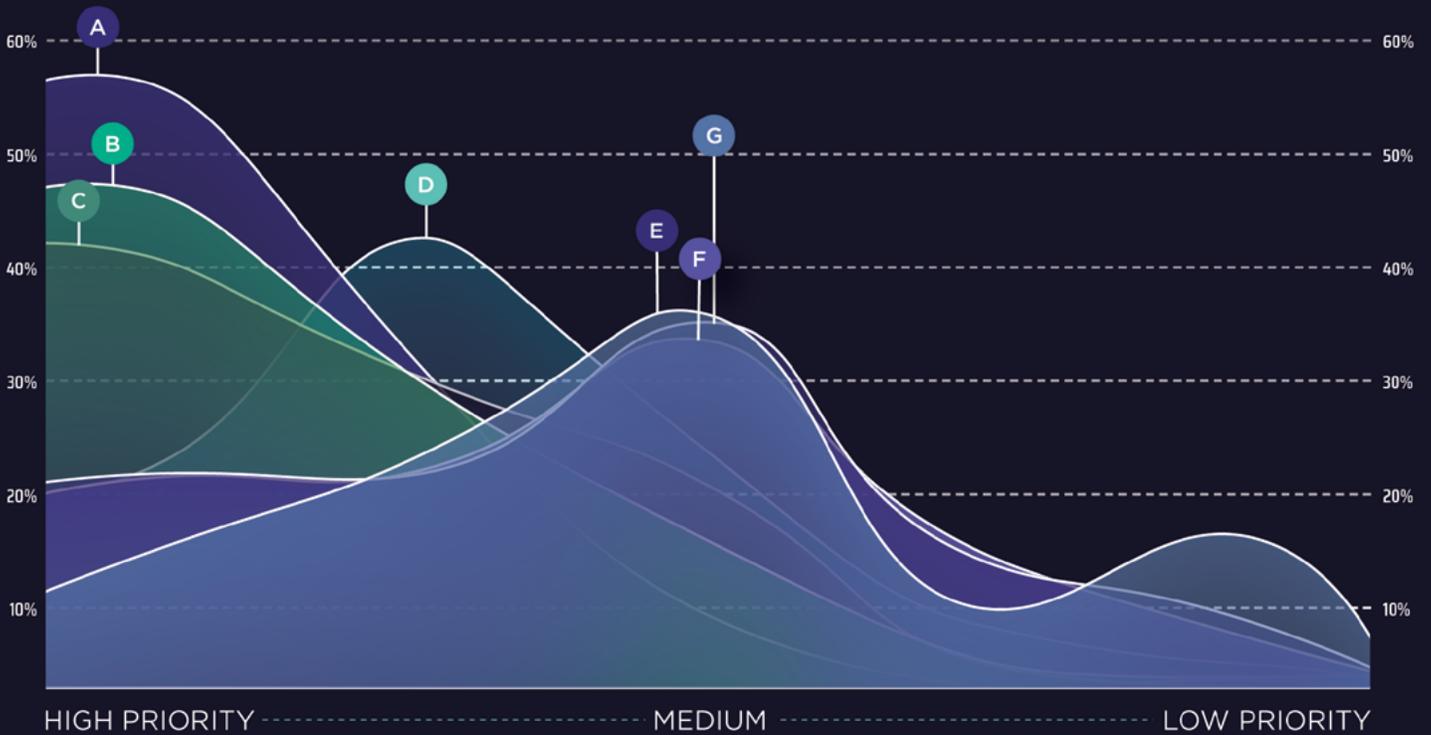


Branding



BRAND AWARENESS

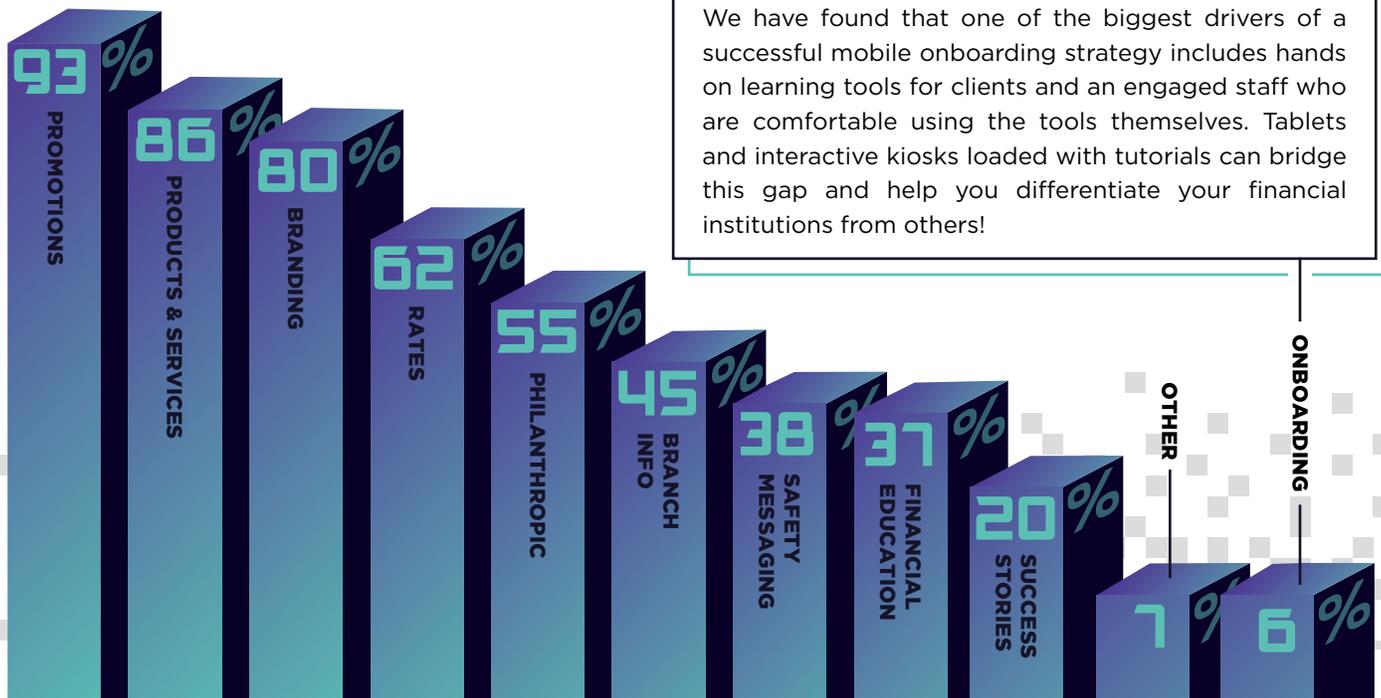
## WHICH OF THE FOLLOWING BEST DESCRIBES YOUR PRIMARY OBJECTIVE FOR DIGITAL SIGNAGE?



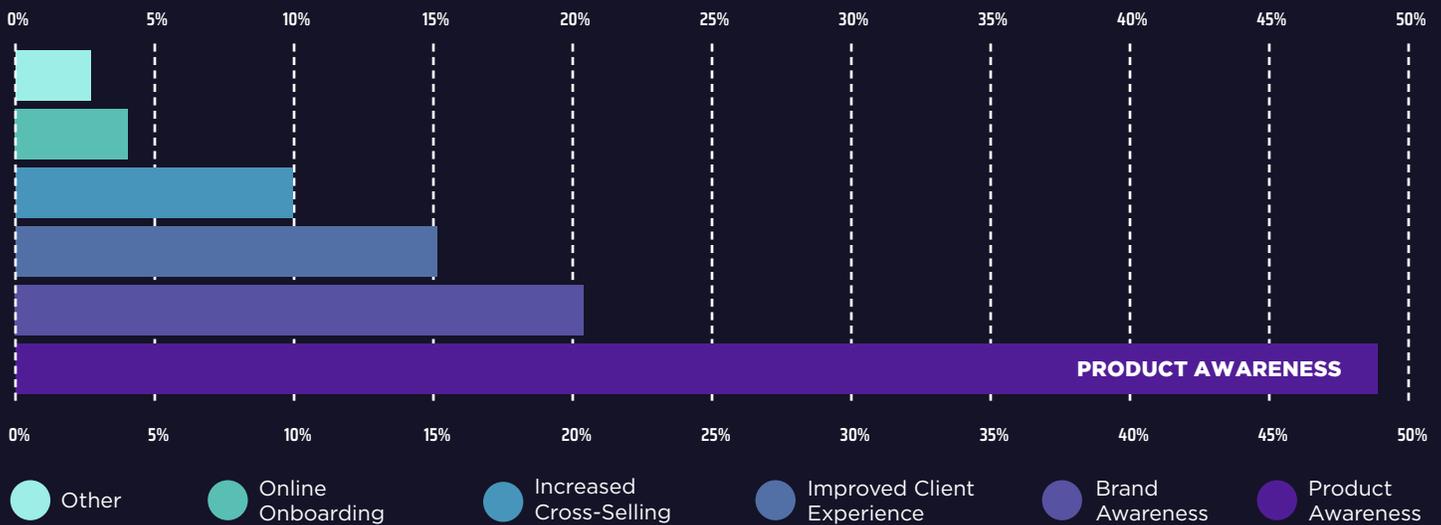
- A Increase Product Awareness/Sales
- D Modernize Branch Look & Feel
- F Improve Awareness Around Community Support
- B Improve the Client Experience
- E Improve Corporate Communications
- G Improve Client's Financial Literacy
- C Increase Brand Awareness

# WHAT KIND OF CONTENT DO YOU CURRENTLY RUN ON YOUR IN-BRANCH DIGITAL SIGNAGE?

The number of executives using content to help onboard clients to mobile channels was surprisingly low—especially amidst the current COVID-19 pandemic. We have found that one of the biggest drivers of a successful mobile onboarding strategy includes hands on learning tools for clients and an engaged staff who are comfortable using the tools themselves. Tablets and interactive kiosks loaded with tutorials can bridge this gap and help you differentiate your financial institutions from others!



# WHERE DO YOU FEEL YOU'VE SEEN THE MOST SUCCESS WITH DIGITAL SIGNAGE?



Product awareness is by far the leading winner for where executives are seeing success. Considering that the average person has 16 financial products, but only 2.5% with their primary financial institution, seeing success in this category is a great start to increasing wallet share among clients.

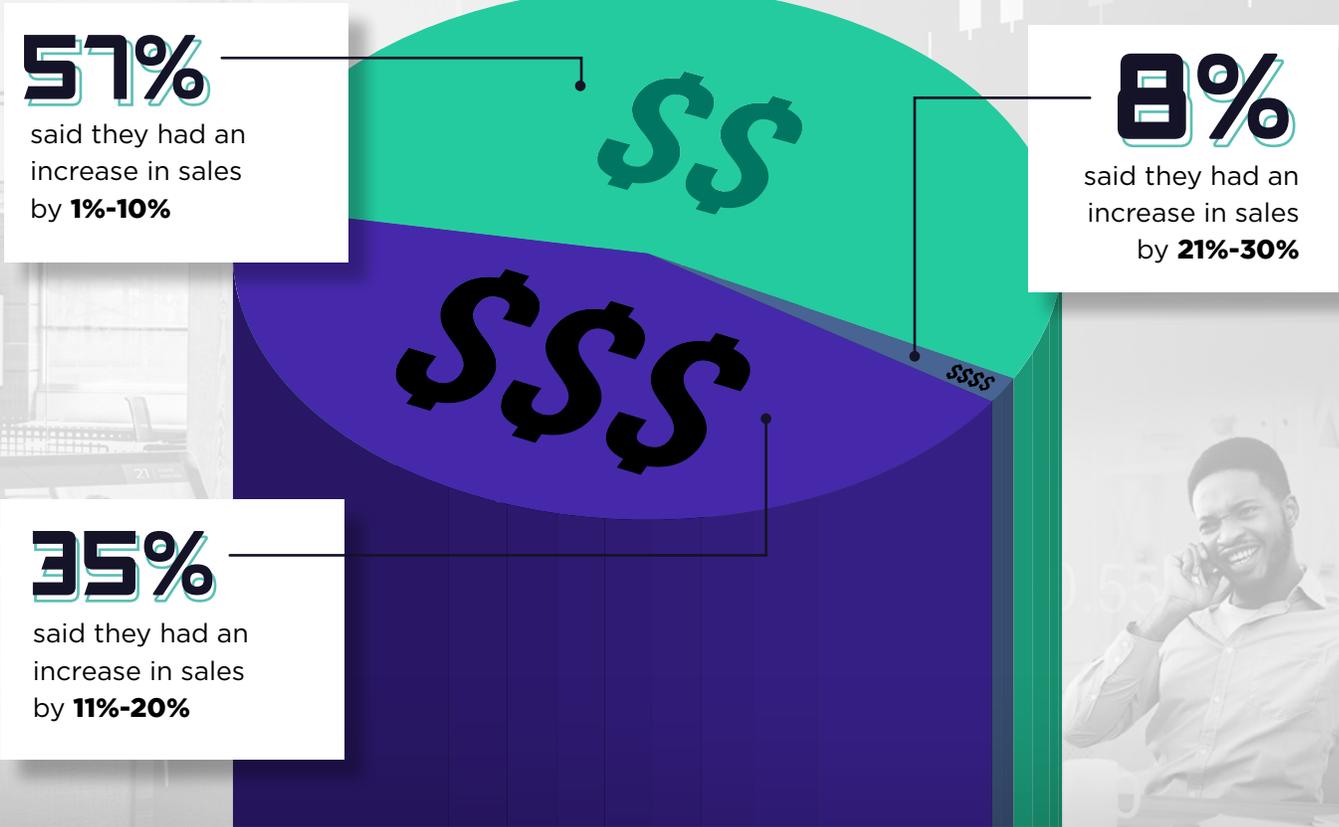
# DIGITAL SIGNAGE IS MORE THAN JUST A PRETTY SCREEN. IT WORKS.

Any increase in sales or wallet share is something on every banker's mind. These extremely successful digital pioneers are seeing some big leaps in their bottom line.

## DO YOU FEEL DIGITAL SIGNAGE HAS IMPROVED YOUR SALES EFFORTS?



## HOW MUCH WOULD YOU ESTIMATE DIGITAL SIGNAGE HAS IMPROVED SALES?



While most are seeing a modest increase in sales, **43% are seeing pretty sizable jumps in sales velocity.** 11%-30% increase in sales is certainly nothing to glaze over considering the ROI! It seems the higher percentage of branches that have digital signage within a network is linked with a higher increase in sales. So, if you're still on the fence about adding digital signage to more of your branches, the data is clear. Going all in provides greater ROI.

# STRATEGIES BEHIND THE MOST SUCCESSFUL FINANCIAL INSTITUTIONS

Let's take a deeper look at the strategies behind the most successful Digital Signage programs. Financial Institutions that said their Digital Signage has improved their sales efforts have a few tricks up their sleeves.

## LOCATION, LOCATION, LOCATION

As mentioned above, the top performers have Digital Signage in all or almost all of their branches. **61% have Digital Signage in more than half of their branches and more than half (53.51%) have Digital Signage in nearly every branch of their branch network.** Most respondents are concentrating their Digital Signage in Metro and Suburban areas where there is likely more branch traffic.

## WHERE ARE MOST OF YOUR BRANCHES THAT DEPLOY DIGITAL SIGNAGE LOCATED?

**40%**  
SUBURBAN

**36%**  
URBAN/METRO

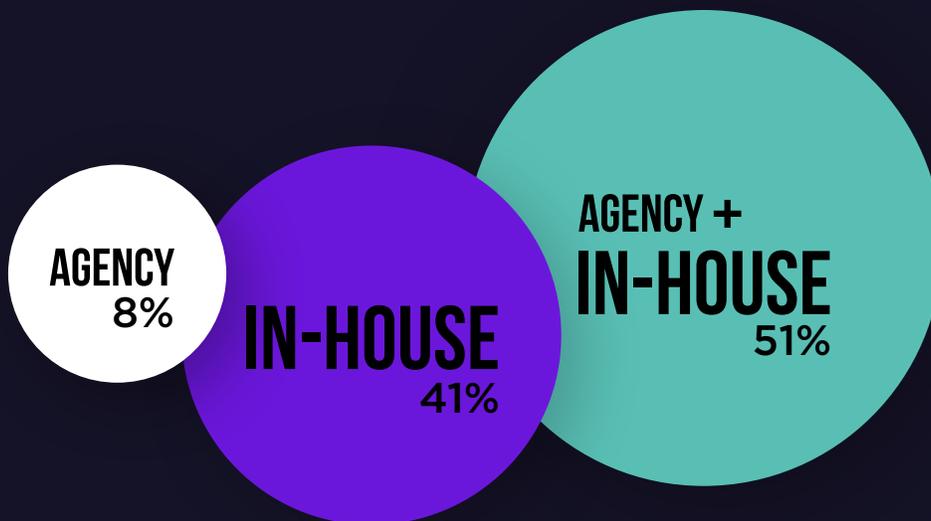
**20%**  
RURAL

ALL OF THE ABOVE: 4%



## MOST GET BY WITH A LITTLE HELP FROM THEIR FRIENDS

Keeping up with Digital Signage content creation has been a pain point for Financial Institutions for years. The most successful ones are using both in-house content creators and agencies.



Small changes and quick announcements are best handled in-house, while templates, larger campaigns, and complex modules are best handled through an agency. The most efficient use of time and cost comes from having an agency develop initial templates that an in-house team can replicate for further use. (We suggest DBSI's Digital Signage Agency because it's the best of the best. And yes, we may be a bit biased.)

# PUTTING THEIR MONEY WHERE THEIR SCREEN IS: BUDGETS ARE GROWING

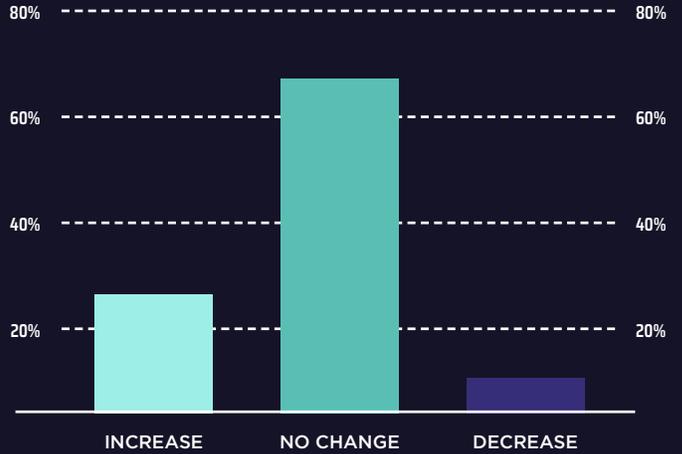
Over the past 5 years, budgets of \$10K or less are shrinking. The budget sweet spot is increasing, with the majority of respondents (42.17%) spending between \$10k – \$50k. Of course, these numbers correlate directly with the number of branches a financial institution has, and how many branches deploy signage.

Even during a pandemic, it's good news to see that many executives are suggesting their budgets are staying the same and even growing. 66.67% said this is the same budget they had last year and 27% said they are increasing their budget in 2021.

AVERAGE DIGITAL SIGNAGE BUDGET ( 2015-2020 )



HOW DOES THE 2021 BUDGET COMPARE TO LAST YEAR?

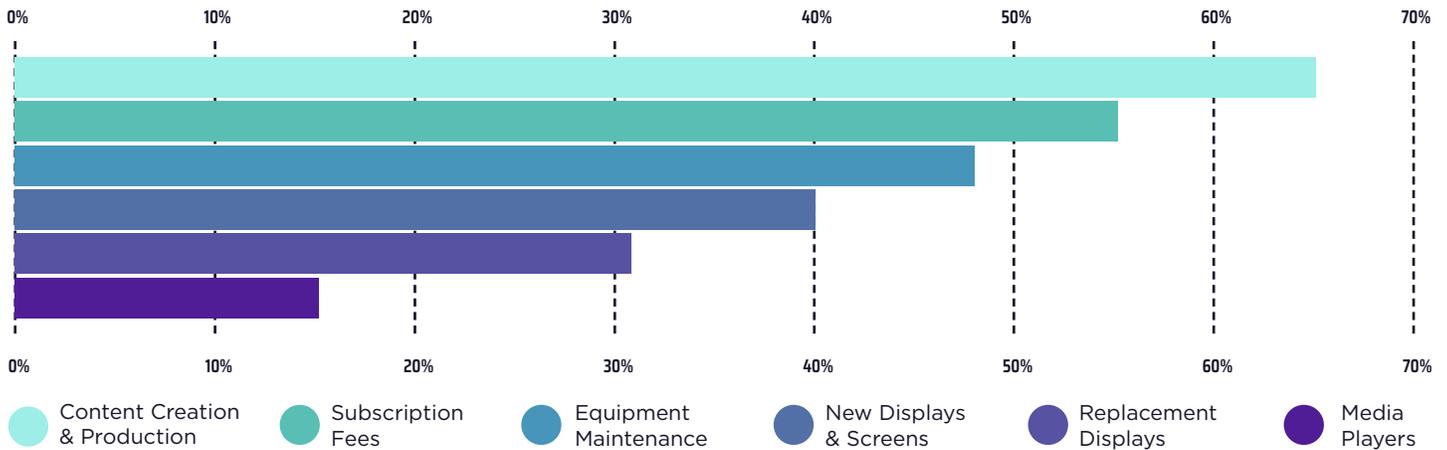


THE AVERAGE 2021 BUDGET PER BRANCH IS

**\$2,385.73 - \$4,879.68**

when most (75% or more) branches have digital signage.

## WHAT ARE THEY SPENDING THEIR BUDGET ON?

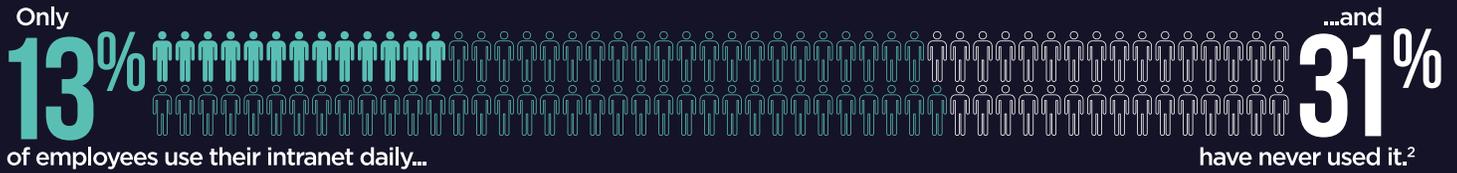


Content creation and production seems to be the main focus of budgets this year. Institutions focusing their budget on new or replacement screens tended to answer a higher dollar amount for their budget this year.

# DIGITAL SIGNAGE FOR YOUR HQ

Your clients and branches aren't the only ones that can benefit from Digital Signage. A well executed Digital Signage strategy gives your HQ, call centers, or corporate campuses some serious advantages in building a better workplace culture, keeping employees informed, and staying connected.

## TRADITIONAL METHODS OF INTERNAL COMMUNICATIONS AREN'T WORKING.



## THE GOOD NEWS:

of Financial Institutions have Digital Signage in their headquarters. And **6%** are planning to add it.

**IS YOUR HQ IN THE TOP HALF OF THE PACK** with Corporate Communications or will you get left behind?



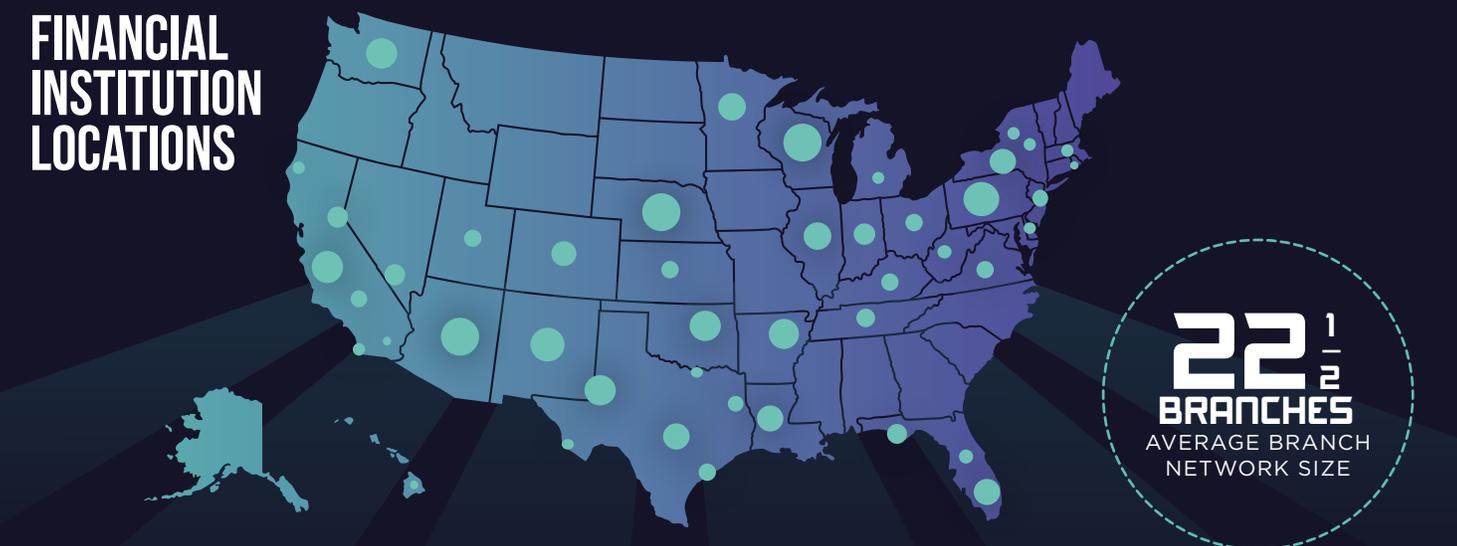
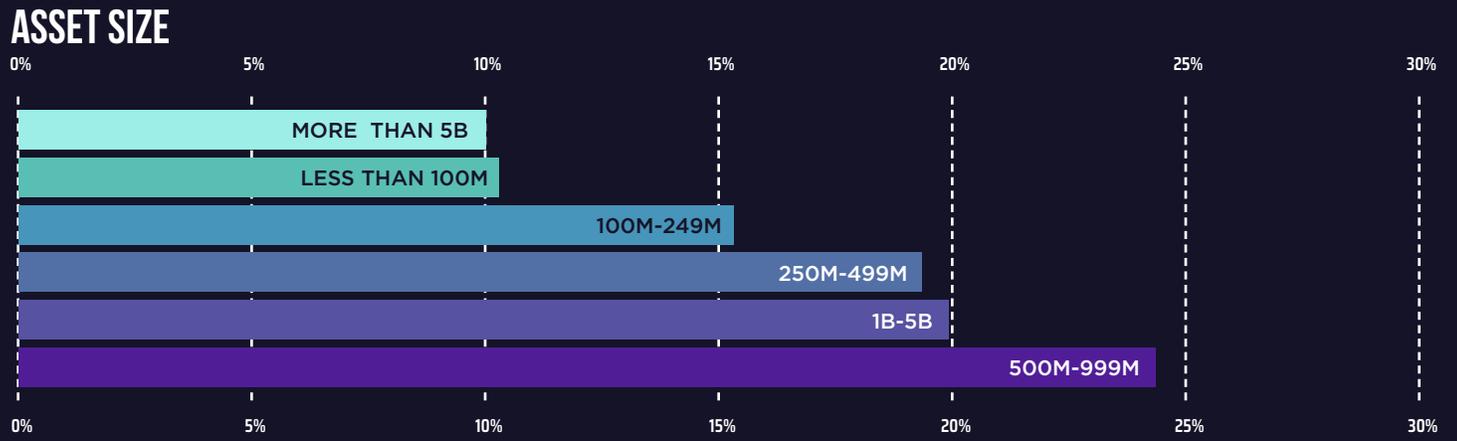
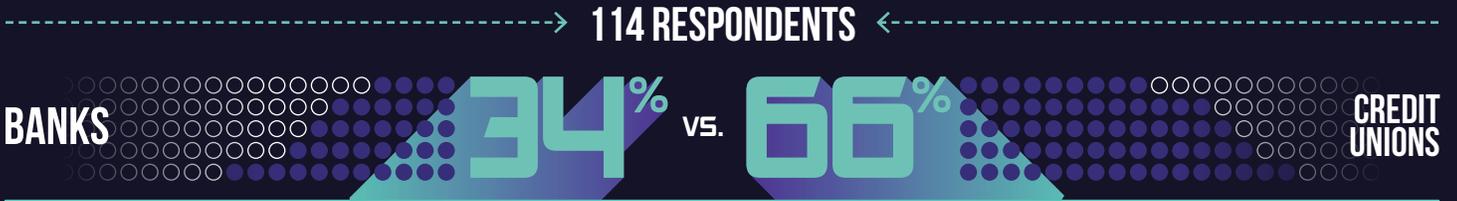
### DOES YOUR ORGANIZATION USE DIGITAL SIGNAGE ON YOUR CORPORATE CAMPUS?

Digital Signage usage in Headquarters or corporate campuses is clearly on an uptick. The value in using signage for updates became even more clear during the pandemic. The always changing protocols and in-office staff numbers makes digital signage the best way to communicate specific and timely messages, rather than mass emails or forgettable signs from the office printer.

# SURVEY METHODOLOGY

For nearly a decade, we've asked the top banking executives and marketing wizards of the industry to share their current state and strategies around Digital Signage. This year, we surveyed over 100 Financial Institutions across the United States.

The voluntary survey, hosted on Survey Monkey, was promoted via social media channels and email. We asked the tough questions to figure out what is working in the market, what's not, and how the most successful institutions are doing it.



## SO WHAT DOES ALL OF THIS MEAN?

Here are the main takeaways from this entire report.  
So if you're someone who just skips to the back page, here is your cheat sheet.



Everyone is doing it, so if you aren't on the Digital Signage train... its time to run and jump on it!



The most successful programs are focused on increasing product awareness/sales, improving the client experience, and increasing brand awareness. And it's working!



Don't go at it alone. Creating content 100% in-house causes stress and doesn't make your program more successful or cost-effective. The most successful use a combination of in-house and agencies.



Digital Signage doesn't have to cost a fortune—the initial investment pays off quickly! Ongoing costs for content creation and subscriptions are manageable.



Don't forget your HQ! Digital Signage can provide value in your HQ or corporate campus by helping to communicate with staff better, increasing culture, and highlighting team success.

# READY

## TO LEVEL UP YOUR DIGITAL SIGNAGE GAME?

Let's talk strategy. Call us at 855-ASK-DBSI or learn more at [dbsi-inc.com/capabilities/digital-signage/](https://dbsi-inc.com/capabilities/digital-signage/)