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# DIGITAL CANVAS

2022 & 2023

DBSI's 9th Annual Digital Signage and Marketing  
Benchmarking Report for Banks and Credit Unions

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## ABOUT THIS REPORT

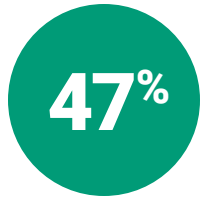
For the 9th year in a row, we interviewed banking leaders and creative teams about their digital signage and communications initiatives. We then took the results, compared them to our decade's worth of existing figures, and used all the colorful data to paint a picture of both the current and future state of digital marketing for financial institutions.

# TLDR

## Digital Signage: A Highlight of the Branch



of institutions leverage digital signage in at least one of their branches, **a 10% increase from the previous year.**



of institutions that invest in digital signage have installed displays in **more than 75% of their branch network.**



of financial institutions with digital signage have **more than one display in each branch.**

## The Perfect Digital Program Has a Splash of Corporate Communications



# 60%

OF FINANCIAL INSTITUTIONS  
LEVERAGE DIGITAL SIGNAGE IN THEIR  
HQ OR CORPORATE OFFICE LOCATIONS.

## TOO LONG; DIDN'T READ

This is a lengthy report, and you're busy, so we get it if you're simply looking to skim. But we'd hate for you to miss some critical data. For those of you who just want the talking points, these are the key takeaways.



# 02%

LESS THAN  
1 YEAR

# 22%

BETWEEN  
1 - 3 YEARS

# 33%

BETWEEN  
3 - 5 YEARS

# 43%

MORE THAN  
5 YEARS

## The Perfect Blend of Education & Lead Generation



**95% of financial institutions** use their screens to display and advertise products and services.



**49% of financial institutions** feel that digital signage has improved sales efforts by up to 40%.



**57% of financial institutions** found that branch staff use their digital signage to engage in advisory-level conversations.



### PRO TIP

It's our opinion that this percentage is too low! Drop those brochures (**which 76% of institutions still use**), and instead invest in real-time engaging, digital content on interactive displays and discovery tablets that bankers feel confident using

## Digital Communications Is An Artform



**43% of financial institutions** struggle with strategy development.



- The average institution would give themselves a 4/10 when ranking how established their marketing and retail strategy is.



**82% of financial institution executives** feel they are lacking in best practices when it comes to digital signage and marketing, particularly around placement, content creation, and content management.



# SATURATING THE BRANCH NETWORK

There is one thing that's become more clear over the past 9 years, digital signage is making a name for itself in the branch game.

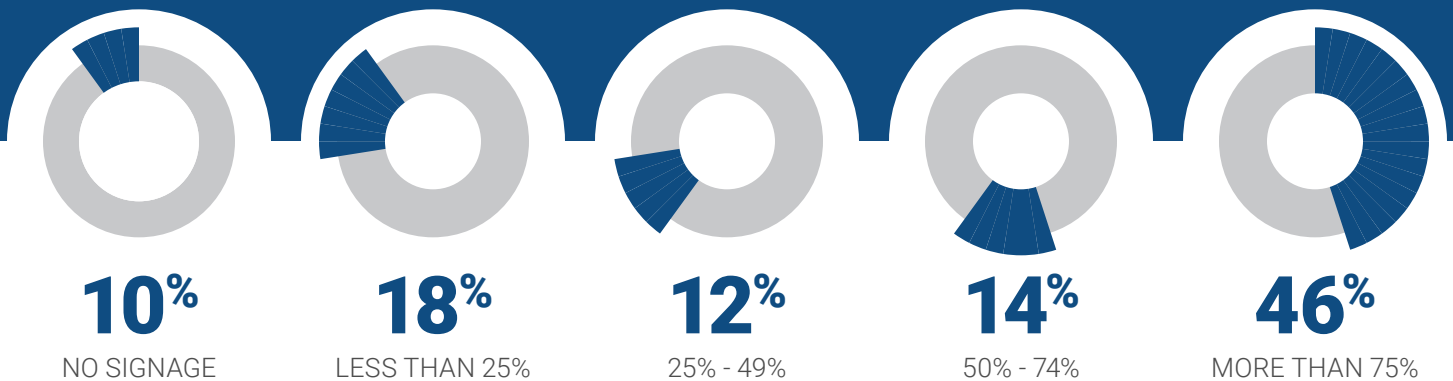
Branches are physical representations of a brand for clients, and proper communication in those branches can be the biggest differentiator between your branch experience and the one next door. That's why digital signage displays are such a critical component.

— **90%** —

OF FINANCIAL INSTITUTIONS  
LEVERAGE DIGITAL SIGNAGE IN AT  
LEAST ONE OF THEIR BRANCHES.

This is a **10% increase** from the previous year!

When we first started this report, the majority of institutions deployed digital signage in less than half of their branches. Today, the majority of institutions have invested in digital signage for nearly every branch of their network.



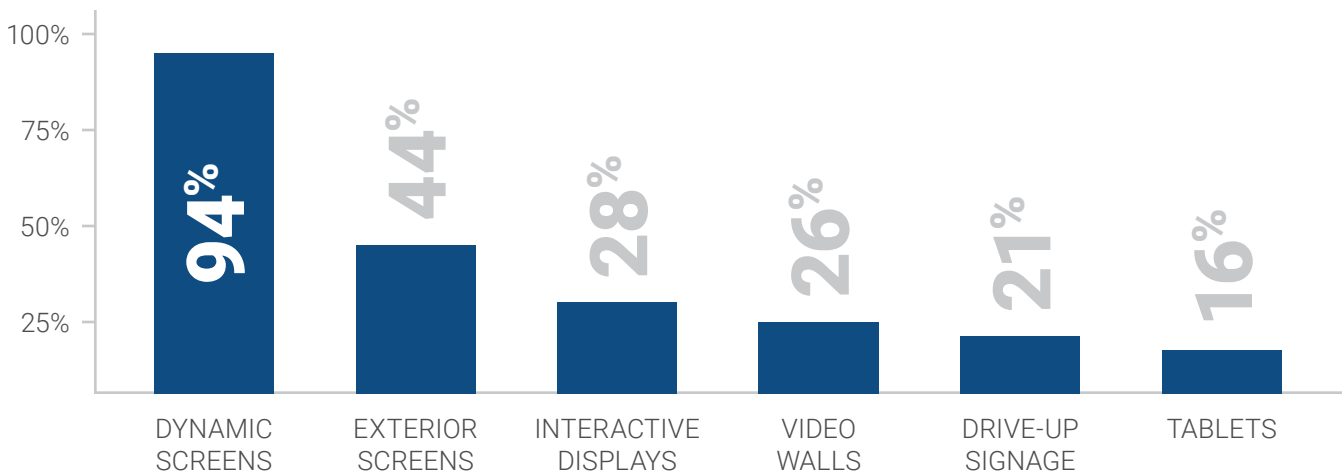
The bigger the institution, the more likely they are to invest in digital signage across the entire network.

	NONE	1% - 25%	26% - 50%	51% - 75%	76% - 100%	TOTAL
LESS THAN \$100M	25.00%	37.50%	25.00%	0.00%	12.50%	7.27%
\$100M - \$249M	17.65%	23.53%	17.65%	0.00%	41.18%	15.45%
\$250M - \$499M	5.88%	11.76%	11.76%	11.76%	58.82%	15.45%
\$500M - \$999M	0.00%	27.27%	4.55%	9.09%	59.09%	20.00%
\$1B - \$5B	5.26%	2.63%	13.16%	5.26%	73.68%	34.55%
MORE THAN \$5B	0.00%	0.00%	12.50%	12.50%	75.00%	7.27%

IT ISN'T JUST A SINGLE SCREEN BEING PLACED IN EACH BRANCH.

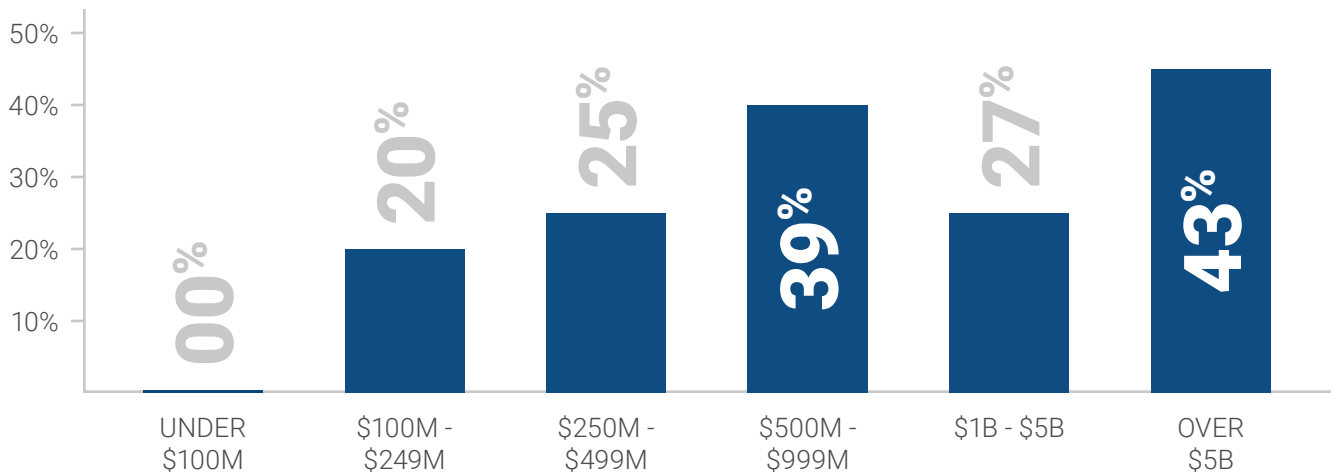
**62%**

of institutions with signage have more than 1 display in each of their branches, with 3 being the most common number of displays per branch.



## FOOD FOR THOUGHT

The big boys (institutions with over \$5B in assets) are more likely to tap into the power of interactive displays than institutions with smaller asset sizes.



### MAYBE THEY'RE ONTO SOMETHING?

Interactive screens are after all the most successful display type for associates to leverage in advisory conversations.



### — PRO TIP —

Interactive kiosks require specific strategies and service models to be successful. Always be sure to enlist the help of a digital signage expert before just dropping a kiosk in your lobby and expecting to see results.

# BRIGHTENING UP THE CLIENT EXPERIENCE

What's driving the investment into digital signage? The simple answer is the client experience. Every institution is looking to improve the branch experience, and digital signage is a quick solution to this.

The different levers institutions find digital signage helps pull, ranked in order:

01



ADVERTISING PRODUCTS AND SERVICES

02



MODERNIZING BRANCH LOOK AND FEEL

03



INCREASING BRAND AWARENESS

04



HIGHLIGHTING COMMUNITY INVOLVEMENT

05



PROVIDING FINANCIAL EDUCATION

06



DRIVING ONLINE AND MOBILE ONBOARDING

07



BUILDING STRONG CLIENT RELATIONSHIPS

08



IMPROVING STAFF PERFORMANCE



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And while there are quite a few options for digital signage displays, as we discussed earlier, not all perform the same for every institution. When compared and ranked based on which displays were most successful at delivering on these objectives, the final order was:

01

DYNAMIC SCREENS

02

EXTERIOR SIGNAGE

03

VIDEO WALLS

04

DRIVE-UP SIGNAGE

05

INTERACTIVE KIOSKS

06

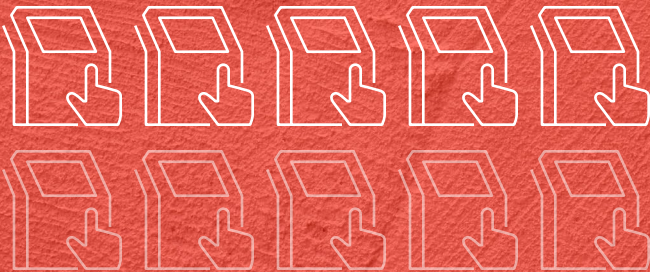
TABLETS

PRO TIP

The #1 reason interactive kiosks don't perform as well as expected is the **lack of staff training**. While clients are the audience of the kiosks, they perform best when being utilized by a team member as a visual reference tool during advisory-level conversations.

52%

OF INSTITUTIONS CURRENTLY DO NOT HAVE THEIR STAFF USING INTERACTIVE DISPLAYS AS SUPPORT TOOLS.



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So how do financial institutions rate their team members at using interactive kiosks within branches?

16%

EXPERT

51%

INTERMEDIATE

26%

BEGINNER

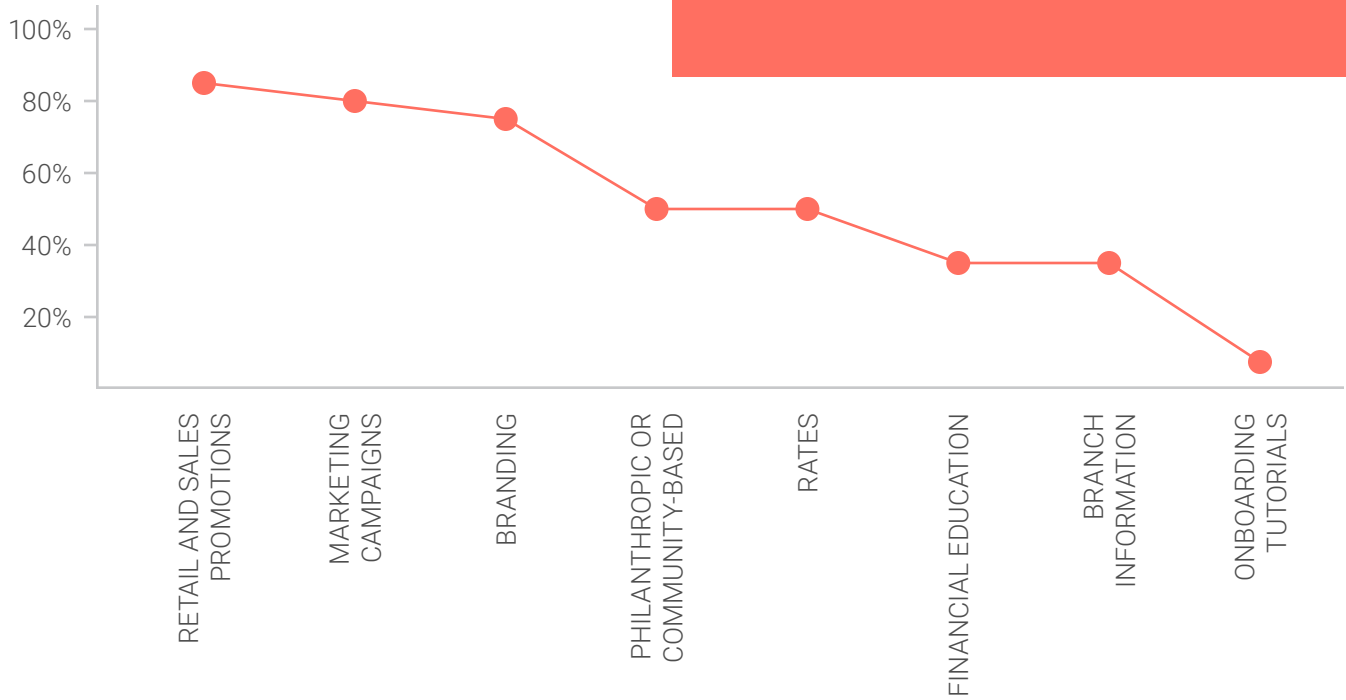
07%

NO EXPERIENCE

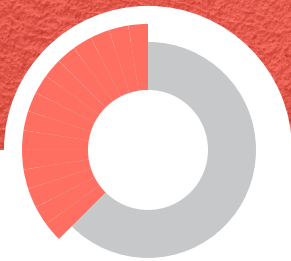
Ranked by popularity, the content most often played on digital signage in branches includes:

## PRO TIP

If there is one thing you take away from this report, let it be this: **the secret to a successful digital signage program isn't in the hardware but in the content.**

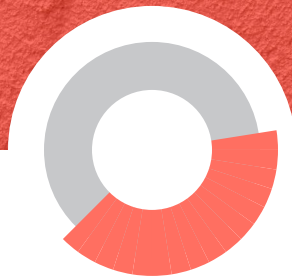


With advertising of products and services being a leading driver for investing in digital signage, and promotions and campaigns being the top content displayed, it is no surprise that **nearly half (49%) of financial institutions** saw an increase in sales after signage implementation.



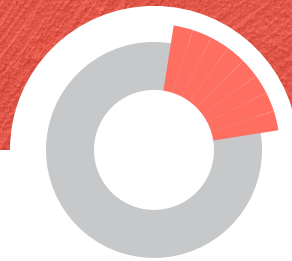
**36%**

10% INCREASE



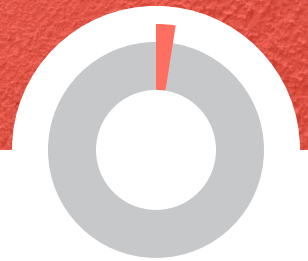
**41%**

20% INCREASE



**21%**

30% INCREASE



**02%**

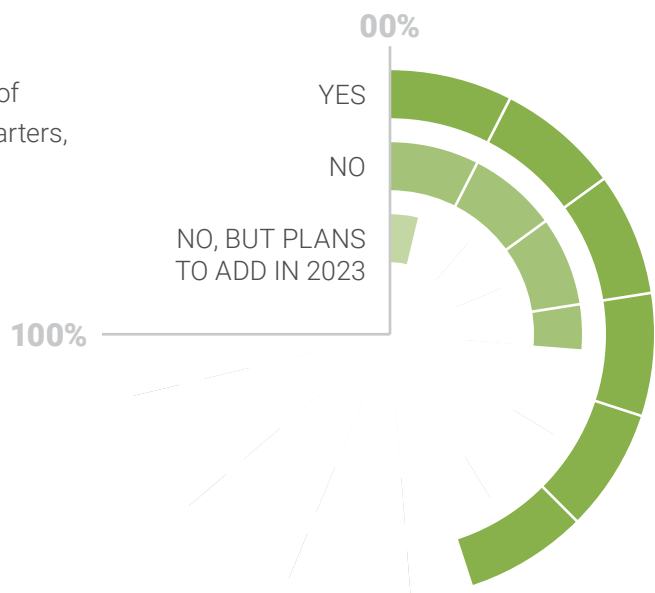
40% INCREASE

# COLORING IN CORPORATE COMMUNICATIONS

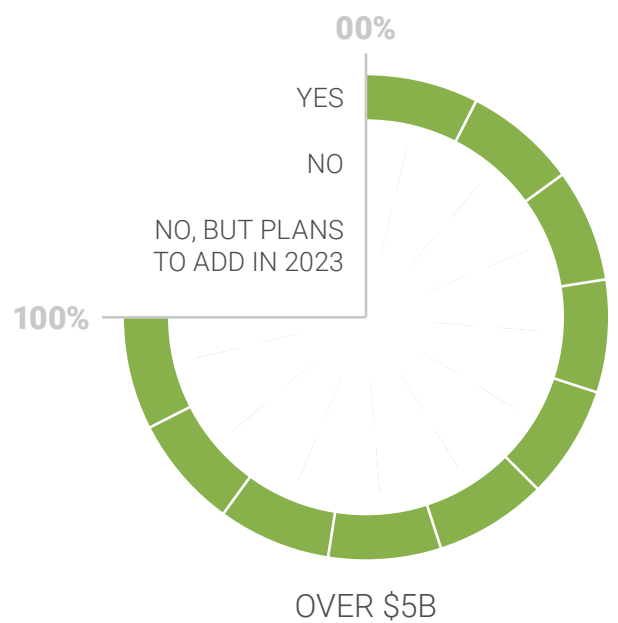
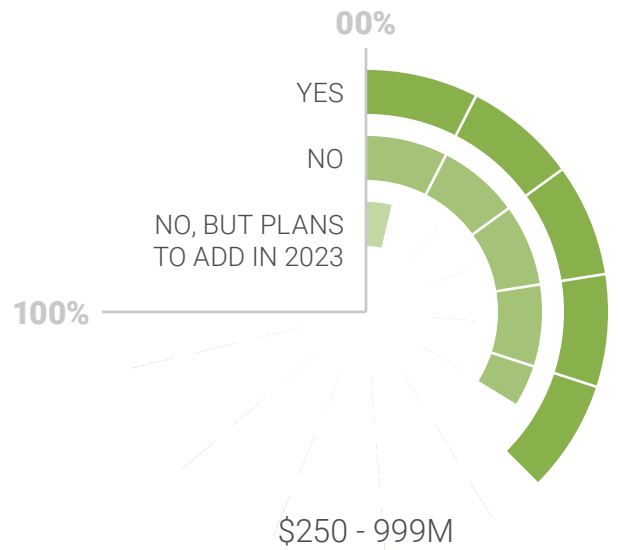
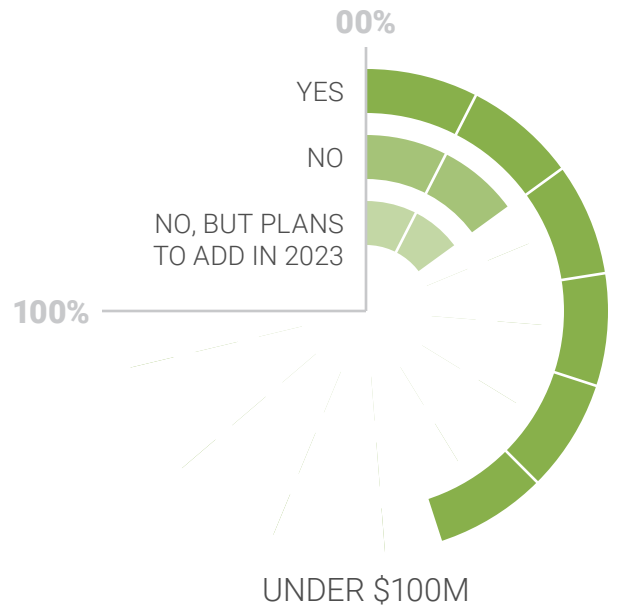
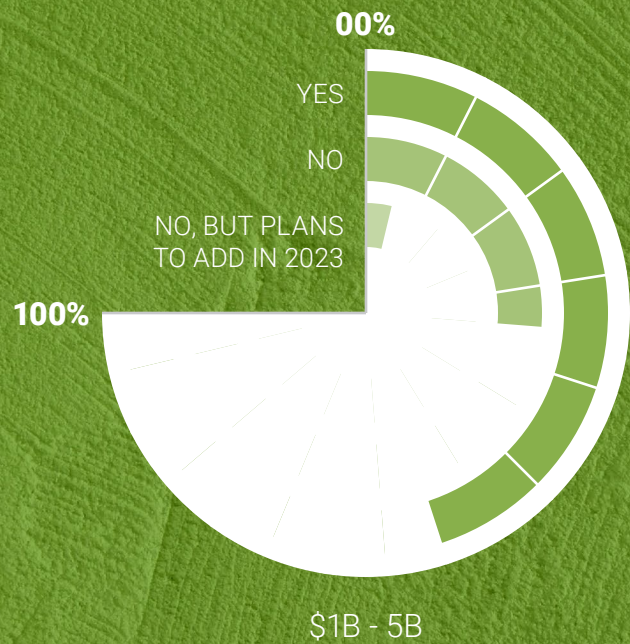
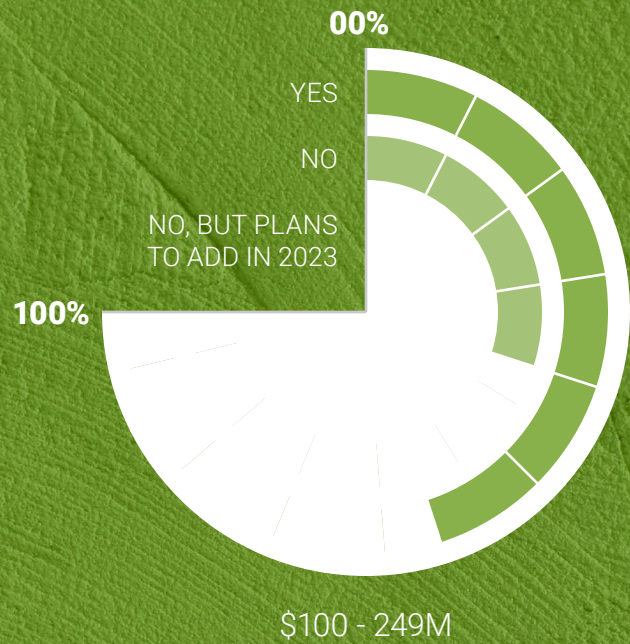


Digital signage does a lot more than just add color to your branch communications, it brightens up your corporate communications as well. Information shared on intranets, email, chat tools, and other traditional methods of communication just don't get lost in the noise. **Digital signage on the other hand, captures 400x more attention** than all other methods of communication (and doubles the retention rate).

While not as common as in branches, the majority of institutions leverage digital signage in their headquarters, call centers, and/or other corporate locations.



The larger the institutions, the more likely they use digital signage in their HQ. But the smaller institutions (under \$1M in assets) are catching up fast, with **20% planning to add signage in 2023**.



Those with digital in their corporate locations have had them for a while. **Only 2% have added signage** for the first time to their space in the past year.

**02%** **22%**

LESS THAN  
1 YEAR

BETWEEN  
1 - 3 YEARS

**33%** **43%**

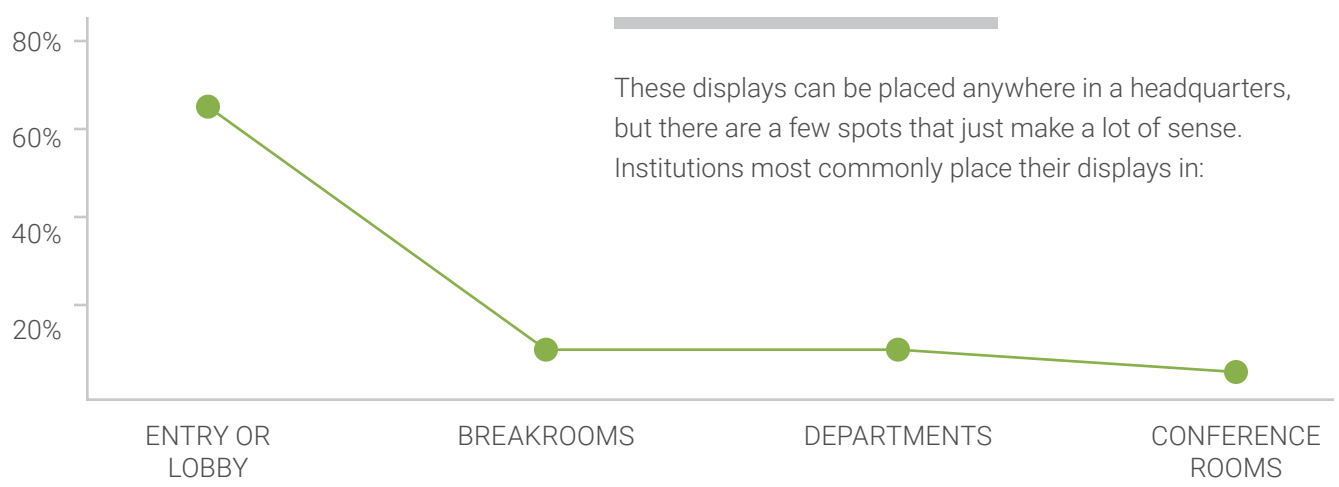
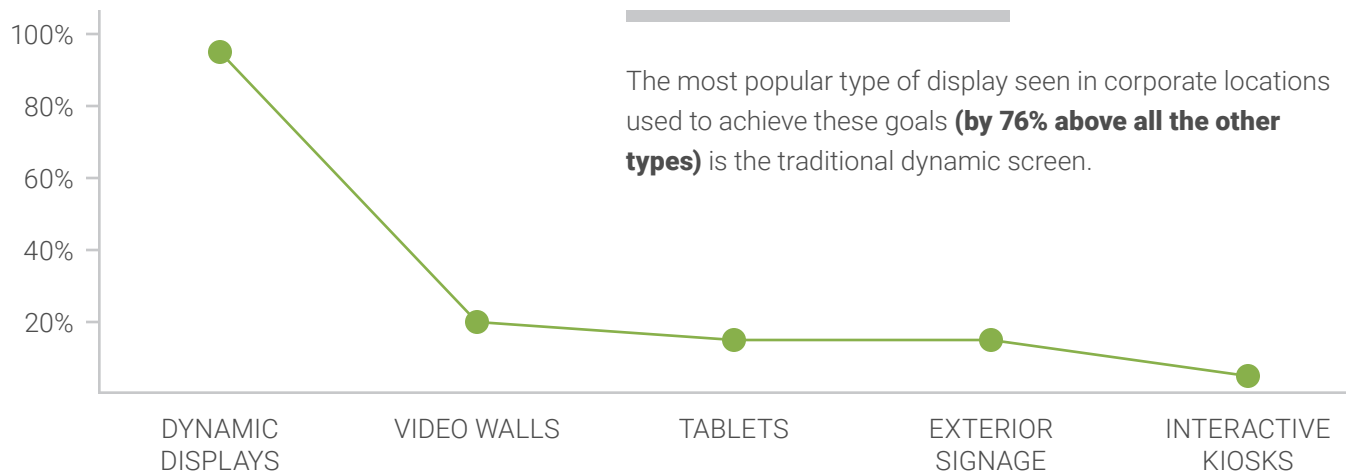
BETWEEN  
3 - 5 YEARS

MORE THAN  
5 YEARS



Besides trying to overcome the lack of attention traditional forms of communication receive, institutions leverage digital signage in corporate communications for several reasons.

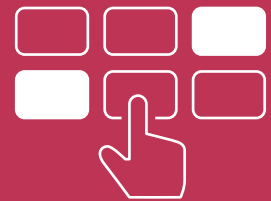
- 01** **67%**  
To modernize look at feel
- 02** **57%**  
To share company news and updates
- 03** **41%**  
To highlight community involvement
- 04** **35%**  
To grow culture and staff experience
- 05** **31%**  
To increase employee engagement
- 06** **24%**  
To highlight staff and company achievements
- 07** **23%**  
To improve staff performance and productivity
- 08** **14%**  
To create company loyalty
- 09** **04%**  
To encourage healthy competition among staff



# THE PERFECT SHADE OF CONTENT CREATION

Like we mentioned before, digital signage is a lot more than just the screens. The real magic lies in the content. But who is responsible for creating it?

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Creative people are critical to a successful digital signage and visual communications program. But even for the most creative financial institution marketers, content creation and management is the hardest part.

**41%**

The average score for all institutions when asked how established their digital signage content strategy is.

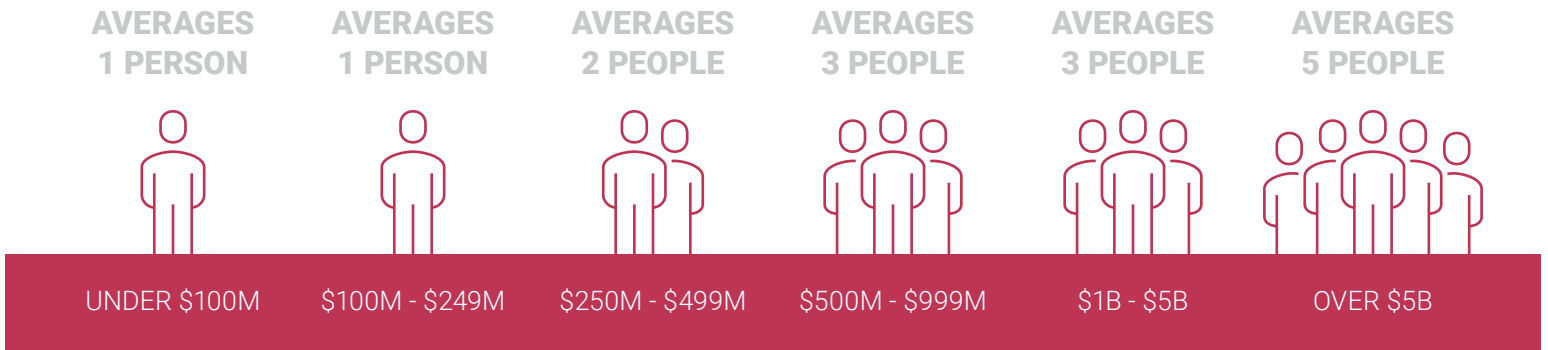
**54%**

Financial institution leaders that said content creation, design, and management keeps them up at night.

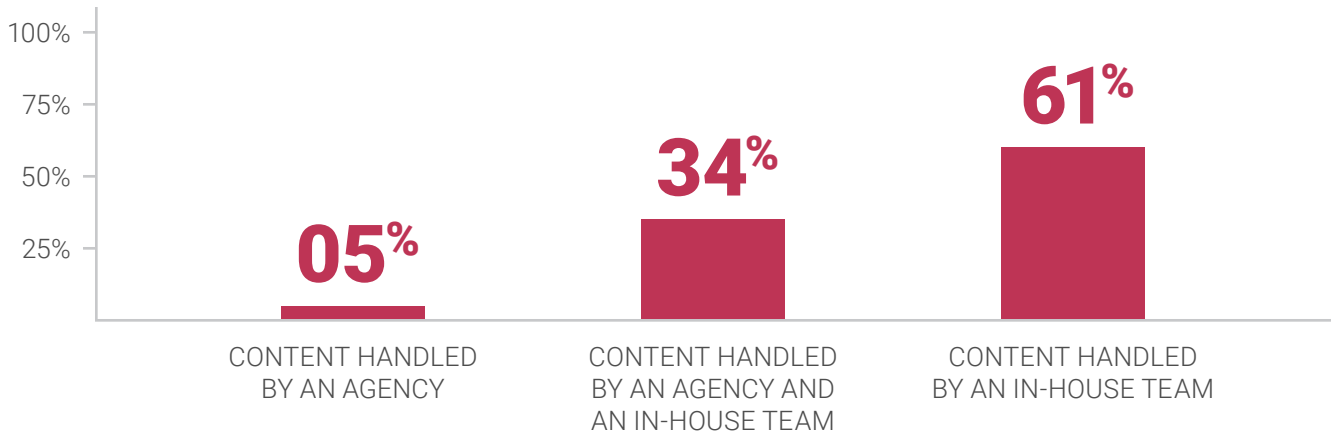
**82%**

Financial institution leaders that feel they are lacking best practices surrounding content strategy, creation, and management.

It's no surprise content creation is stressful for the average creative team, considering their rosters are small. The average financial institution's marketing team has 2 people on it.



Because content comes as a challenge and the average in-house marketing team is too small to complete all of the things on the content to-do list, **39% of institutions leverage a marketing agency** to get all their content needs handled.





When it comes to content creation, the average institution works with more than 1 agency, with 3 being the average number of agencies leveraged across institutions of all sizes.

**AVERAGES  
3 AGENCIES**



UNDER \$100M

**AVERAGES  
2 AGENCIES**



\$100M - \$249M

**AVERAGES  
3 AGENCIES**



\$250M - \$499M

**AVERAGES  
3 AGENCIES**



\$500M - \$999M

**AVERAGES  
4 AGENCIES**



\$1B - \$5B

**AVERAGES  
4 AGENCIES**



OVER \$5B

**PRO TIP**

Avoid working with more than 3 different agencies. You may be saving time on content creation, but you're losing time managing all the vendors. While there are a lot of agencies with niche specialties, there are only a handful that act as a full-service partner, like DBSI's Creative Agency (shameless plug). If a vendor can't handle everything from strategy to writing to design to development and beyond, you should keep looking.

If you're part of the 61% of institutions who handle content 100% in-house, you may be wondering... is hiring an agency really worth it? The data points to yes. When relying fully on an agency for content creation, **an institution can save up to 6 hours a week**. When leveraging an agency in compliments of an in-house team, the average institution saves 3 hours.

Institutions that only leverage creative agencies spend an average of



managing their content creation and distribution on their digital channels.

Institutions that only create content in-house spend an average of



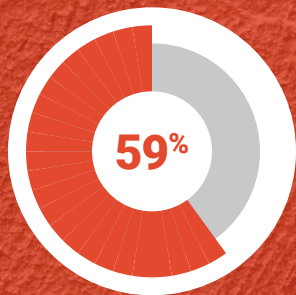
managing their content creation and distribution on their digital channels.

Institutions that have a combination of in-house and agency-derived content spend an average of

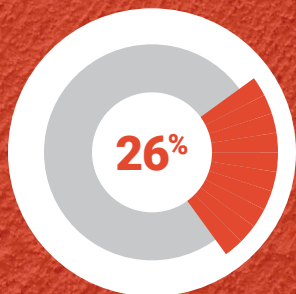


managing their content creation and distribution on their digital channels.

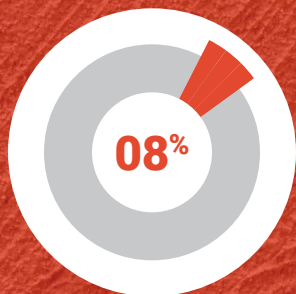
THE MAJORITY OF INSTITUTIONS (86%) BUDGET UNDER \$60K A YEAR FOR THEIR DIGITAL SIGNAGE PROGRAMS



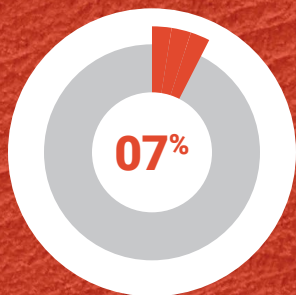
LESS THAN \$20K



\$20K - 60K



\$60K - \$100K

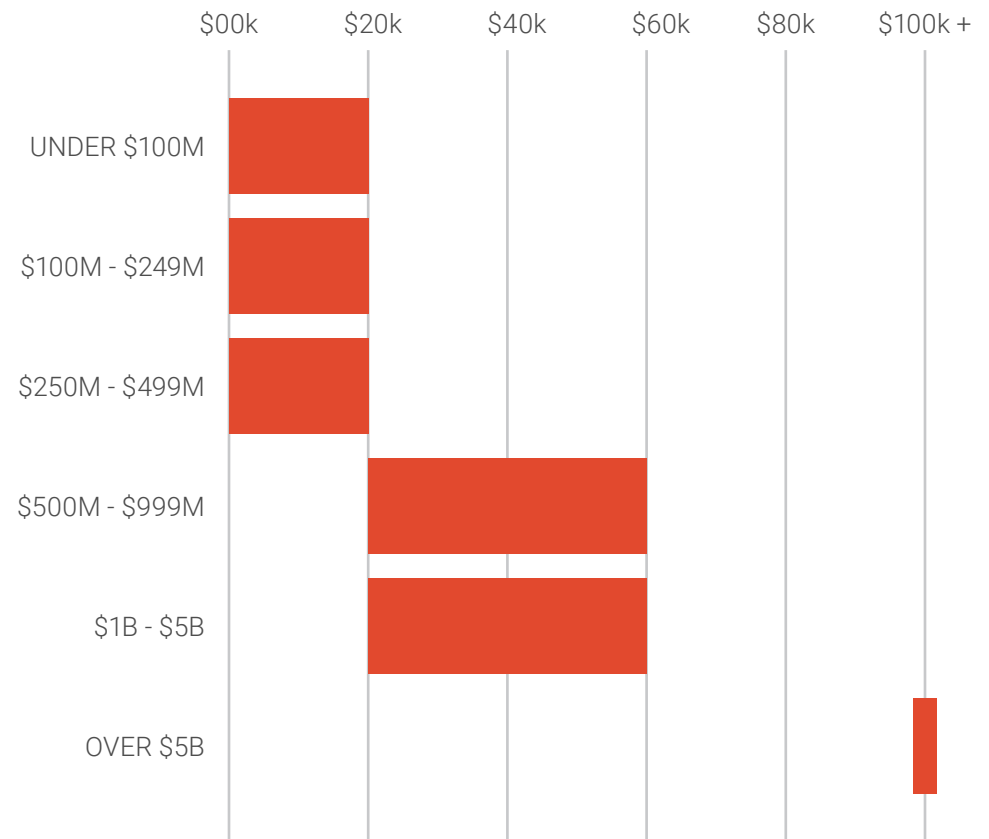


MORE THAN \$100K

# THE COST OF CREATIVITY

So what does all this cost? From the actual screens and hardware to the content management software to content creation to IT support and maintenance, there are quite a few components financial institutions budget for.

Of course, the larger the institution, the larger the budget.



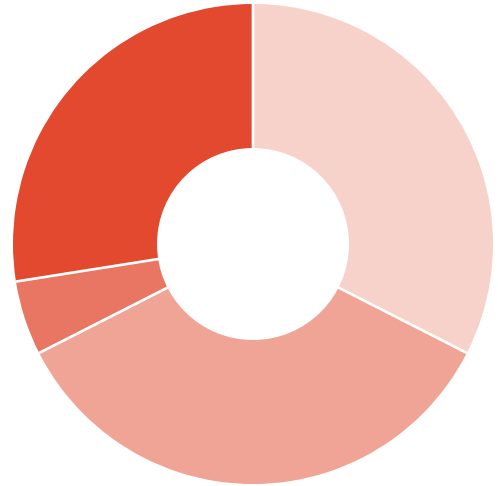
Like we said, there are a lot of different things to budget for in a digital signage program, the average breakdown being:

**28%**  
HARDWARE  
(SCREENS, PLAYERS, ETC.)

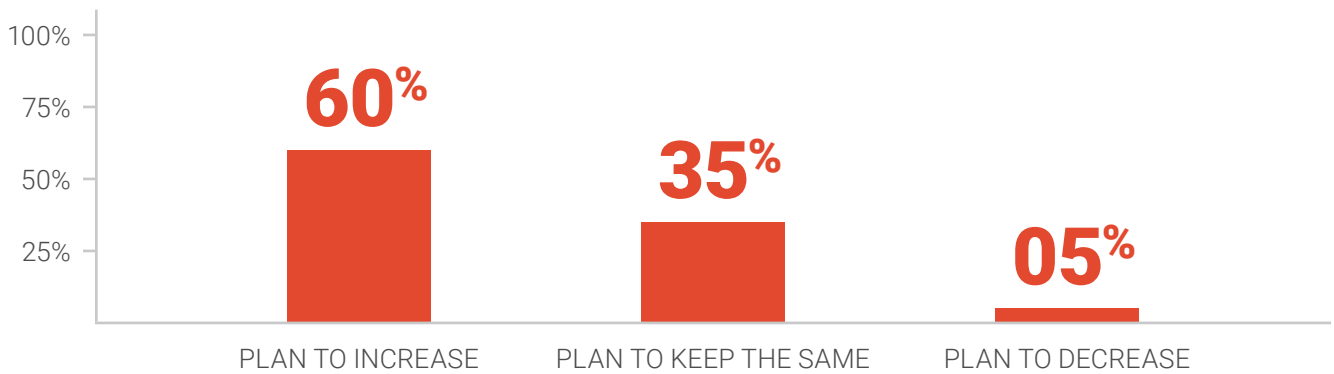
**08%**  
HARDWARE MAINTENANCE

**33%**  
CONTENT MANAGEMENT  
SOFTWARE

**31%**  
CONTENT CREATION  
- Those with an agency **budget an average of 8% more on content creation** than those who don't.



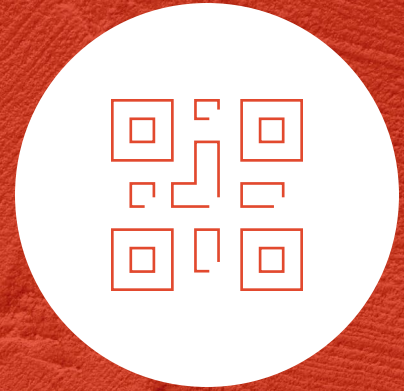
Even with inflation projected in the coming years, very few institutions plan to decrease their budget headed into 2023.



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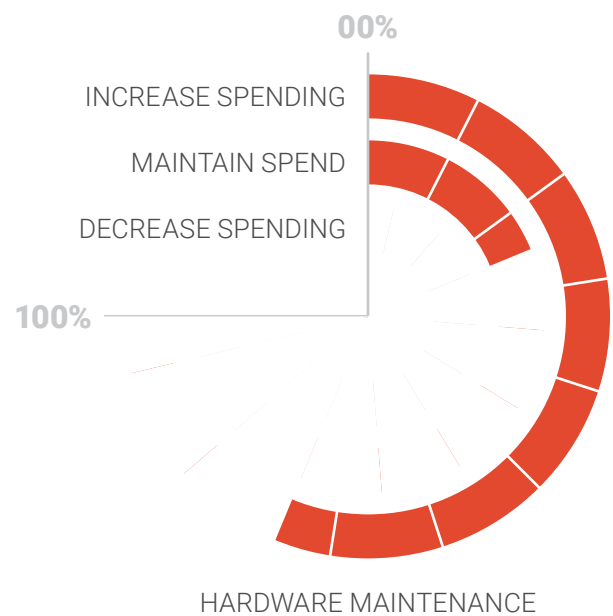
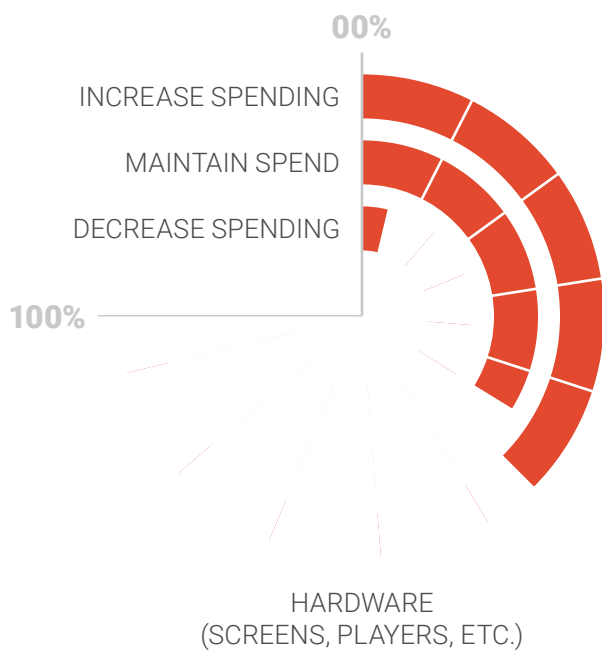
### PRO TIP

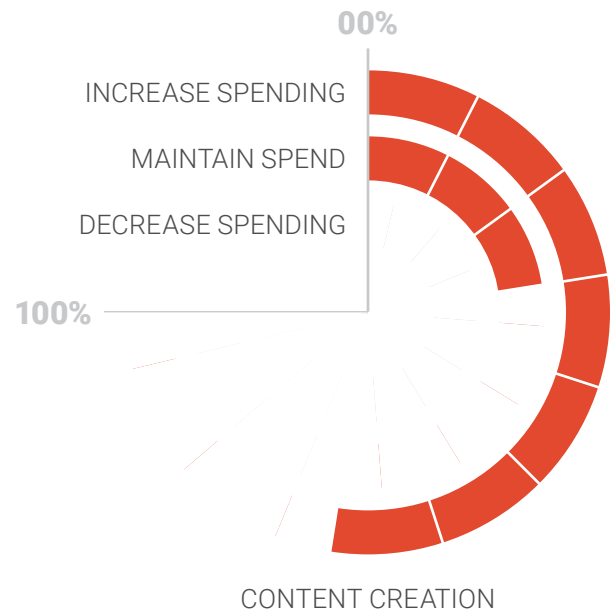
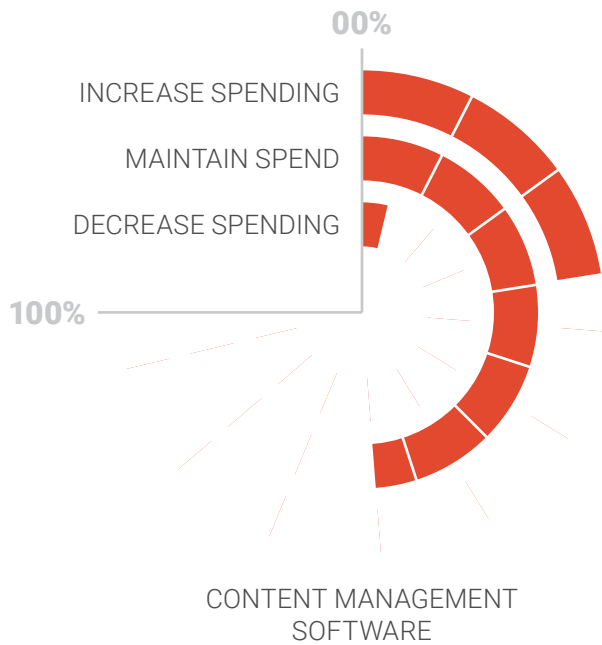
You can eliminate this as a stressor by thinking about key performance indicators before you deploy both your signage and the content displayed. When you know what you want to achieve, it is easier to set metrics for those goals. But you can't just stop at setting the goals, you have to create content that helps to achieve them, and you have to create it in a way that allows you to measure. A couple of best practices for creating measurable content:



- Add QR codes to your content with UTM codes on the URLs those codes direct to. This will allow for easy measurement of the actual traffic based on data provided by both Google Analytics and any other data source you have set up. And as a bonus, you can even use a QR code software that offers analytics.

- Leverage content and forms that are integrated with your CRM for maximum return on every conversion. You can use these insights for marketing nurture campaigns, sales initiatives, and a whole lot more.





# FINAL TOUCHES

We've drawn out all the data from this year's survey and colored in the canvas of digital signage and marketing communications for financial institutions in 2022/23.

What picture does all this data paint? One of growth among financial institutions that leverage digital signage, not only as an overall industry, but within the institutions themselves.

Through our annual survey results, it becomes clearer every year that Digital Signage will continue to play a role in the branch of the future, in corporate offices, and beyond. And not only will it stick around, but it will continue to provide more reasons to be loved as institutions become more creative each year with how they use it.

The question is no longer what role digital signage plays in the financial industry, but instead the role each institution wants digital signage to play in their branches and headquarters.

Shameless plug: Whether you're just now thinking about a digital signage and marketing communications strategy or are looking to refine and expand your current strategy, our Digital Creative Agency is here to offer the expertise needed to make your project a success



LET'S CREATE,  
TOGETHER

Call us at **(855) ASK.DB SI**  
Email us at **info@dbsi-inc.com**

# SURVEY METHODOLOGY

If you're wondering where we got our data from, we've got some insights into our survey's pool of participants to satisfy your curiosity.

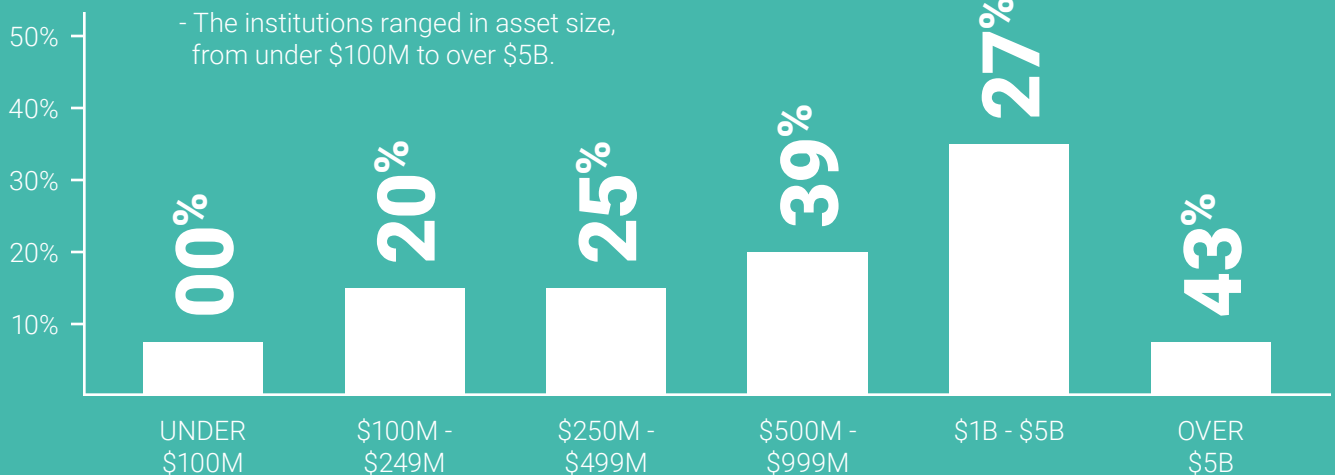
WE SURVEYED  
113 FINANCIAL  
INSTITUTIONS

**33%**

BANKS

**67%**

CREDIT UNIONS



**14**

THE AVERAGE  
BRANCH NETWORK

**1**

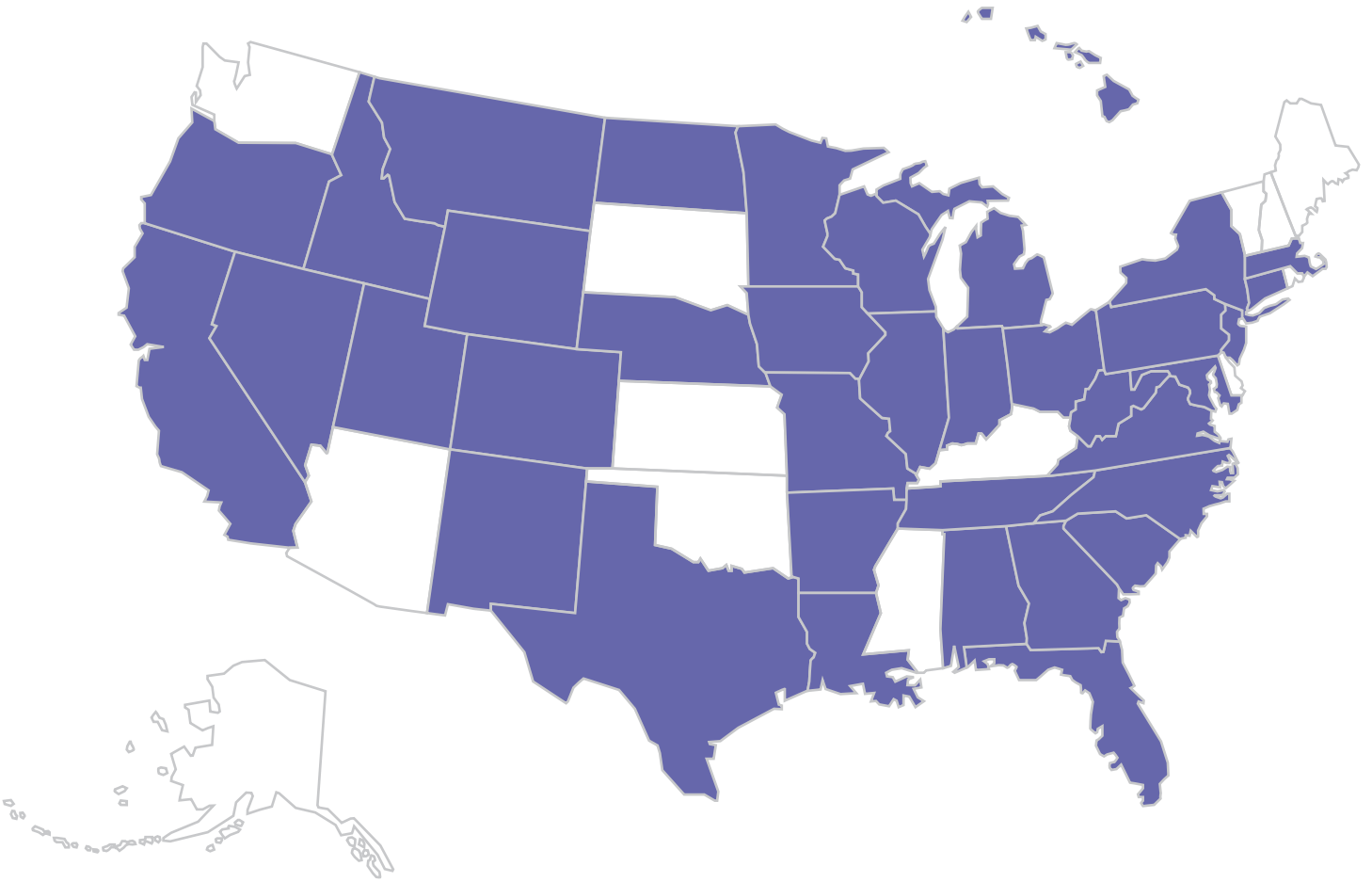
THE SMALLEST  
BRANCH NETWORK

**140**

THE LARGEST  
BRANCH NETWORK

---

36 OUT OF 50 STATES WERE REPRESENTED, INCLUDING:



THE SURVEY RAN FOR THE ENTIRE MONTHS OF NOVEMBER AND DECEMBER 2022.

- Responses were captured via a digital survey composed of yes/no, multiple choice, ranking, and open text questions.
- All participants were given compensation.

# READY TO CREATE A MASTERPIECE?

Only a handful of agencies can call themselves full-service, and even fewer can say they're solely focused on the financial institution industry. We can say both.

A one-of-a-kind full-service creative agency for banks and credit unions, we drive everything from digital signage solutions to digital marketing programs.



## Digital Signage

- STRATEGY AND PLACEMENT MAPPING
- HARDWARE
- SOFTWARE
- CONTENT CREATION (COPYWRITING, GRAPHIC DESIGN, ANIMATION)
- CONTENT MANAGEMENT
- MAINTENANCE AND SUPPORT

## Client Experience Programs

- BRANCH STAFF TRAINING
- SOUND AND SCENT CUSTOMIZATION

## Digital Marketing Programs

- STRATEGY AND CONTENT CALENDARS
- CREATIVE SERVICES (COPYWRITING, GRAPHIC DESIGN, ANIMATION)
- CLIENT ONBOARDING AND RETENTION
- MARKETING AUTOMATION PROCESSES

## Website Projects

- UI/UX DESIGN
- COPYWRITING
- CHATBOT IMPLEMENTATION

# AND MORE!

LET'S CREATE,  
TOGETHER

Call us at **(855) ASK.DBSI**  
Email us at **info@dbsi-inc.com**





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# DIGITAL CANVAS

2022 & 2023