

Digital Promo Network shows 26% sales increases across C-Stores



Digital Promo Network (DPN) has released the preliminary results from its 1-year study of point-of-sale sales data across its retail digital signage network.

The network, which operates digital signage in 240 C-Stores across the US east coast, has found average dollar sales of advertised products rose by 26%, whilst product volume increased by 18%. The results were measured across multiple categories (the highest category showing sales increases of 88%) and against a control group of 140 non-digital stores.

This is the largest store sample data currently available - and was measured by taking sales data and correlating it with playlist schedules. The compliance data was taken from the BroadSign reporting module used by DPN - which was proven 100% accurate in test samples taken by Arbitron.