



# CONVENIENCE STORE TRENDS

REIMAGINE YOUR BUSINESS WITH DIGITAL





# CONNECT WITH CUSTOMERS

Competition is intense in today’s market – competition for business, employees, prices, merchandise and more. Customers expect more from their everyday shopping experiences, and when everyone carries a digital device, the way they shop is always evolving.

Digital signage gives you the opportunity to connect with customers in a whole new way, from the street to the point of sale. Once you make the switch, the advantages of digital become clear:

## Enhance your brand

Digital signs make your store look modern, clean, and uncluttered, even at the point of sale. They eliminate the need for print signage and ensure every location follows the latest brand standards and promotions.

## Influence customer decisions

When it comes to the right messaging at the right time and place, consider that 95% of Americans make in-store impulse purchases,<sup>1</sup> and they are spending more each year. In 2022, the average person spends \$314 per month on impulse purchases, up from \$276 in 2021 and \$183 in 2020.<sup>2</sup> A digital sign always delivers the message you want at just the right time.

## Elevate the experience

Now that people can make nearly all their purchases from home, you must provide your shoppers with a reason to walk into your store time and time again. Digital signs create an atmosphere that appeals to today’s shoppers.

## Amplify your advertising

No matter what media you use to advertise your business, digital signs are an effective complement. It reaches your audience right at your location. It’s an ideal way to keep the conversation going when you encourage people to download your app or follow you on social media for special offers.

Plus, unlike other media, your audience can’t turn it off, unfollow it, or opt out of the messaging.

# DIGITAL AT EVERY STEP OF THE JOURNEY

Take advantage of multiple touch points to interact with consumers and influence their purchasing decisions.

1

## Grab attention at the street

Encourage people passing by to turn in to your lot with easy-to-read gas prices and attractive images. Digital signs make it easy to keep prices and in-store promotions up to date.

2

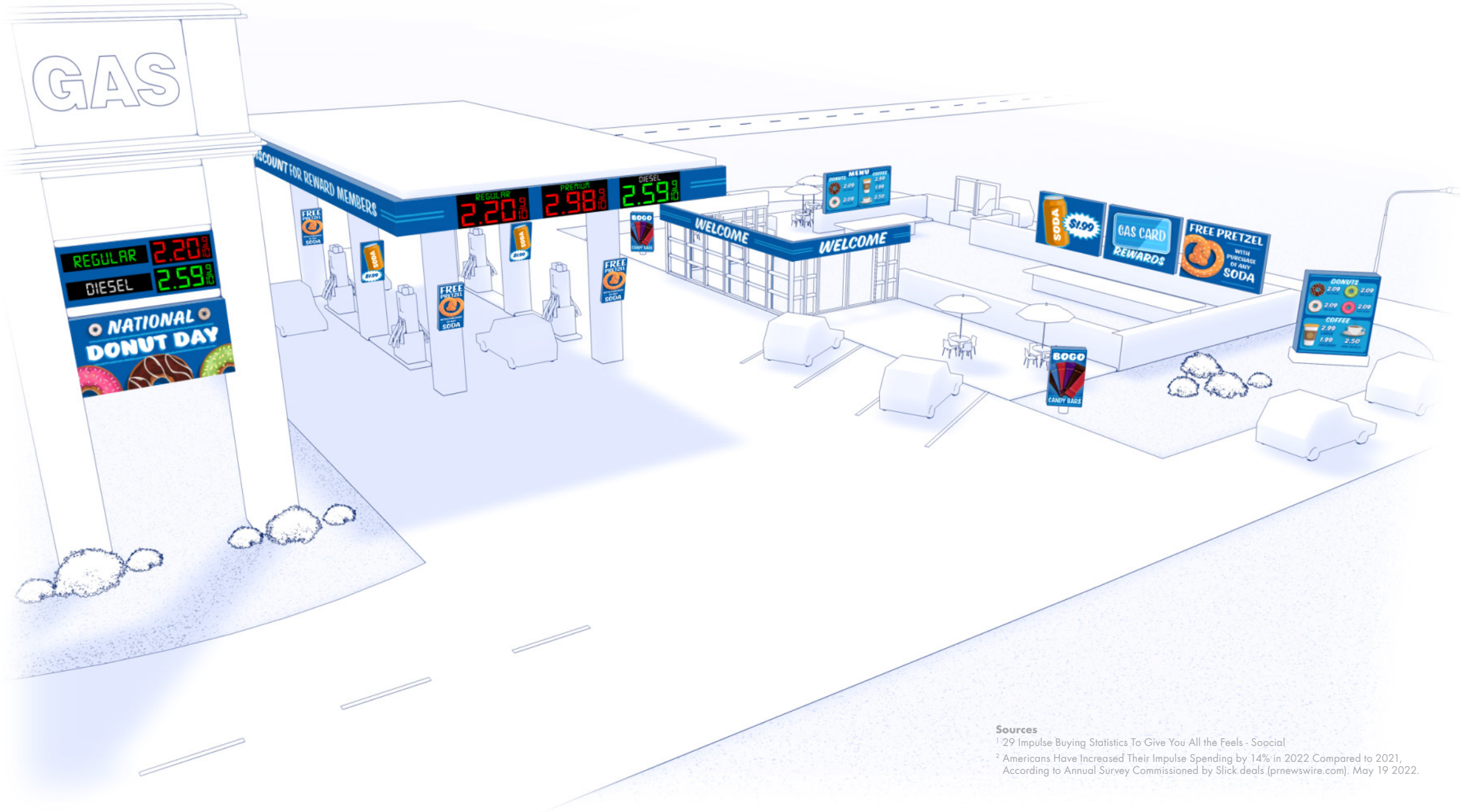
## Motivate them at the pump

Give people a reason to walk through your door instead of driving away after filling the tank. Entice them with food and drink specials on strategically placed digital signs.

3

## Upsell in the store

Digital displays placed throughout the store increase sales by increasing average basket size through combo deals or adding impulse buys to intended purchases.



Sources  
<sup>1</sup> 29 Impulse Buying Statistics To Give You All the Feels - Social  
<sup>2</sup> Americans Have Increased Their Impulse Spending by 14% in 2022 Compared to 2021, According to Annual Survey Commissioned by Slick deals (prnewswire.com). May 19 2022.



# SOLUTIONS THAT DRIVE PROFITS

Daktronics has something no one else can provide – a complete digital signage solution. You can make one call for every product, software and service you require. It's a complete turnkey solution that is scalable for your business – whether you have one store or 1,000 stores.

Daktronics digital signs offer outstanding image quality, not only on day one, but for the life of the display. We make sure your investment will last, testing every component past its limits in our state-of-the-art reliability lab. [Daktronics.com/ProductReliabilityLab](http://Daktronics.com/ProductReliabilityLab)

*"They're your front door, and you need to get people in. If you show a picture of what you're selling along with the name, people know what it is."*

*A picture is really worth a thousand words."*

**—Tim LeFevre, Owner,  
Dairy Queen,  
Vienna, WV**



GC6-108x216-10-RGB | FL-3000-16-R | FL-3000-16G

## Fuelight® Digits

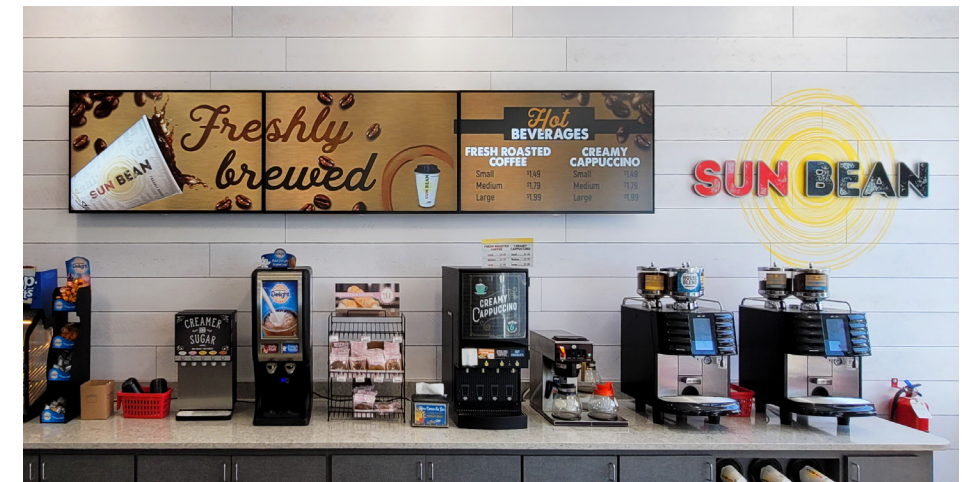
Bring people in with outstanding visibility of all your fuel prices. Update prices from any location in a moment's notice.

## Galaxy® LED Signs

These displays offer full-color, high-quality graphics and animations using the best contrast in the industry. They come in a variety of sizes and resolutions to meet every need.

## LCD Displays

Indoor and outdoor menu boards, video walls, interactive kiosks and other screen options will keep customers engaged and informed.



55 inch 3x1 LCD Displays

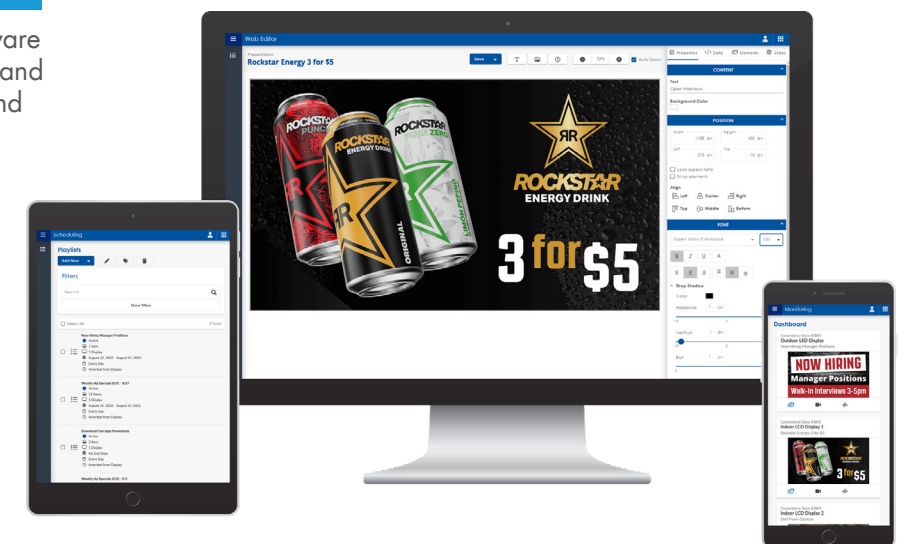
*"The staff at the rec center controls both LED and LCD signs with Venus Control Suite. The marketing department creates the content and the rec center places it. It's user friendly and intuitive."*

**—April Butler, Park Planner, McKinney Parks & Rec, McKinney, TX**

## Simple, Centralized Control

Venus® Control Suite is a cloud-based software solution that lets operators create, manage and schedule content on all displays – indoor and outdoor, LED and LCD.

It's secure and mobile-friendly, so you can control your displays anywhere, anytime and from any device.



*"The software already has every feature on my wish list. I spend a lot of time digging into in-store signage, so I'm exposed to a lot of other platforms. Venus Control Suite is very user friendly. One of our graphic designers picked up running the software in a couple of minutes."*

**—Jonathan Steede, Marketing Project Manager, Kwik Trip**  
Oversees more than 500 displays for Kwik Trip





55 inch 4x1 LCD Displays

## CONTENT IS KING

Even before you purchase your digital sign(s), consider how you want to use them.

Solidify your content strategy first. What do you want your messaging to accomplish? Who will create the content? What sort of schedule will you run, and how will the software you use make it simple to maintain that schedule?

Whether you create your content in house or through an agency, Daktronics can help you lay the foundation for quality images and messaging. We can act as content consultants or even create content for your displays.



*"We have a live bait cooler in store that previously generated \$500 a month. By adding a 'Live Bait' advertisement, sales have increased to \$2,000 a month. The display makes it easy to target specific customers throughout the day and change up ads in an instant."*

*—Jeff Linn, Vice President, Convenience Stores, The Linn Company*

If you have someone on your team who can take on your display content, you can take advantage of our LED and LCD content guides on our website.

You can also purchase professionally created content and templates from us. [Daktronics.com/CommercialCreativeServices](https://www.daktronics.com/CommercialCreativeServices)

## WHY WORK WITH DAKTRONICS?

A digital sign is a big investment, so you want to choose your digital display partner wisely. A high-quality display that has the features you want is important, but even more important is the services and support you need to operate it for years to come. At Daktronics, digital signage is all we do and we have what you need to be successful:

### Industry Experience

We've rolled out large scale programs for many convenience store brands, and we'll guide you to the right solution for you.

### Ongoing Support

Services and support to maximize your investment for years to come — we have dedicated staff to get you the support you need, when you need it, including content and technical support.

### A Complete Digital Solution

Exterior + interior digital signage + the control software to manage it, no matter the size of the network.

## REQUEST A DEMO

See how digital would work at your store, check out our software, and get answers to all your questions. Schedule an on-site demo at [Daktronics.com/LiveDemo](https://www.daktronics.com/LiveDemo)



FL-3000-18-R



65 inch LCD Display







49 inch 5x1 LCD Displays

**DAKTRONICS.COM/CONVENIENCE**  
**800-325-8766**

Front Cover Image: GT6x-180x540-8-RGB | FL-3000-16-R | FL-3000-16-G

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