

## **Advantages of Dynamic Visual Messaging**

The advantages of Dynamic Visual Messaging are as unlimited as the benefits of knowledge. Knowledge that is instantly updated, reliably accurate and creatively presented provides boundless opportunity for your organization.

It is not uncommon for people to ask us how to financially justify an investment in dynamic visual messaging (DVM) technologies. There are many tools available to measure the performance of such an investment in retail and hospitality applications. Most of these tools measure correlation spikes between ads or messages and product specific sales, reduction in perceived wait times, customer retention, customer satisfaction, increases in foot traffic and inventory balancing.

There are no known standardized tools to measure return on the investment in dynamic visual messaging (DVM) in more traditional communication applications (business and industry, education, hospital, government, religious, community access, etc...). You should, however, consider the points below when making a decision about the investment. There are many studies that indicate that the dynamic messaging medium will have a profound impact on communications and conveyance over the next ten years.

If you are unable to create a formal ROI formula you should, at a minimum, use the points below to help make a decision based on informed intuition:

- 1) On average, how many people are you attempting to reach with your communications?
- 2) Do you track communication success in your organization? How many people open email announcements? How many people visit Intranet or Internet announcements? How many people attend specific events as a percentage of the target population?
- 3) On average, how much activity, attendance or revenue does each event or product generate?
- 4) If you could better target marketing efforts, do you think you could increase the likelihood of attendance, satisfaction or cross-selling opportunities? What would be a reasonable expectation for a % increase?
- 5) How much time is spent monthly managing printed, Intranet, Internet or email material?
- 6) What is the average cost per labor hour? How effective are these mediums?

- 7) If you implemented dynamic visual messaging (digital signage), how many of these existing mediums would you replace?
- 8) What would the cost savings be for eliminating them, including production time, printing, delivery and disposal?
- 9) How frequently do you change printed displays?
- 10) What value do you find in delivering important announcements instantaneously?
- 11) Do you currently have TV's in your facilities? If you had a digital sign that served as both a TV and a sign, is it safe to assume you would no longer be buying TV's? How much money would that save?
- 12) Are you using your existing TV's to deliver only video, cable or satellite signals?
- 13) If you were able to better educate and entertain your target audience, do you believe that you would increase overall morale? Would it be reasonable to expect to retain or acquire one person per month as a result?
- 14) Would it be a benefit to your organization to raise awareness of local community involvement? What would it be worth to you?
- 15) What would it be worth to you to update or modernize your brand image?
- 16) Would it be valuable to your organization to use the same DVM displays for teleconferencing web-training and or video announcements? What would it be worth?
- 17) Are productivity measures important to your organization? What communication techniques do you use to improve productivity?
- 18) What medium do you use to recognize outstanding performance?