Digital signage, POS TV

Digital signage, also known as POS TV (point-of-sale TV), refers to the use of digital screens and interactive media content for communication and advertising. The electronic display systems are used to transmit advertising messages, product information and other relevant content to potential customers in as close to real time as possible.
The function of digital signage in marketing is to attract the attention of customers and provide them with specific information about products, services or special offers. By placing the screens in strategic locations in the sales environment, visual, audio-visual and interactive content can be used to provide an engaging and effective advertising message.
Other areas of application for digital signage include the transfer of information, directions, emergency instructions, internal company communication and entertainment.

Booking options

✗ Demo booking tool*	✗ Programmatic advertising	✓ Marketingportals, Marketing automation platforms
✓ Service provider	✗ Self service tool, media buying platform	

Media segment

✓ Internet	✓ Out of home, digital out of home	✗ Household, office
✗ E-commerce	✓ TV, cinema, moving image	✗ Internet of Things
✗ Social media	✗ Radio, audio	
✗ Mobile	✗ One-to-One	

Media type

✓ Digital	✗ Print	✗ Analogue

Target group

✓ Business-to-Business	✓ Business-to-Consumer	✗ Business-to-Employee

Marketing objective

✓ Brand awareness, increased audience reach	✗ Customer care	✗ Employee recruitment
✓ Lead generation, new customer acquisition	✓ Sales increase	

Customer Journey

✓ Awareness	✗ Purchase	✗ Advocacy
✓ Consideration	✗ Retention	

Ad media

✗ Advertisement, Banner	✗ Google Business Profile	✗ Roof objekt
✗ Advertorial	✓ Influencer	✗ Sales talks
✗ Annual report	✗ Landing-page, microsite	✗ Self service terminal
✗ Appointment calender	✓ Location Based Service	✗ Shopping cart
✓ Audio, radio spot, audio file	✗ Mobile payment systems	✗ Sign, labelling
✗ Augmented Reality	✗ Newsletter	✗ Social media advert
✗ Beach flag, flag, roll-up	✗ Newspaper, magazine, periodical	✗ Social media company page
✗ Book, E-book	✗ NFC	✗ Social media posting
✗ Brochure, flyer, inserts	✗ Offer, quotation	✗ Social media profile page
✗ Catalogues, price lists	✗ Office equipment	✗ Sponsoring
✗ Chat, chatbot	✗ Office files	✗ Spontaneous event
✗ Company entries	✗ Operating instruction, user manual	✗ Structured company data records
✗ Configurator	✗ Passers-by addressing	✗ Survey
✗ Contact form	✗ Petrol pump nozzle	✗ Telephone and video call service
✗ Content SEO-optimised	✗ Postcard	✗ Unboxing
✗ Credit card	✗ Poster, billboard, pillar	✗ V-card
✗ Customer card	✗ Product live demo	✓ Video spot, moving image
✓ Display, monitor, citylight, megalight	✗ Product packaging, product labeling	✓ Virtual Reality
✗ Display stand, light box	✗ Product sample	✗ Virtual, voice assistent
✗ E-mail, signature banner	✗ Programmatic print	✗ Vouchers, coupons, discount cards
✗ E-paper	✗ Promotional items	✗ Web layer
✗ Event	✗ Push, text messages	✗ White paper
✓ Exhibition stand, event modules	✗ Quality seal	✗ WLAN for visitors
✗ FAQ	✓ QR code, link	
✗ Games, competitions	✗ Rental addresses, target group areas	

Connected media channels

App (Brand, topic)
Consulting, support, training
Corporate lounge areas
Delivery
Event
Guerilla marketing action
Influencer marketing
Location-based service
Metaverse
Online shop (Brand)
Out of Home (OOH)
Point of sale (POS), Showroom
Product, service experience

Shop windows, display areas
TV streaming platform, Connected-TV
Video streaming platform
Voice assistent, voice marketing
Website (Brand, topic)