

Disruption and Change

Digital Channels Driving Action

10,512 banking customers surveyed online

50+ questions

From 39 of the largest financial institutions
across Europe and North America

After seeing an ad for products or services
on **digital signage**, consumers indicated
these actions in-branch or after
they left the branch:



53% | 

Searched online
for the products or
services shown

EU: 37%



53% | 

Asked someone in
the bank about the
products or services
shown

EU: 32%



36% | 

Purchased the
products or services
shown

EU: 45%

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Digital Signage Lifts Brand Reputation

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In-branch Digital Signage



Those exposed are more likely to say their bank offers tailored or personalized experiences.



Customers who are exposed to digital signage are more likely to say the offerings at their current bank are close to their ideal bank

The Ideal Bank

How does your bank compare?

83%

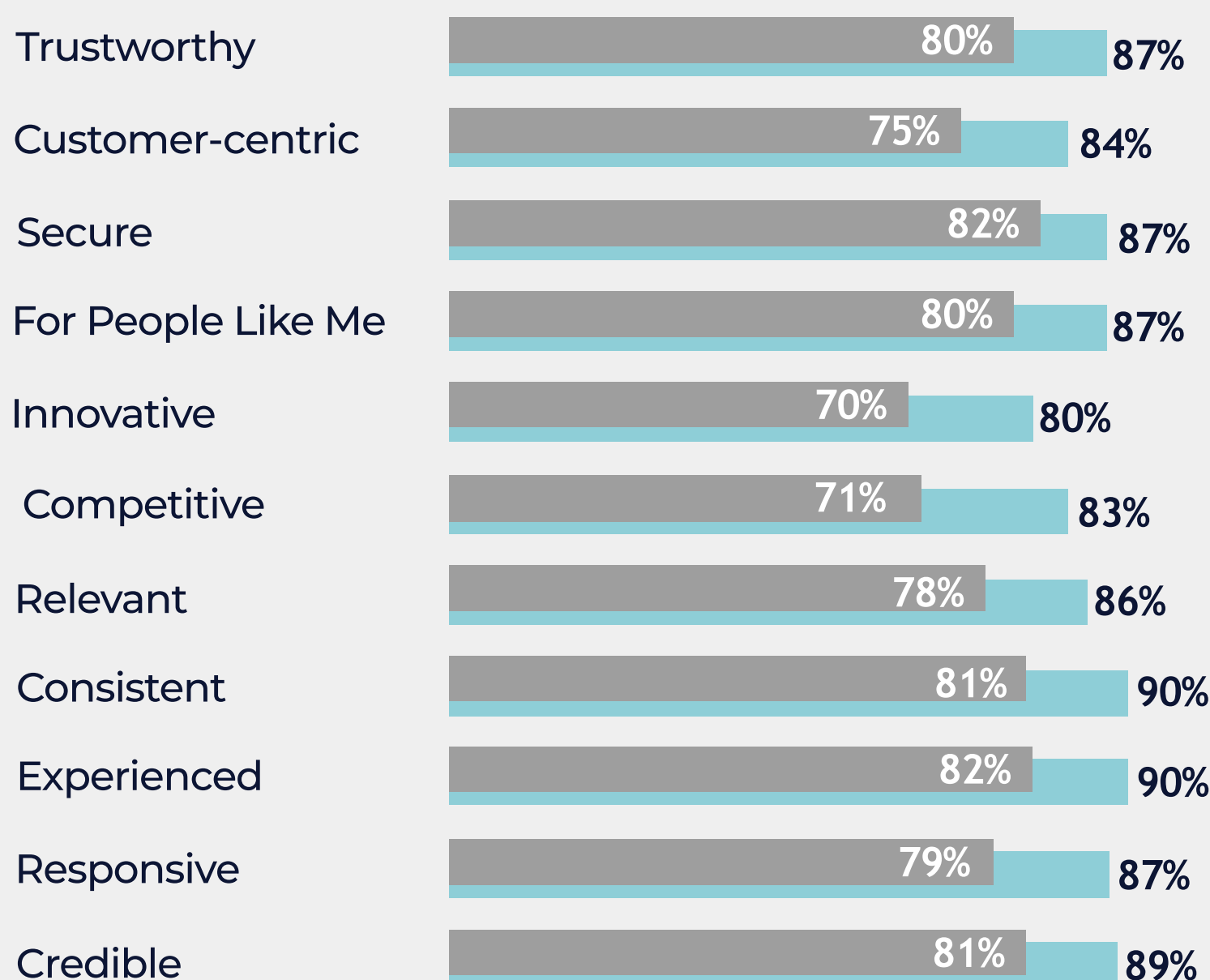
Exposed to digital signage in-branch

74%

Not exposed to digital signage in-branch

By the Numbers

Brand Reputation with Digital Signage



Not Exposed to Digital Signage



Exposed to Digital Signage

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The Likelihood to Recommend

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How likely would you be to recommend your bank to a family member or friend?

- Exposed to digital signage in-bank | **86%**
- Not exposed to digital signage in-bank | **76%**
- Digital signage ad content is relevant | **85%**
- Digital signage ad content is not relevant | **72%**

When customers are exposed to digital signage and receive a personalized in-branch experience, their likelihood to recommend increases.



Consumers who describe their bank as innovative (**70%**) are more likely to say their bank offers a personalized experience than those who do not (**40%**)

Customer Sentiment by Channel:

Digital signage is viewed as more innovative than any other media channel



- Digital signage | **60%**
- TV | **54%**
- Desktop | **54%**
- Mobile | **51%**

Managing The Experience

Personalized Experience & The Likelihood to Recommend



The Need for Brick & Mortar

Driving In-Branch Relevance

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How important is it to have a physical
bank location near work or home?
(very + somewhat important)



87%

CA: 83%
EU: 49%

How often do you typically visit your
bank's physical location? (Once per month+)



69%

CA: 56%
EU: 45%

What is your preferred
method of bank
interaction? (in-person)



Retirement
Planning | **32%**



Customer
Support | **30%**



Wealth
Management/
Investment
Planning | **31%**

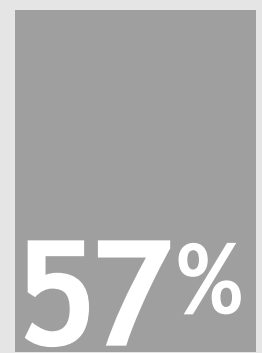


Withdraw
or Deposit | **34%**

My bank offers a tailored
or personalized experience
(strongly + somewhat agree)



Exposed to
digital signage



Not Exposed to
digital signage



Likelihood of changing banking
institution if current branch closed
(very likely + somewhat likely)

58%

Didn't have a
branch near
them

49%

Closed their
current branch

35%

Reduced number
of advisory staff
in current branch



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The Ideal Bank

Building a better digital signage experience and boosting ROI

Innovative and dynamic, digital mediums present an opportunity for banks as a component of their messaging ecosystem



Customers exposed to digital signage are more likely to say their bank offers a tailored or personalized experience than those who have not been exposed to digital signage



Customers exposed to digital signage are more likely to say the offerings at their current bank are close to their ideal bank

While digital signage is seen as an advertising tool, it also as the ability to personalize content, communicate real-time offers and enhance the overall customer experience -- a brand attribute correlated with a higher NPS score

Behaviors triggered by digital signage advertisements while in the bank branch



Searched online for the products or services displayed on the digital signage



27%

Considered the content relevant

12%

Considered the content not to be relevant

Asked someone at the bank about the products or services displayed on the digital signage while in the bank branch



42%

Considered the content relevant

24%

Considered the content not to be relevant

Called a bank representative to ask about the products or services displayed on the digital signage while in the bank branch



31%

Considered the content relevant

14%

Considered the content not to be relevant

Used an online chat or chat-bot feature on the bank's website to ask about the products or services displayed on the digital signage



27%

Considered the content relevant

8%

Considered the content not to be relevant

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