

C-STORE & ENERGY

LED signs persuade buyers

Digital sign advertising attracts new customers, while building loyalty with current customers and increasing revenue opportunities.



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Research indicates 45% of customers that stop at a service station act on impulse when purchasing products.

Attract attention

C-stores have a history of providing local products to the communities they serve. Outdoor LED signs attract the attention of your best potential customer -- the local consumer who passes by your location every day. Capture the attention of customers in an increasingly more crowded competitive marketplace.



67% of consumers surveyed state they purchased a product because a sign caught their eye.

Immediate ROI

LED signs provide the most cost-effective advertising available. Digital signs also engage and entertain your customers, strengthen brand awareness and influence impulse sales at point-of-purchase -- increasing revenues and profits.



Research indicates digital signs help customers perceive their wait time is shorter.

Enterprise-Wide Management

Employ powerful and scalable cloud-based digital signage software to create and manage messaging across all your signs - indoor and outdoor. Deliver your messages at the best time of time of day - coffee specials in the morning -- lunch and dinner favorites -- delivering brand-consistent promotions for your highest profit items.



Digital signs have a 47.7% effectiveness for creating brand awareness



DISPLAYS, INC.

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Over 40% of shoppers indicate digital signs can influence their purchases when relevant information is displayed near the point of purchase.