# DIGITAL DECADE

## THE 10TH ANNUAL DIGITAL SIGNAGE AND EXPERIENTIAL MARKETING BENCHMARK REPORT FOR FINANCIAL INSTITUTIONS

Data Collected and Report Created by DBSI's Creative Experience Agency

# WELCOME

## EXPLORE, SHARE, AND ACTION OUR MILESTONE REPORT ON THE EVOLUTION OF DIGITAL SIGNAGE IN FINANCE

Staying relevant means keeping a pulse on the industry. To help you do just that, we created this annual report filled with data from top banking executives and marketing professionals at financial institutions regarding their current state and future strategies around digital signage and marketing initiatives. This year, the team at DBSI surveyed 90 financial institutions across the United States ranging from under $100M to over $5B in assets, analyzed the data, and put it all into this insightful and fun-to-read report. So what are you waiting for? **Jump in!**

# TABLE OF CONTENTS

# KEY TAKEAWAYS

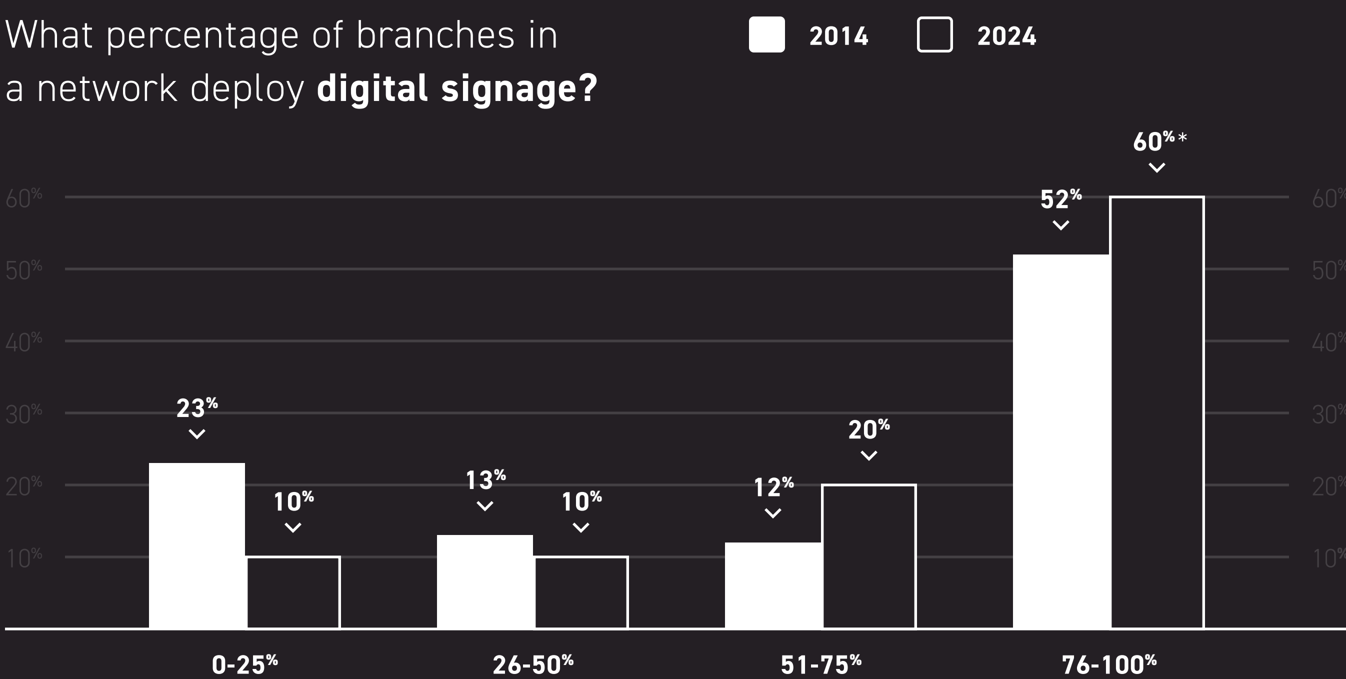
## 10 YEARS OF DIGITAL SIGNAGE

A lot has changed for digital signage over the last decade (which is when we started this report). In honor of our ten-year data exploration, take a dive into historical insights and the **key changes we have discovered since 2014.**

**The popularity of digital signage has increased over the past 10 years, both in the number of institutions using screens, as well as the number of branches in a network with display solutions.**

## How many financial institutions have digital signage in their **branch network?**


## What percentage of branches in a network deploy **digital signage?**



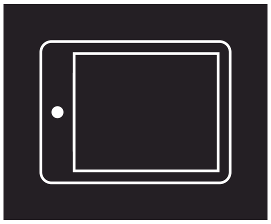

*It is worth noting that even from the inception of this report, the most popular branch penetration has remained at 76-100%. **A few reasons for this:**

- When all branches are updated at once, it makes consistency and branding easy.
- Hardware costs go down when you purchase in bulk.
- As branch networks expand, the implementation of digital signage is expanding with them.

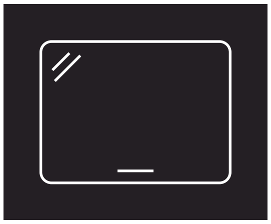
**A greater variety of screens have found their way into branches, with the introduction of new technologies and display types every year.**

## Types of **branch displays:**

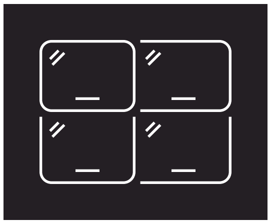
**2014**



**Tablets**



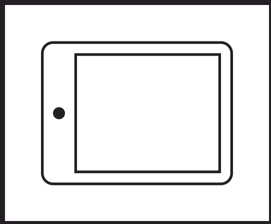
**Single Screens**



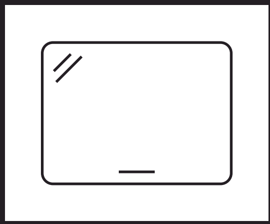
**Multi-Screen Video Walls**

**Interactive Displays/Kiosks**

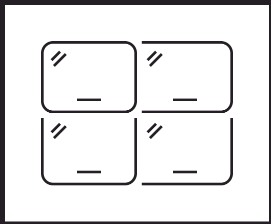
**2024**



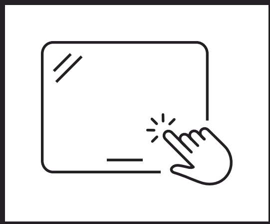
**Tablets**



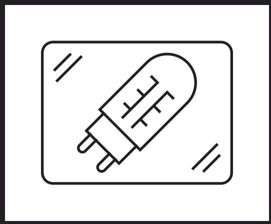
**Single Screens**



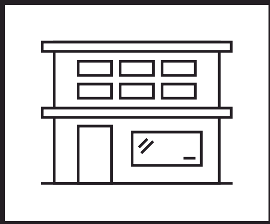
**Multi-Screen Video Walls**



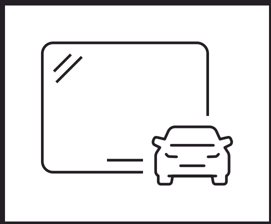
**Interactive Displays/Kiosks**



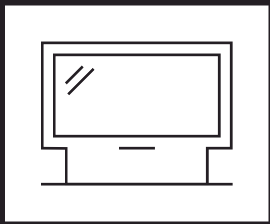
**LED Walls**



**Exterior Signage**



**Drive-Up Signage**

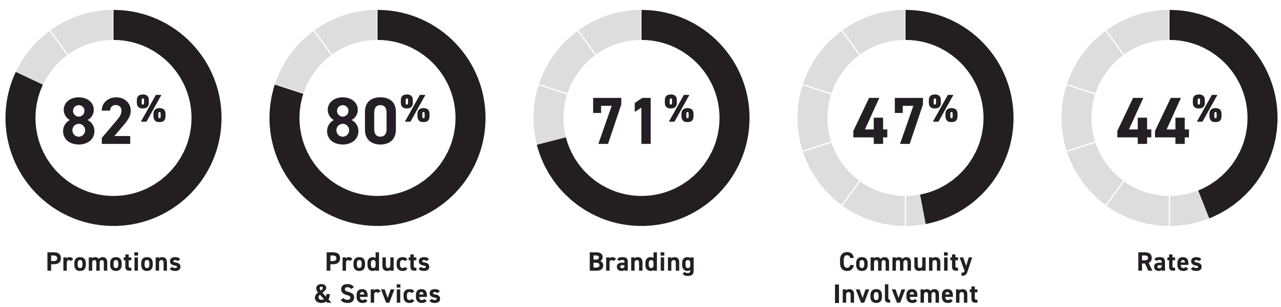


**LED Monument Sign**

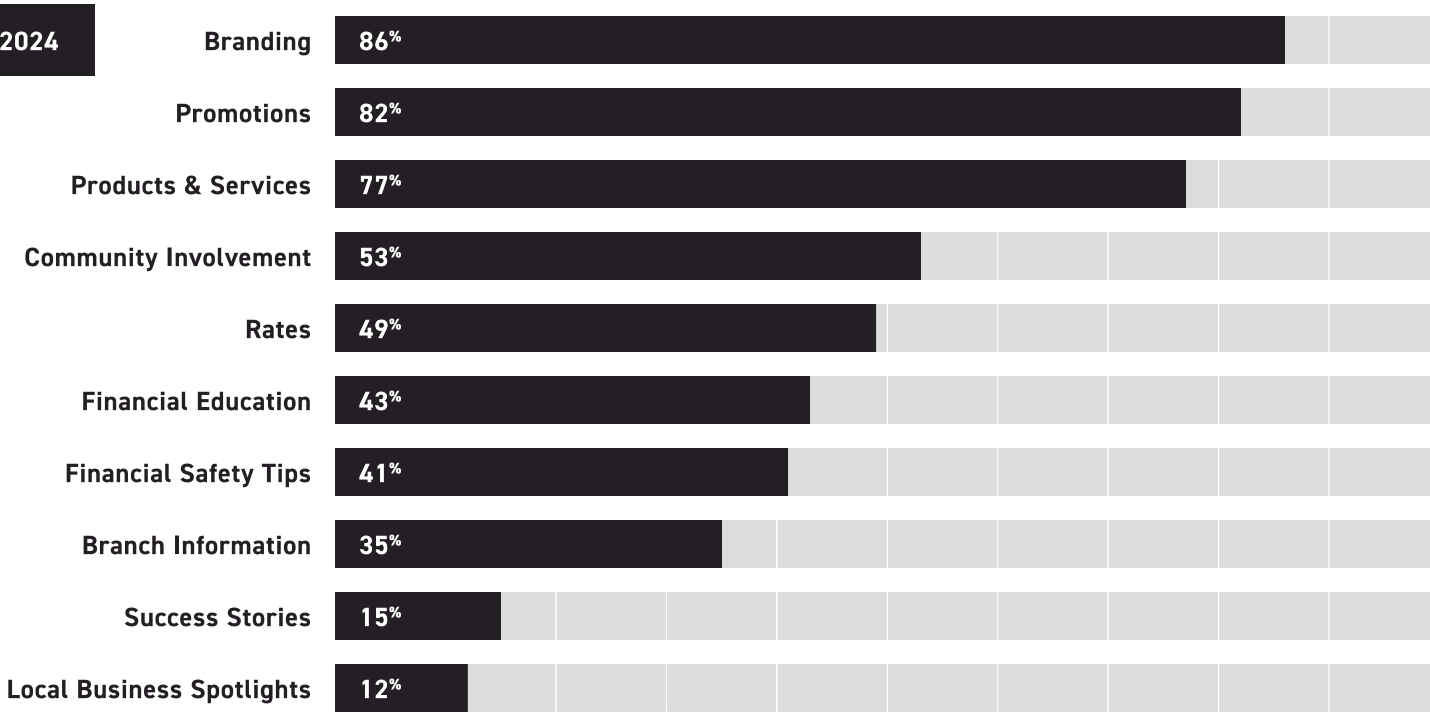
Financial institutions have become more innovative in the ways they use signage and the types of content they display. A decade ago, screens were heavily leveraged in branches almost solely for advertising purposes. Today, their usage has significantly expanded to serve as a educational resource, to endorse products and services, highlight community involvement, and so much more.

Types of content running on **branch signage:**

2014

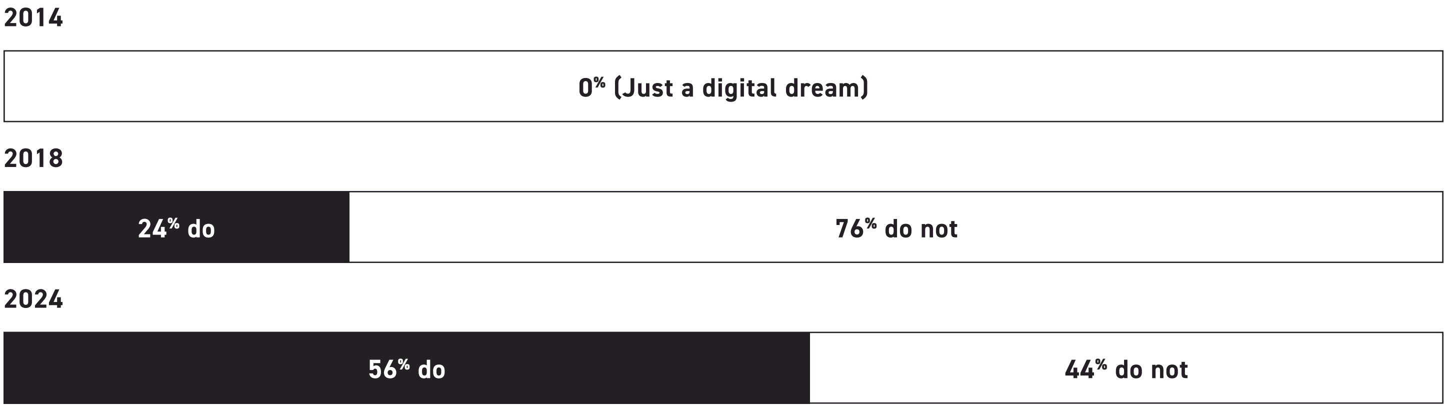



2024



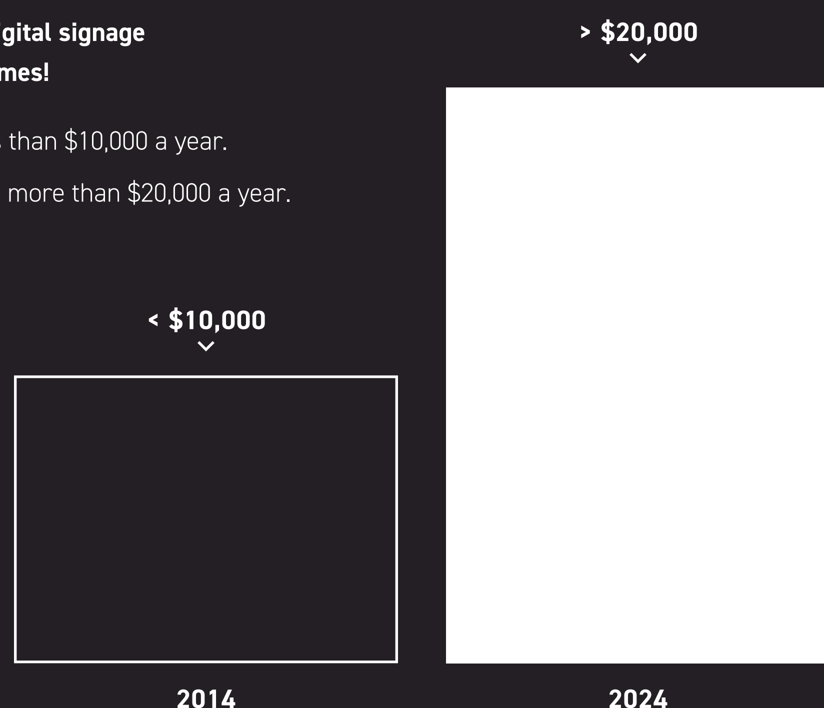
**10 years ago, headquarters signage and digital corporate communications were not a part of the conversation. Since then, we have seen a steady rise in popularity. Explore our key takeaways below, and make sure to visit the Corporate Space section in this report for more in-depth analysis.**

## How many financial institutions are leveraging digital signage in their **HQ?**




**With more innovative solutions to invest in, digital signage budgets have increased... by more than two times!**

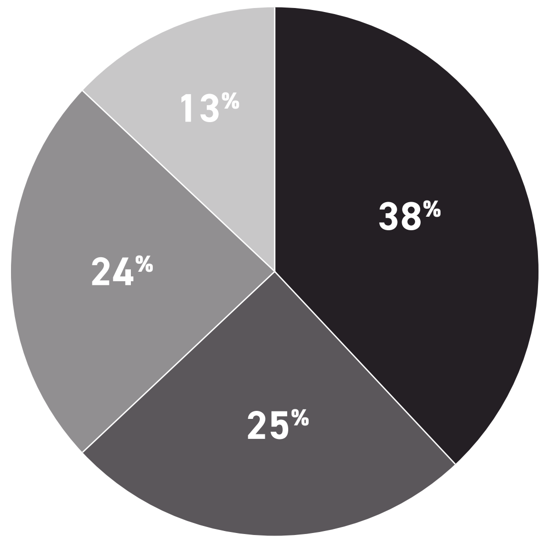
- In 2014, **75% of institutions** budgeted less than $10,000 a year.
- In 2024, **50% of institutions** are budgeting more than $20,000 a year.



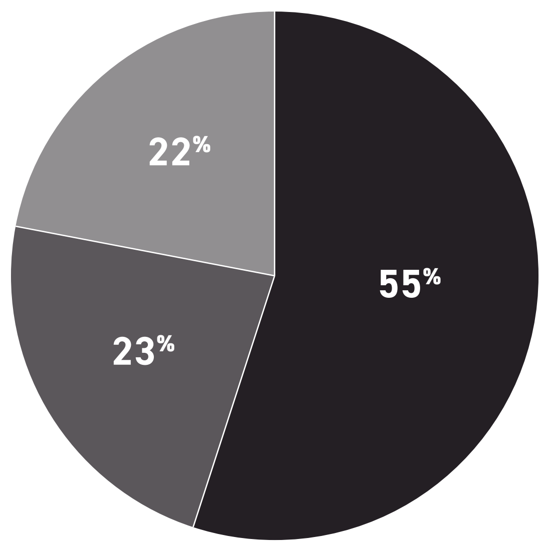
How long have financial institutions leveraged digital signage in their **corporate locations?**

- > 5 years
- 3-5 years
- 1-3 years
- < 1 year

**If there is one thing we can say for certain, it's that digital signage is here to stay, with 17% more financial intuitions leveraging this in their HQ and corporate spaces for 5+ years.**




2014



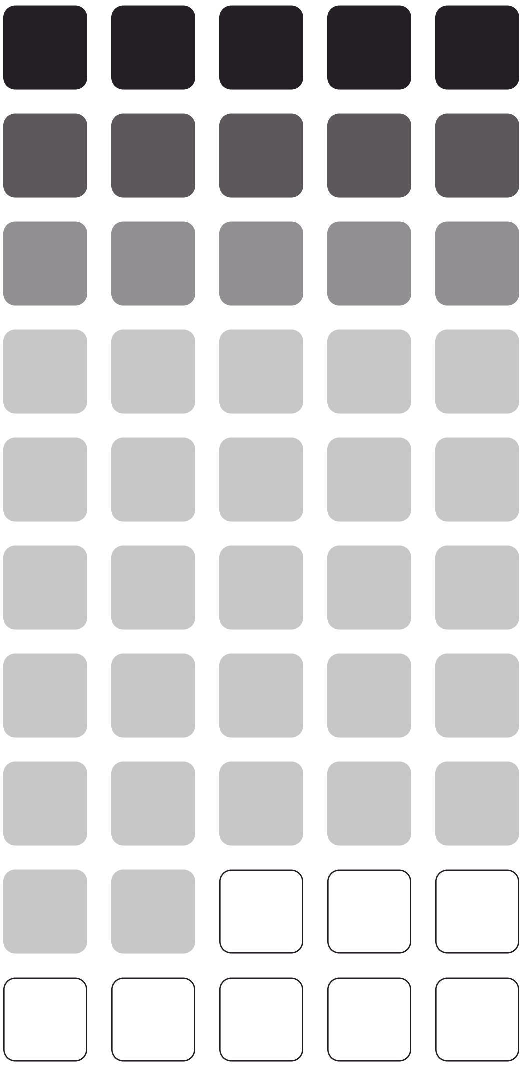

2024

# BRANCH NETWORK

## DIGITAL SIGNAGE IN THE BRANCH NETWORK

In this section, we will look at the **current state of digital signage in the branch networks** of financial institutions across the country, ranging from sub $100M to $5B+ in assets.

**Branch network penetration is the name of the game. 64% of financial institutions leverage digital signage across more than half of their entire network.**



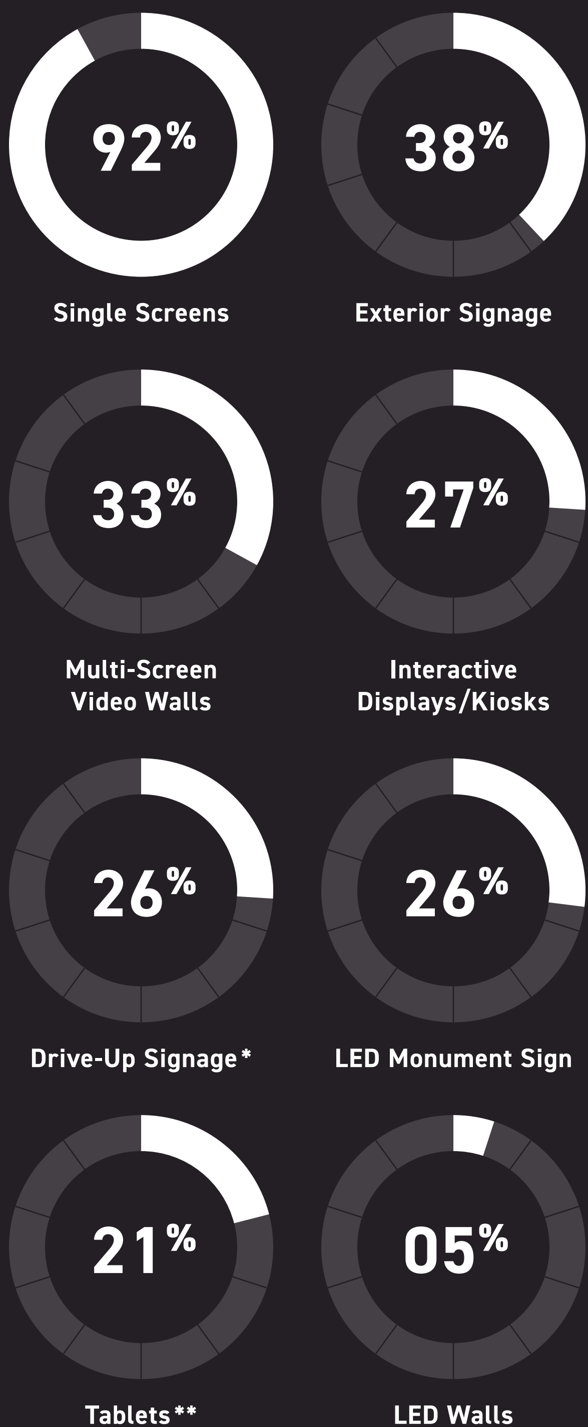
**84% of financial institutions** have digital signage in their branch network.

- **10% in less than 1/4 of branches**
- **10% in between 1/4 and 1/2 of branches**
- **11% in between 1/2 and 3/4 of branches**
- **53% in more than 3/4 of branches**

**16% of financial institutions** have no digital signage in their branch network.

- **33% of financial institutions with no digital signage** plan to adopt it within the next year.

**The average branch has between 2 to 4 digital signage displays with a variety of display types.**



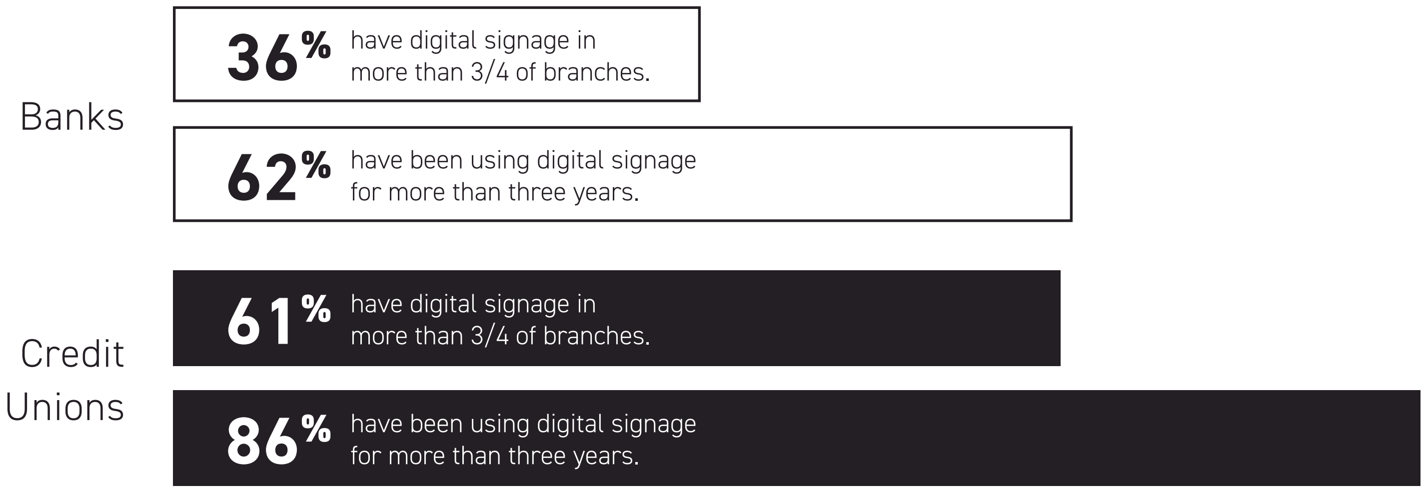

## PRO TIP

Keep an eye out for a new type of signage that we are expecting to peak in popularity in the next three years: **Clear LED Displays.** Imagine a street-facing window in your flagship branch. From the inside it functions exactly as that—a window, but from the street it's a giant LED display.

* For those currently not leveraging digital signage here, drive-up signage ranked as the #1 hardware that is planned to be added in the coming year.

** Not among the top three in popularity, but tablets still have the second highest ROI of all display types.

Credit unions are almost two times more likely than banks to leverage digital signage across their entire branch network. Typically, they have been quicker to embrace the digital signage trend.




**Asset size doesn't play as big a role in the adoption rate of digital signage as one would think. Regardless of size, most institutions have signage in 76-100% of branches in their network.**

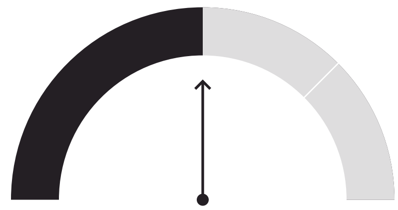
## How many branches **deploy digital signage?**

| Assets | No Digital Signage | < 1/4 of Branches | 1/4 - 1/2 of Branches | 1/2 - 3/4 of Branches | > 3/4 of Branches |
|---|---|---|---|---|---|
| < $100M | 50% | 17% | 0% | 0% | 33% |
| 100M - $249M | 28% | 0% | 11% | 11% | 50% |
| $250M - $499M | 15% | 15% | 10% | 10% | 50% |
| $500M - $999M | 0% | 33% | 33% | 0% | 33% |
| $1B - $5B | 0% | 5% | 10% | 24% | 62% |
| > $5B | 0% | 0% | 0% | 0% | 100% |

**The only time we see asset size have a large impact is when we are on the ends of the scale.**

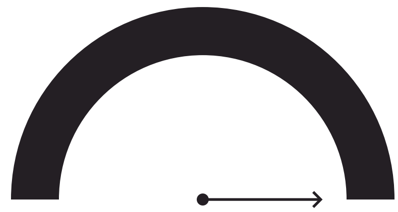
Financial institutions with **less than $100M in assets** were least likely to have digital signage.

- **50% of institutions** under $100M in assets have no digital signage.



Financial institutions with **more than $5B in assets** were two times more likely to have digital signage.

- **100% of institutions** over $5B in assets have digital signage.



**From promotions to marketing campaigns, digital screens continue to be heavily relied upon to increase sales-and are doing so with success.**

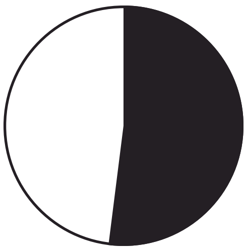
**92% of financial institutions** have invested in digital signage with a primary objective of advertising products and services.

**Over 52% of financial institutions** can attribute an increase in sales to the use of digital signage in branches.

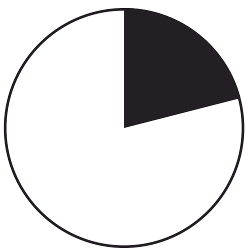
In 2024, **62% of financial intuitions** agreed that digital signage increased sales between 11-30%.

**10% of financial institutions** reported a sales increase of 50% or more!

It’s no secret that digital screens increase sales, and in the next part of our report we will reveal a few reasons why. In short: digital display solutions act as an educational tool to inform and engage in the branch.



**52% of financial institutions** indicate their clients were better educated on products and services since their implementation of digital signage.

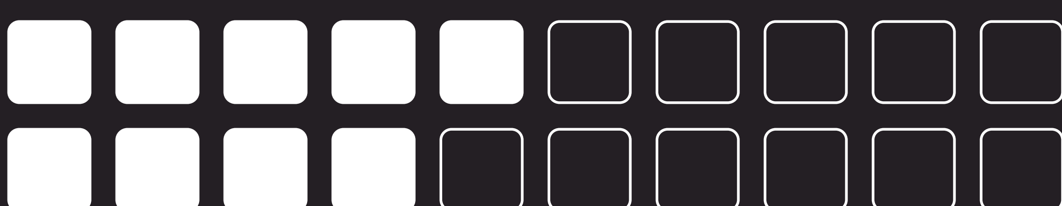


**21% of financial institutions** indicate that clients are more open to engaging with staff since their implementation of digital signage.

PRO TIP

Digital signage **isn’t just about sales.**

**45% of financial institutions** run financial safety and security messages on digital screens in their branches.



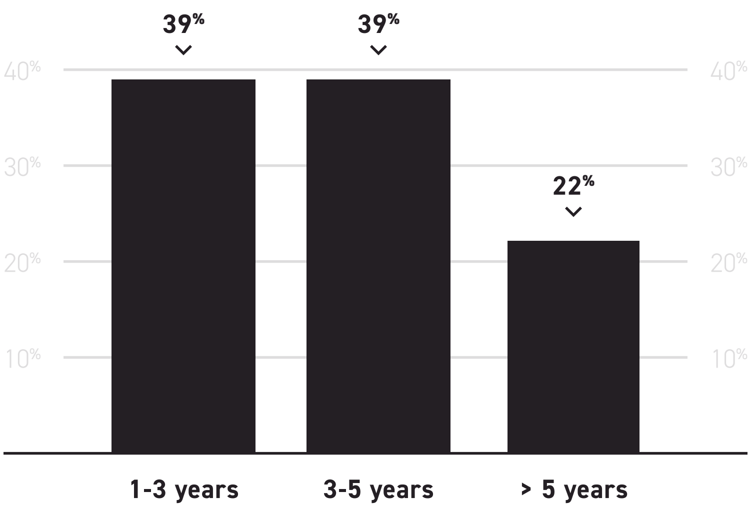
# DIGITAL SIGNAGE IN A CORPORATE SPACE

Oftentimes overlooked when creating a digital signage program, **corporate communication can be digitized** and placed in a headquarters or corporate space. See how other financial institutions are taking advantage these display solutions.

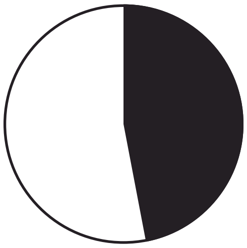
CORPORATE SPACE

**1 out of every 2 financial institutions uses digital signage in their headquarters and corporate spaces.**

## How long have financial institutions been using **digital signage in their HQ?**




**Slowly but surely, those who don't currently use digital signage in their headquarters are joining the ranks.**



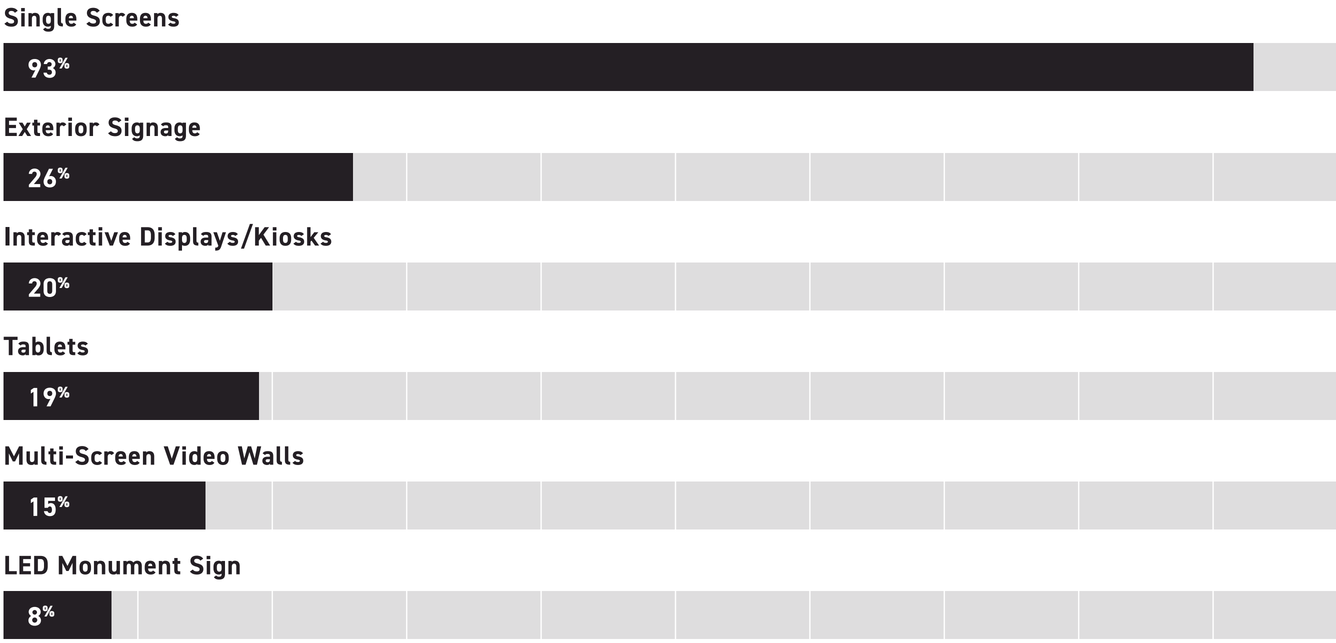
Of the **47% of financial institutions** who don't use signage in their HQ currently, **only 5% have plans to add digital signage to their headquarters.**

PRO TIP

With a slow adoption rate, this is a huge opportunity for the institutions that do have signage to **stand out from local competition and attract and retain top talent.**

**Like branches, headquarters and corporate spaces also saw an increase in display type variety this year, with one hardware gaining massive popularity: Interactive Kiosks.**

## **What types of displays** do financial institutions leverage in their HQ?




Interactive Displays/Kiosks saw a 16% in growth over the last year!

**Why all the growth in popularity for Interactive Kiosks? We've narrowed it down to three main reasons.**

## #1 - A Memorable Experience

Attracting and retaining employees is hard work, but a modern and inviting workspace makes it a little bit easier. **By incorporating interactive kiosks into your headquarters space, you can actively engage with existing and prospective talent.** Another bonus: partners, vendors, community members and more and offered the same interactive experience.

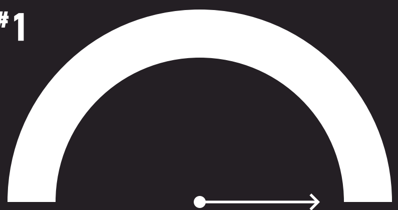
## #2 - More Educational Opportunities

With department-specific kiosks and highly-tailored content, **creating an environment for ongoing learning and training is easier than ever with interactives.**

## #3 - Ease of Navigation

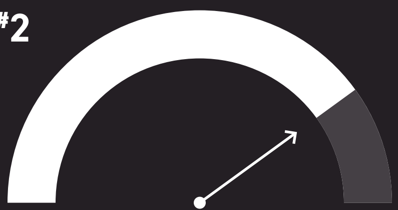
With an increased popularity in leasing headquarters space out to other tenants (or even being a tenant in a larger building space), **the need for wayfinding has increased—especially for first-time visitors.** Digital interactive kiosks offer an up-to-date and on-brand directory and navigation.

#1



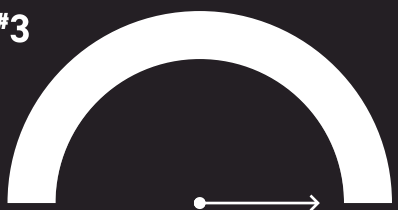
**100% of financial institutions** who use interactive kiosks indicated they did so with hopes to modernize the look and feel of their headquarters space.

#2



**80% of financial institutions** who use interactive kiosks have seen a noticeable increase in their staff's education of business objectives and goals.

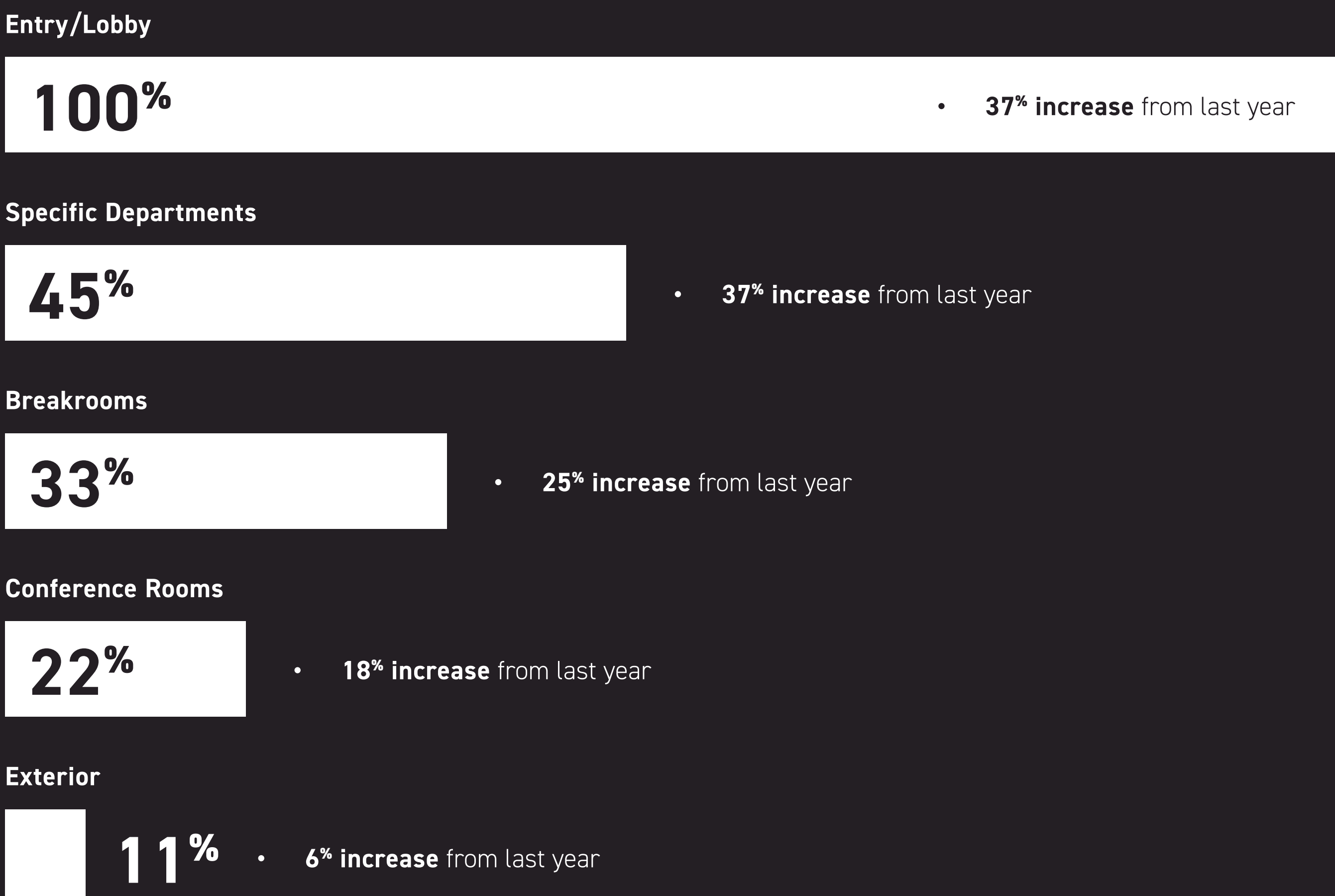
#3



**100% of financial institutions** who have digital signage in their headquarters have signage in their lobbies.

**No matter the display type, the opportunities are endless when it comes to placement… especially in a large headquarters space. While the lobby still reigns superior in the rankings, this year other locations have picked up traction and are closing the gap.**

## **Where do financial institutions** use digital signage in their HQ?

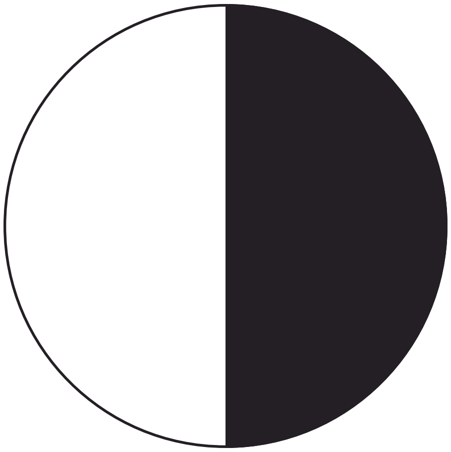


## Why are institutions **investing in digital signage for their HQ?**


**The strategy behind adding digital signage in a headquarters space is just as critical as in a branch. Financial institutions that invest in digital signage for their corporate spaces know that employees need regular communication, too.**

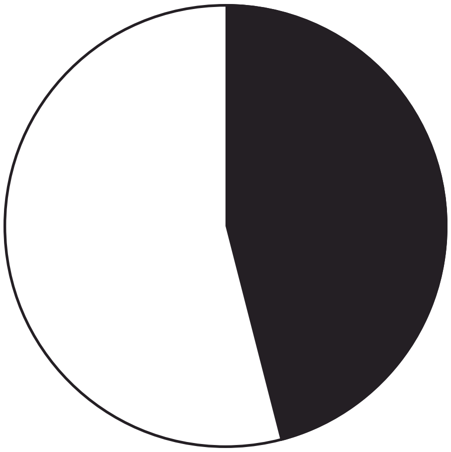
Ensuring employee satisfaction is closely tied to consistent communication. Financial institutions that have invested in digital signage have seen positive changes in the staff's behavior.

## **What changes in staff behavior** can be measured since implementing digital signage?



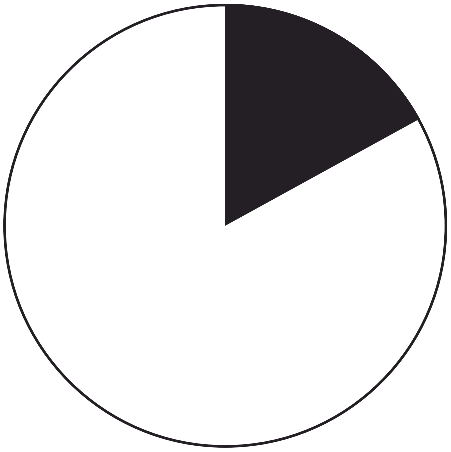
**50%**

**Boosted Morale & More Engaged with Team**



**46%**

**Increased Education on Business Objectives & Goals**



**17%**

**Improved Job Performance & Business Efficiencies**

# FINAL THOUGHTS

## Marketing and digital signage in the banking industry is **continuing to evolve.**

It becomes more clear every year that digital signage will continue to drive innovation and marketing initiatives for financial institutions. From new types of hardware and implementations to fresh takes on content and messaging, there is only room for growth.

Beyond digital signage, more elements and channels for marketing have come into focus in this year's data, as well. From experiential marketing and sensory marketing to website and social media presence, the marketing ecosystem has grown. And it doesn't seem like that growth is going to slow down anytime soon—**so neither should you.**

Ready to level up your marketing efforts?
**Let's create enhanced experiences, together.**

# THE DATA BEHIND THE DATA

Where did we get all this data from? **Here's the breakdown.**

# METHODOLOGY

We had **90 different financial institutions** participate in this year's survey.

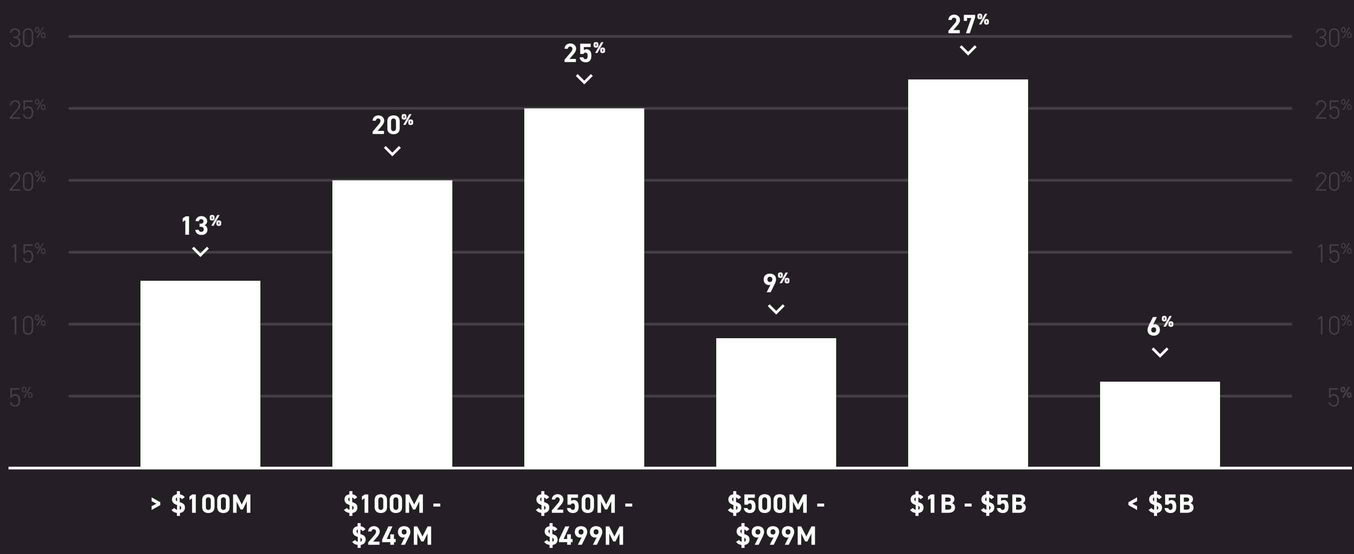
**31%** were banks

**69%** were credit unions

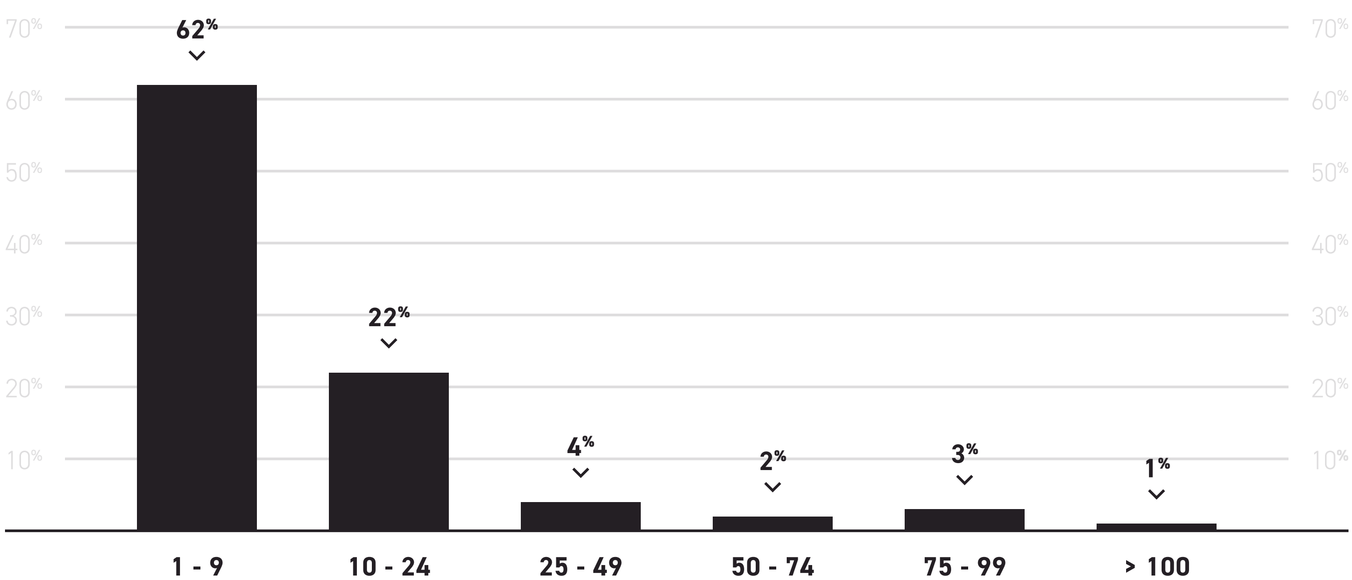
**37 states** are represented.

- Alabama
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Florida
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Massachusetts
- Michigan
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Jersey
- New Mexico
- New York
- North Carolina
- Ohio
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- Tennessee
- Texas
- Utah
- Virginia
- Washington
- West Virginia
- Wyoming

Institutions range from **less than $100M in assets to more than $5B,** with the majority between $100M and $499M in assets.




The smallest branch network has 1 branch. The largest network has 116 branches. Most institutions have between 1 and 24 branches in their network.



# CONCLUSION

## WANT MORE DIGITAL SIGNAGE RESOURCES?

From blogs to infographics to webinars, we have an entire library of content dedicated to digital signage and marketing for financial institutions. **Ready, set, explore!**

# ABOUT DBSI'S CREATIVE EXPERIENCE AGENCY

DBSI is a comprehensive transformation partner for regulated businesses, such as financial institutions. Consisting of a design-build team, interior designers, banking equipment experts, and a full-service Creative Experience Agency.

The DBSI Creative Agency is **one-of-a-kind full-service agency** for banks and credit unions driving innovation from digital signage solutions to digital marketing programs. We know that only a handful of agencies can call themselves full-service, and even fewer can say they're focused on the financial institution industry. We can say both.

**Call us at**

1-855-ASK-DBSI

**Email us at**

info@dbsi.com

**Visit us at**

dbsi.com

**Explore digital signage at DBSI's Ideation Center**

dbsi.com/ideation-center

**These are some of the favorites. You can always visit our content library and blog for more.**

Resource Library

**dbsi.com/resource-library**

Digital Signage Blog

**blog.dbsi.com/ branch-transformation-blog**

## The DBSI Digital Signage Product Guide

Everything that you need to know about implementing digital signage, from hardware to software to content, is in this guide.

**info.dbsi.com/product-guide-digitalsignage**

## An Infographic Guide to Corporate Digital Signage

Discover what the modern employee expects when it comes to communication and how you can leverage digital signage to upgrade your corporate outreach.

**info.dbsi.com/good-vs-bad**

## How Digital Signage Increases Sales in Banking Spaces

You know from this report that digital signage increases sales. In this blog post, we explore the data further so you have the confidence to execute your signage strategy effectively.

**blog.dbsi.com/branch-transformation-blog/
how-digital-signage-can-increase-sales-in-your-retail-banking-spaces**