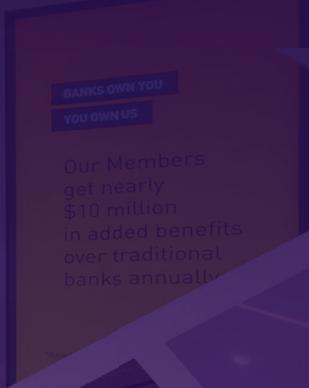


2020

THINGS HAVE CHANGED

Bringing Clarity to 2020 Trends

DBSI + CFM's Annual Digital Signage Benchmarking Report



KEY FINDINGS

THERE'S A LOT OF GOOD STUFF IN THIS REPORT, BUT HERE'S A FEW OF OUR FAVORITES.

52.1%

OF FINANCIAL INSTITUTIONS

SPENT

\$10K OR LESS

ON

DIGITAL SIGNAGE

LAST YEAR

NEARLY ALL WERE

AT

50K OR LESS

90.3%

OF FINANCIAL INSTITUTIONS

PLAN

TO KEEP THEIR

BUDGET

THE SAME

OR INCREASE



IN

2020

72%

OF

FINANCIAL INSTITUTIONS

WITH

INTERACTIVE

DIGITAL

SIGNAGE

SAID

IT HAS IMPROVED

THEIR SALES EFFORTS



SURVEY METHODOLOGY

The world is changing fast, especially in the banking industry. Financial institutions are working hard to attract new clients while impressing and capturing more wallet share with their current ones. To do this, in-branch marketing has to be dialed in and engaging. But how do you know if your strategy is ready to actually make an impact on sales?

Since 2014 DBSI has tracked the use and innovation behind digital signage being used in branches across the U.S. Nearly 150 banks and credit unions have shared their insights on the subject leading to the valuable data points in this report.

OVER 145 RESPONDENTS

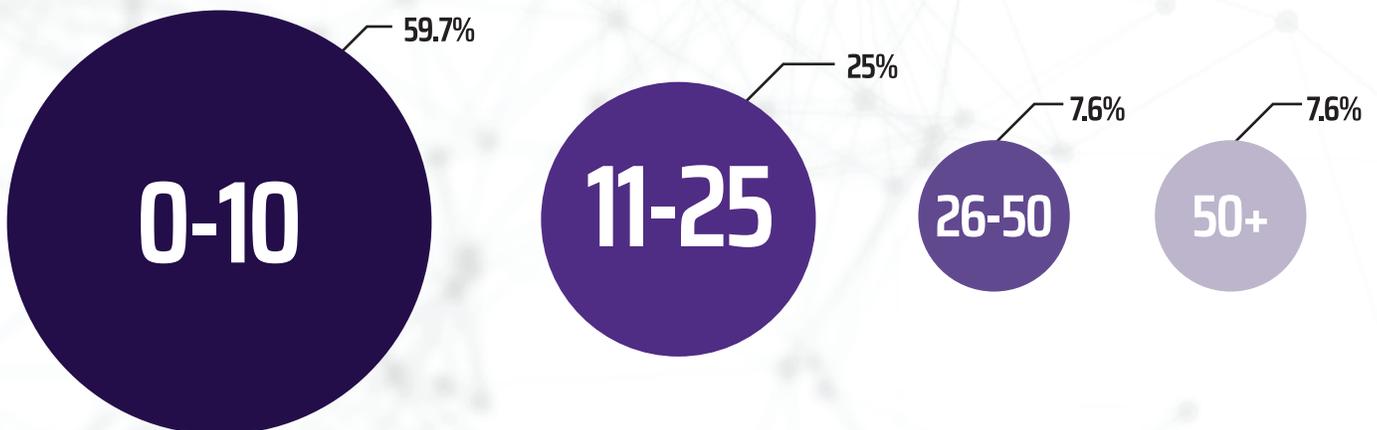


ORGANIZATION TYPE



1.4% DID NOT ANSWER THIS QUESTION, HONESTLY THOUGHT WE WERE FRIENDS :(

NUMBER OF BRANCHES

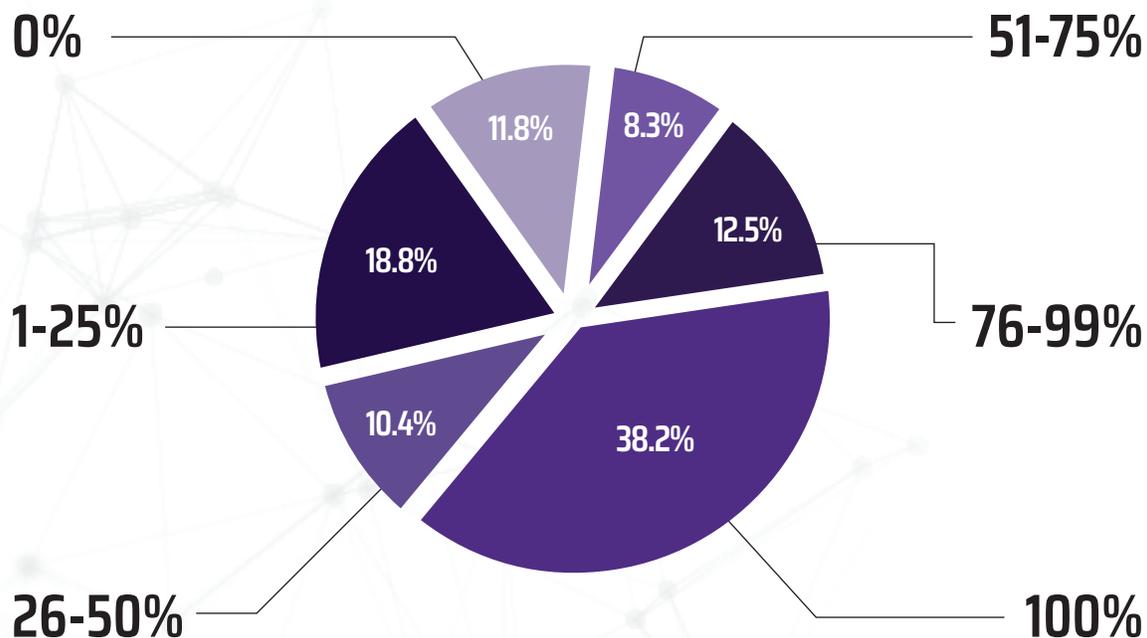


DIGITAL SIGNAGE DEPLOYMENT

Credit unions have taken first place every year over banks when it comes to deploying digital signage in their branches, but the gap is closing quickly. Over the past 5 years, digital signage usage

has increased from 64.2% to 90% across all financial institutions. If you still don't have digital signage it's time to jump on board before you are left behind.

ABOUT HOW MANY BRANCHES WITHIN YOUR NETWORK HAVE DIGITAL SIGNAGE?



DIGITAL SIGNAGE GROWTH BASED ON FINANCIAL INSTITUTION TYPE

BANKS



CREDIT UNIONS

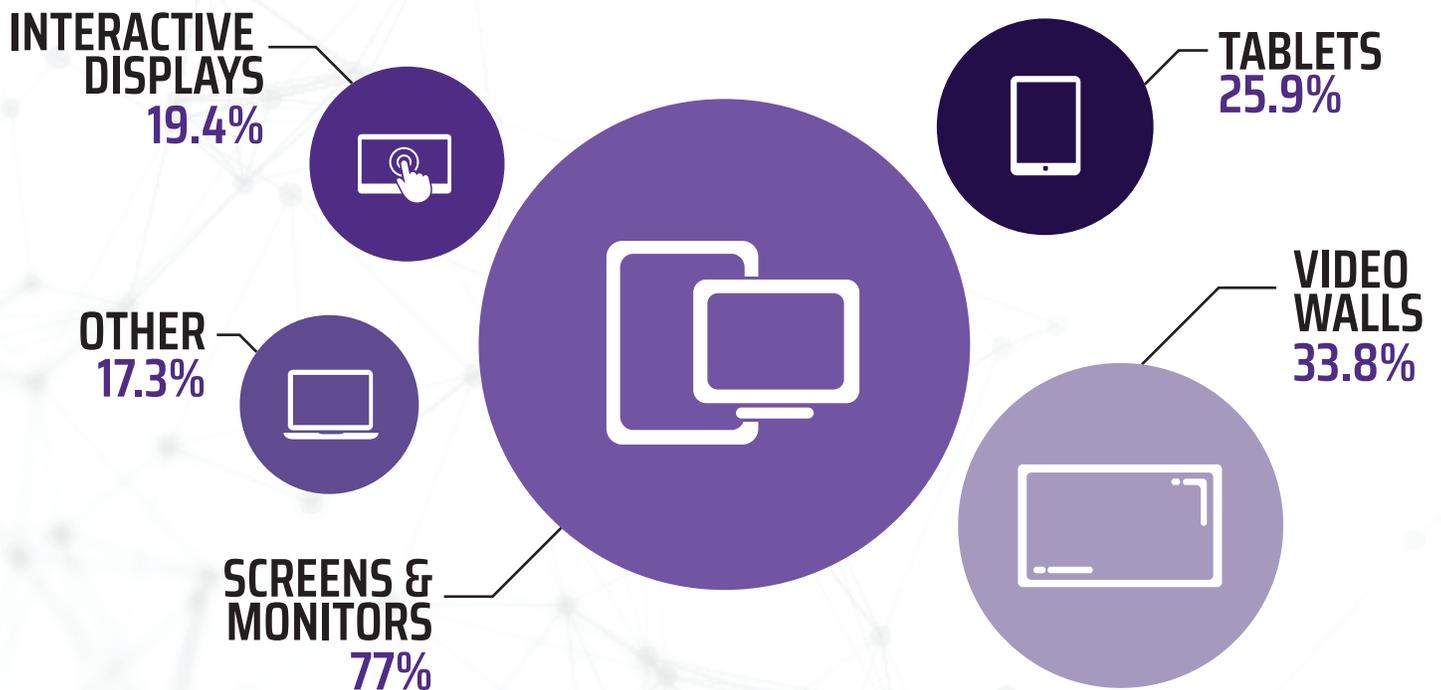


DIGITAL SIGNAGE SATURATION BY BRANCH NETWORK SIZE

What do we mean by this? We asked how many branches our survey participants had in their network and then compared it to how many branches with digital signage deployed across their network. We found that digital signage saturation is the highest with networks at 11-25 branches, leading the charge at

73% saturation across their entire network. Networks that have 50 or more branches in their network tend to have less saturation, sitting at 50%. But we think that number will continue to rise as the benefits of digital signage prove themselves year after year.

WHAT TYPES OF DIGITAL SIGNAGE DOES YOUR BRANCH HAVE?



Screens and monitors take the cake again this year as the most common form of digital signage. Tablets and interactive screens are two areas that are proven to improve the client experience, yet these two areas remain low. In 2015, tablets were in 24% of branches and interactive was in 18.7%.

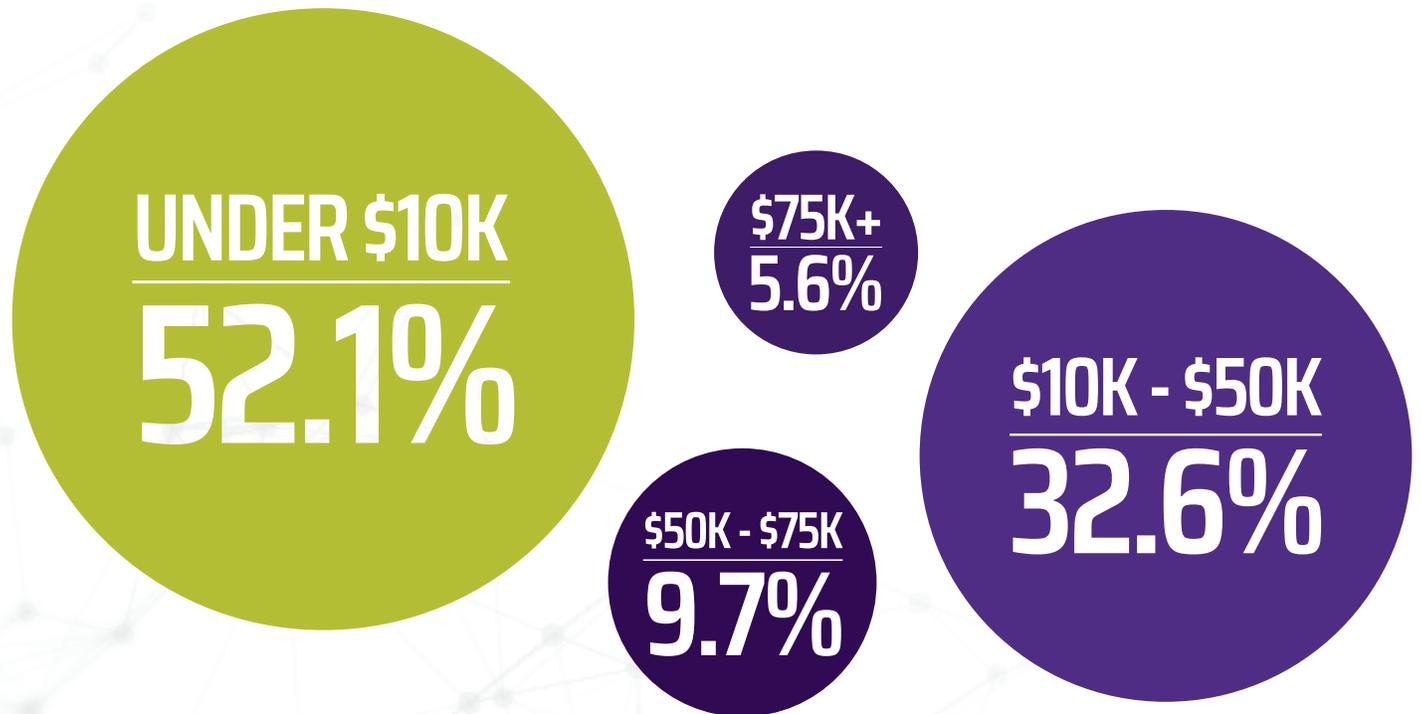
The good news is if you need a way to differentiate your branch, your client experience, and your in-branch marketing—tablets and interactive surfaces are some of the best tools in the business you can use.

SHAMELESS PLUG:

We offer the technology and strategy behind making interactive digital signage and discovery bars with tablets work in your branch. But it doesn't stop there, we can expand the value of tablets with software, hardware, and training programs to make tablet-equipped bankers a reality in your branch network. Your clients and your board will thank you.

FINDING THE BUDGET SWEET SPOT

SO, HOW MUCH DID FINANCIAL INSTITUTIONS SPEND ON DIGITAL SIGNAGE IN 2019?



Spending on digital signage has remained fairly consistent since 2015 when 54.6% of financial institutions spent under \$10k for their digital signage. While this amount seems low, it can also be misleading. Buying the initial screens and hardware can be expensive upfront, but digital signage is an investment, and your costs will not increase exponentially once you have purchased the initial hardware.

Normal wear and tear on the technology is to be expected, but investing in commercial grade screens can help make your investment last much longer with minimal replacement costs. Content management players/software and creative services are what will be your variable cost, similar to your cost of creative with printed materials. The biggest difference—and benefit—is in the flexibility you have with digital. The same content can easily be displayed across multiple branches, without having pesky

printing and shipping costs. Not to mention it captures 400% more views (Intel Corp.) than static signage!

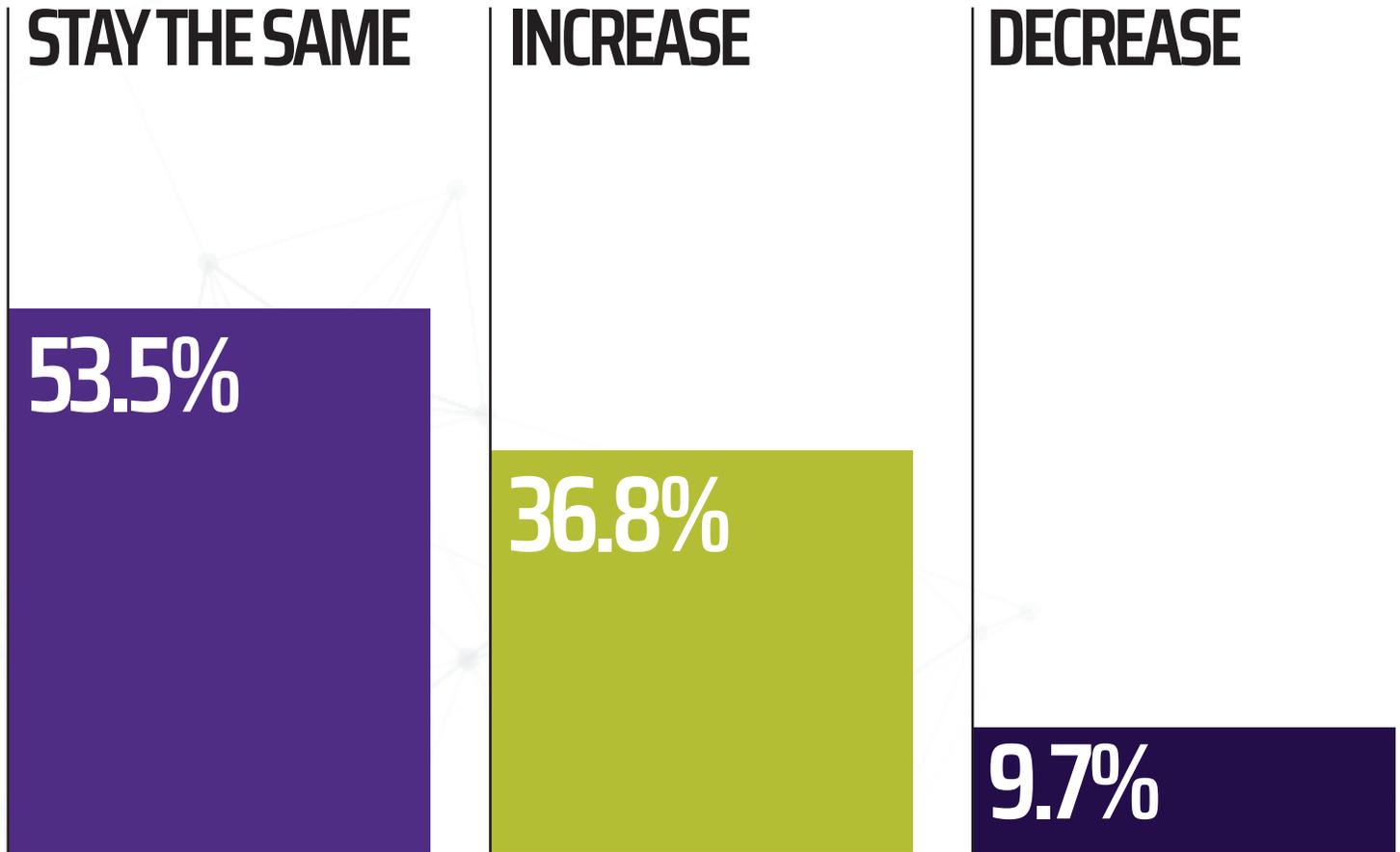
On average, branch networks with interactive digital signage spent about \$75k last year on digital signage. And branch networks with 100% digital saturation in all of their branches spent almost \$30k less in 2019 compared to financial institution still investing in new hardware.

Typically, a larger budget for digital equates to a more diverse mix of digital signage. Meaning, those who are spending more have more than just the standard screens. Interactive digital signage and tablets are easier to show ROI and are proven to attract clients better than static screens. Most digital transformation projects are in the \$35k-\$85k range with interactive displays, tablets, and other high-performing screens.

91% of financial institutions stated that their marketing budget will increase in the next year. (BrandPoint)

FINDING THE BUDGET SWEET SPOT

WILL YOUR 2020 DIGITAL SIGNAGE BUDGET INCREASE OR DECREASE?



Fewer than 10% of financial institutions plan to decrease digital signage spending in 2020. With a clear shift happening in the market and new expectations from consumers, digital signage is the fastest and most economical way to make big changes.

SHAMELESS PLUG:

Digital signage is the least expensive option to achieve branch transformation. Want help figuring out how to optimize your budget spend on digital signage? Talk with one of our digital signage experts. We work exclusively with financial institutions so we get it. Are you buying the most expensive hardware when you could save? Does the software you have to allow you to remain compliant? Does your team have the bandwidth, skill set, or budget to keep your signage relevant and eye-catching?

HOW MARKETERS GET IT DONE



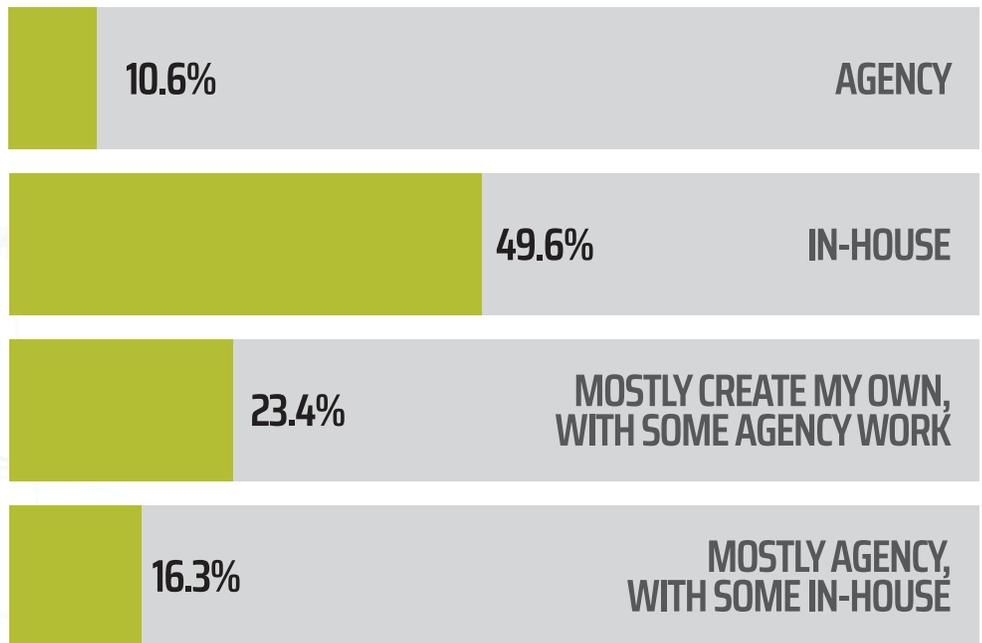
Nearly half of financial institutions surveyed create their digital signage content in-house. It is important for financial institutions to be able to create content and adjust content without having to depend on an agency. Small changes in copy can make a big difference. So it's worth the time and effort to make sure your in-house team has the training and the tools to make changes easily. Of course, having an agency on hand for creating new templates or major updates will keep your signage optimized.

Since 2015, we have seen a slight change in focus on digital signage, and we are pleased to see that most institutions are diversifying their objectives. Going from nearly 55% focused on product awareness down to 47%, more are realizing the value digital signage can bring to other areas of a branch..

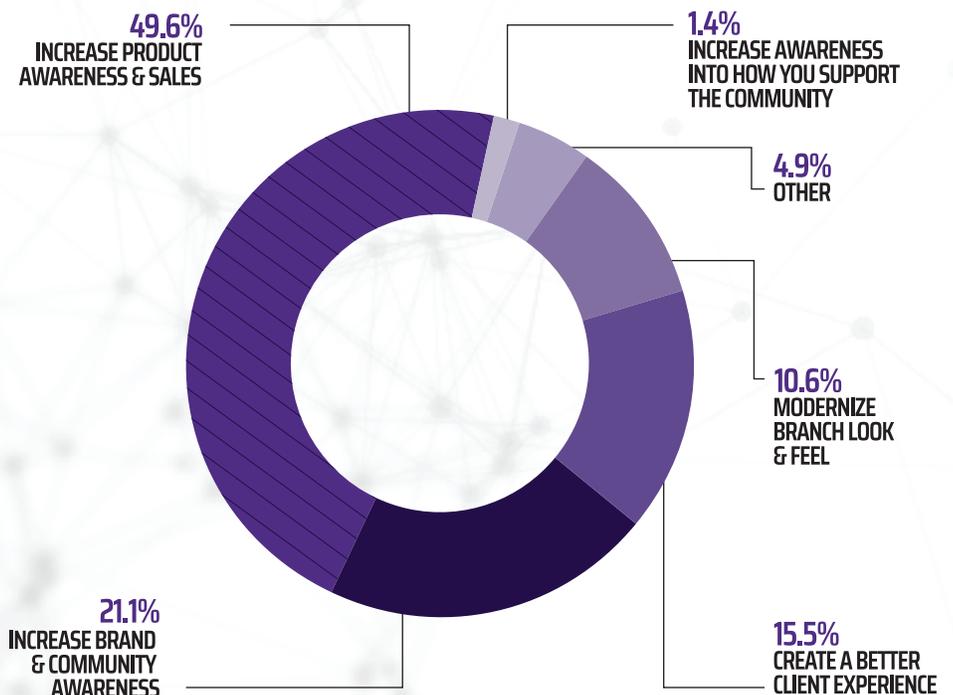
SHAMELESS PLUG:

We have developed and tested 85+ apps aligned to 6 key strategies to help financial institutions change up the content they showcase on their signage.

WHO CREATES YOUR DIGITAL CONTENT?



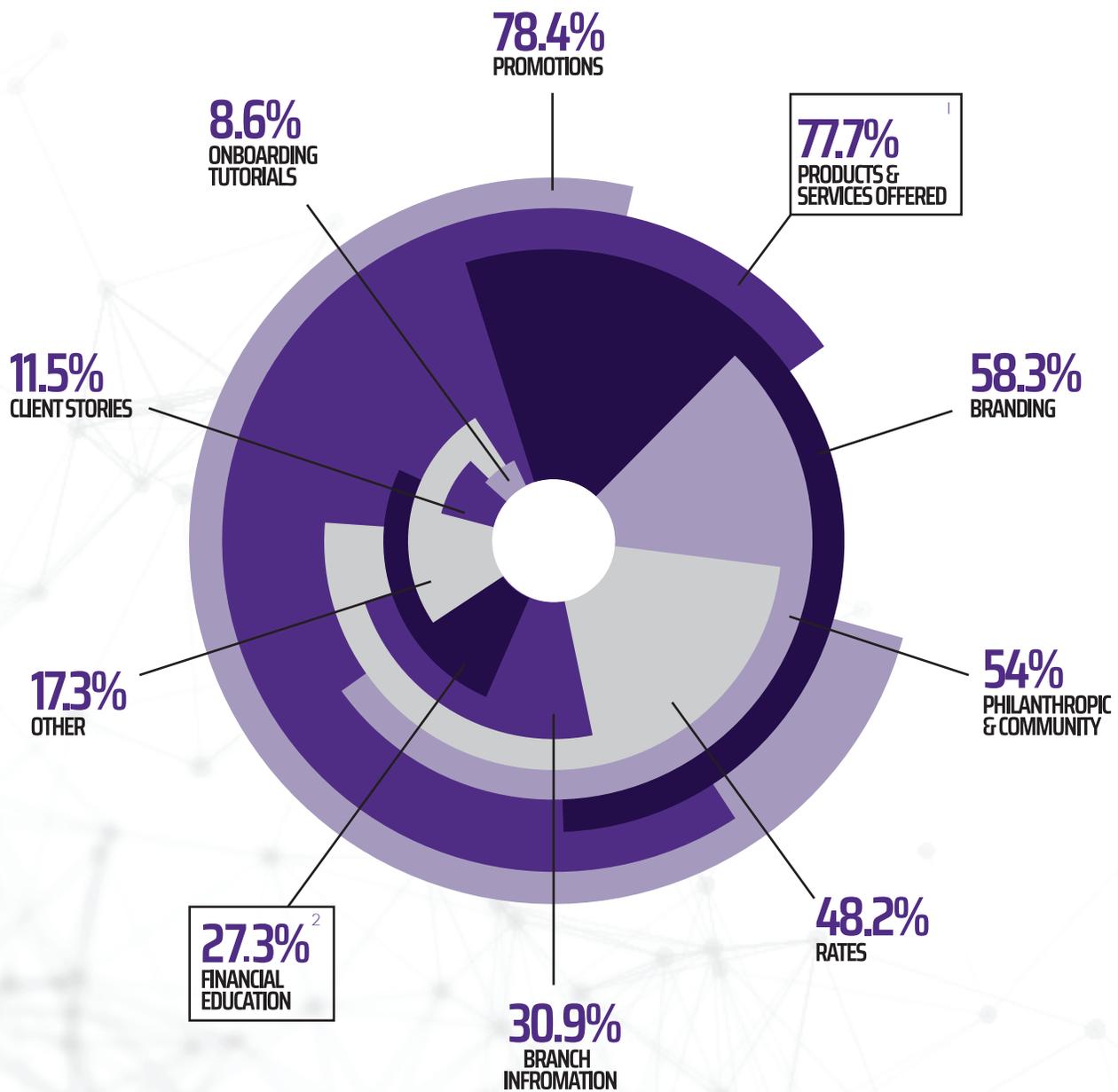
WHICH OF THE FOLLOWING CHOICES BEST DESCRIBES YOUR PRIMARY OBJECTIVE FOR DIGITAL SIGNAGE?



HOW MARKETERS GET IT DONE



WHAT KIND OF CONTENT DO YOU CURRENTLY RUN ON YOUR DIGITAL SIGNAGE?

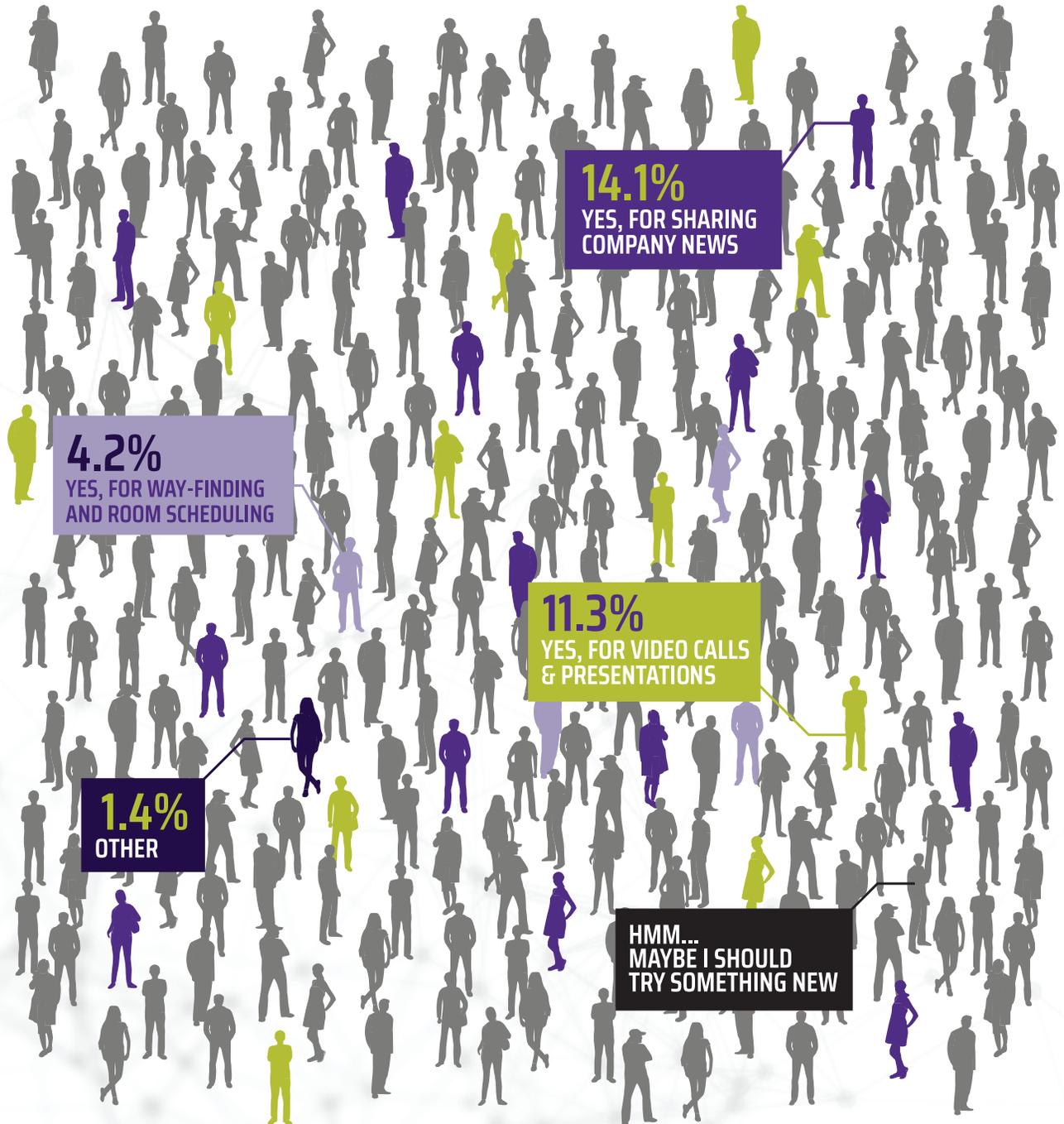


77.7% of financial institutions use digital signage to promote products and services¹, but only 27.3% use digital signage for financial education². This is a major opportunity for differentiation, as any expert marketer knows education is the fastest way to earn trust, build a relationship, and position your brand as a thought leader. Even more so in the financial industry, leading with financial advice and education helps shift from transactional to advisory relationships.

PRO-TIP Use fun **interactive games** and **quizzes** to attract clients to the signage and then use the tools to teach them something about how your financial institution can help them along life's financial journey. It's way more fun and meaningful than just looking at rates!

THINKING OUTSIDE THE SCREEN

DOES YOUR ORGANIZATION USE DIGITAL SIGNAGE FOR CORPORATE (HEADQUARTERS)?



Most financial institutions are working to attract and retain top talent. And for good reason, only 10% of Millennials working in the financial industry want to stay in the financial industry. Think outside the screen and try using digital signage to make your headquarters a great place to work.

Digital Signage in your headquarters or corporate offices can make a big difference in your company culture and overall office experience. Share messages faster, influence company pride, and highlight top performers.

STRUGGLES AND SUCCESS OF YOUR PEERS

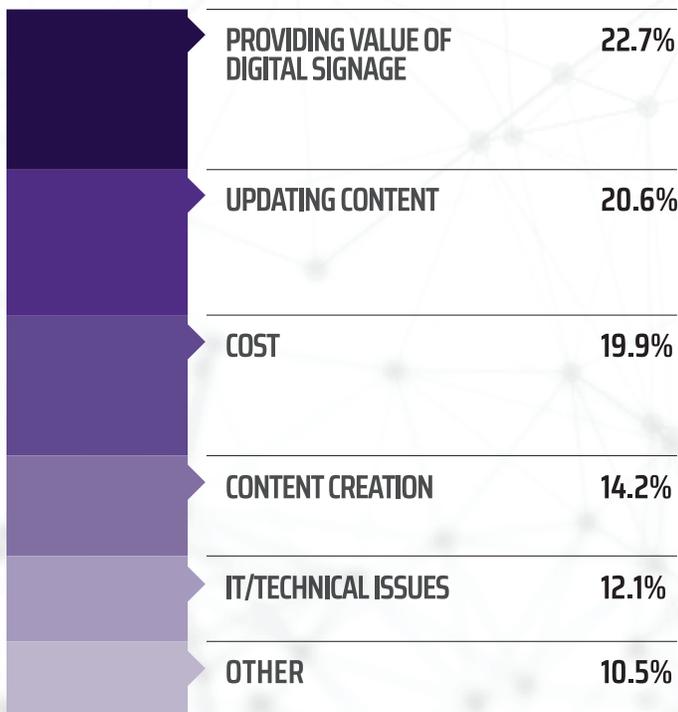
Proving value in marketing has been a problem for ages, so it's no surprise, digital signage has the same challenge. The top three problems most financial institutions face with digital signage include: proving the value of digital signage, updating content, and cost.

All three of the biggest problems with digital signage can be attributed to outdated technology, processes, and software. To truly make the most of your digital signage efforts you need screens and technology that works, not outdated and unreliable usb plugs. Look at Capital One and some of the other big financial institutions. They see the changes happening in consumer expectations and are making the investment now to have scalable success.

What you need for success:

- Diverse spectrum of digital signage including interactive and tablets
- Software that makes updating content reliable and fast
- Reporting tools that give you insights on how your messaging is performing
- A CRM system that allows you to capture leads for your sales team to follow up with
- A process and training program that encourages advisory conversations and financial education

BIGGEST CHALLENGE WITH DIGITAL SIGNAGE?



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



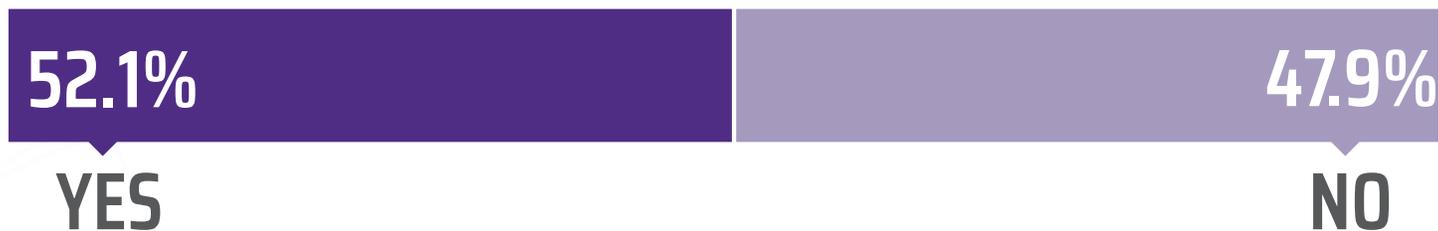
SHAMELESS PLUG:

Since we have been doing this survey for a few years now, we work exclusively with the financial industry, and we work to redefine banking every chance we get—we had to fix this age-old problem with proving the value of digital signage. INCYTE is an analytics solution that gives you an inside view of how your messaging on interactive digital signage is resonating and performing.

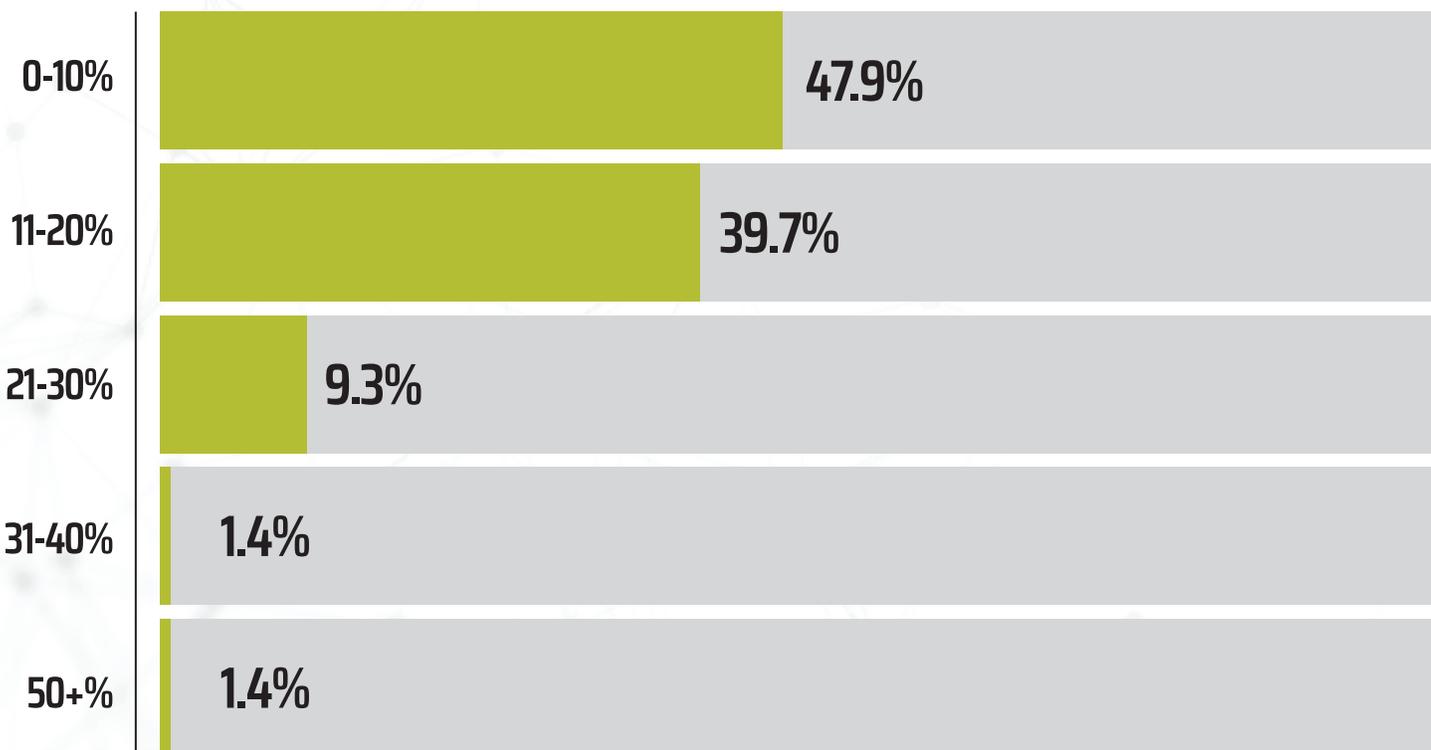


RESULTS-ORIENTATED DATA

DO YOU FEEL DIGITAL SIGNAGE HAS IMPROVED YOUR SALES EFFORTS?



BY HOW MUCH WOULD YOU ESTIMATE DIGITAL SIGNAGE HAS INCREASED SALES?



You might be asking, “How can you make digital more successful for your branch?” Interactive is the way to go. 72% of Financial Institutions with Interactive Digital Signage say it has improved sales efforts.

SHAMELESS PLUG:

Shameless Plug: Want to turn more leads looking at your digital signage into clients or help your associates capitalize on cross selling opportunities? Check out Financial HealthCheck, an app that attracts clients with personalized financial tips, how they compare to their peers, and then helps you better serve them with results for your associates to use in conversations with the client.



BIG IDEAS FOR THE BIG WINNERS

If the banking industry could wave a digital wand here's what they would want most:



Increase sales with digital signage



Create attractive signage that gets the attention of clients



Confidently prove the ROI on their digital signage efforts

Clarke's Third Law: Any sufficiently advanced technology is indistinguishable from magic.

The good news is that these dreams are not far from reality.

Advances in interactive screens and tracking software have opened up the gates for smart marketers to test their in-branch messaging and see a direct link to influencing increasing wallet share. Responsive designs allow marketers to test messaging and design on ads and mobile and then easily repeat the success on interactive screens.

Want to learn more about how you can turn your wildest dreams with digital signage into reality?
Talk to one of our experts: 855.ASK.DBSI or email us at info@dbsi-inc.com

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