Proof of Performance in Digital Signage – ROI for Advertisers

Today’s marketplace is loud. And crowded. And non-distinct. With so many messages, it’s hard to hear above the din. That’s why businesses are turning to more precise and place-based delivery methods for their marketing efforts, the most promising of which is on-site digital signage. With full sight, sound and motion, digital signage provides a far more tailored experience for the shopper, and a highly effective one for the retailer selling in-store products and promoting brands.

With nearly $14 billion spent worldwide on digital signage in 2013 alone, the technology is here to stay, and on the rise. Analysts project 5+ percent annual gains thru 2017.¹ Exciting? Yes. But with this amazing explosion of growth comes increased demands for audience measurability and demonstrated messaging efficacy. Retailers, advertisers and media buyers want quantifiable results.

With 55-inch screens located in college retail book stores on 400 top college campuses, On Campus Media, a youth-focused provider of directed digital messaging, reaches over 4.5 million college students. When the nation’s largest DOOH college network provider set out to solve the mystery of dwell time, impressions and proof of performance, Arrow and Intel stepped in to write a new chapter. By offering some of the most sophisticated reporting ever created, On Campus Media, Arrow and Intel have rewritten the future of digital signage.

The revolutionary solution analyzes viewers anonymously providing new and critical answers necessary for successful digital signage measurement:

Learn more inside.

¹“Digital signage advertising is tricky business, but leveraging our relationship with Arrow allows us to stay on top of technology with the support of a trusted advisor.” — Steve Friedmann, COO, On Campus Media

“We are always looking for new ways to support our customers. When Arrow brought Intel in to demonstrate this product we immediately saw the application for proof of performance.” — Scott Krantz, CEO, On Campus Media

“Our team was able to interface with both the Arrow and Intel team and deploy this network in record time.” — Jim Lynch, Vice President of Operations, On Campus Media
Meeting the Measurability Challenge

Traditionally measured like static point of sale, digital advertising evaluation often relies on loose estimates of foot traffic—literally, how many customers came through the door, cars passed by the freeway sign, or customers glanced at a taxi cab’s sign on the roof. Obviously this methodology leaves many key questions unanswered and devoid of scientific measurement.

How many people really saw my message?
Who exactly am I reaching?
How long did they watch?
And, of course, did they buy?

This case study demonstrates the industry’s best and brightest technology and a new platform that brings an innovative solution for evaluating viewership demographics. By determining the true length of attention, combined with intelligent technology to present customer-directed messages, Intel and Arrow have brought digital signage into the 21st Century of advertising.

Turning Possibility Into Reality—Together

When On Campus Media sought to measure student traffic and dwell time more accurately, they turned to Arrow and Intel to prove digital advertising as an effective tool for their clients (brands, media buyers and retail book store colleges marketing). By partnering with Arrow OEM Computing Solutions (OCS) and Intel they now have the most advanced viewership measurement and directed messaging delivery technology available in the world.

Turning the Page on Vague ROI

To scientifically determine the true potential of the bookstore’s digital signage efficacy, they needed both a new level of accuracy and a real time solution to engage students. To achieve these objectives, Arrow OCS developed a technology solution, utilizing internal engineering expertise to design customized devices for each store in a 25-campus pilot program. The proof of concept was completed in the fall of 2013.

Writing the Book on Logistics

Successfully deployed in record time, Arrow OCS’s considerable resources streamlined the rollout of the test, giving On Campus Media a single, reliable source for all of their technological and logistical needs.

- **Expert Engineering and Design Services** — single source for industry-leading expertise and technology
- **Stringent Quality Testing** — proven reliability and increased efficiency
- **Customized New Product Introduction (NPI)** — assures projects are on strategy, on budget and on time
- **Supplier Technology Expertise** — unparalleled access to dedicated experts
- **Global Supply Chain** — instant infrastructure worldwide
- **Certified Program and Project Management** — options such as Microsoft® Embedded and System Builder operating systems and applications, or embedded Linux offerings from Timesys®
- **World-Class CopyXact™ Facilities** — streamlines manufacturing across multiple locations

Jose Avalos, Visual Retail Worldwide Director for Intel notes, “On Campus Media reaches 4.5 million students with their in store digital network, offering the richer, more captivating shopping engagements that today’s connected shoppers seek. Using Intel® Retail Client Manager software with viewer analytics, they can gather the demographics information that will enable them to better connect students with the more personal, valuable brand and product experiences they want.”
Who’s Watching What?

Selected to provide crucial real time information about On Campus Media customers and to gauge attentiveness to ads and content, Intel® Audience Impression Metric Suite Technology featuring Anonymous Viewer Analytics (AVA) is now producing new and surprising results. Each viewing student now receives real time advertising relevant to their identified demographic, improving dwell time, engagement and impressions.

Benefits That Count

- Views – compares number of views to overall potential views based on passing traffic
- Interaction Analysis – duration of engagement, time of day and content viewed
- Demographics – determines gender and age while maintaining complete anonymity

Right Audience; Right Time; Right Message

Intuitive and easy to use, Intel® Retail Client Manager (Intel® RCM) was chosen to manage a series of viewer-specific ads and content. Based on data provided by the software, viewer appropriate ad content was deployed in real time, increasing effectiveness and ensuring relevancy.

- Delivers intelligent marketing content in real time
- Provides remote management with increased uptime and lower costs
- Captures time-critical sales opportunities
- Engages relevant audience segments improving effectiveness
- Customizes content on the fly on multiple screens
- Receives real time error reports
- Creates content using any combination of video, images and sound across multiple touchpoints

Results That Read Like a Best Seller

The graphs to the right demonstrate just how impressive this new technology is performing; the reviews continue to come in as real-time results of proof of performance are available online. Contact your local Arrow OCS representative today to learn more and make this epic tale your own.
Bringing It All Together

At Arrow, we work and live in the tangible future of Five Years Out.

We navigate the path between possibility and practicality, creating the world to come through new technologies, new materials, new ideas and new electronics. From design engineering to integration services, and from post manufacturing to global logistics, our dedicated team of experts is already thinking and planning for what you will need tomorrow.

That’s how we make your vision possible.

We are the people who embed it, connect it and bring it all together. With the parts and pieces. The software and systems. The networks and applications. The data center and the cloud.

Are you Five Years Out? Then we’re right there with you.


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