

# THAT'S A FACT!

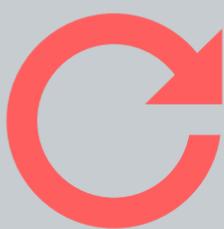
The cornerstone of every successful brick and mortar brand is a great sign. Business signage is important for so many reasons—namely because it sets the tone for your storefront, creates brand association, attracts attention, and serves as an informative tool. There's an immense amount of importance placed on your business' signage.

How integral is business signage to store success?

When surveyed, exactly 50% of in-store shoppers named "on-premise signage" as the reason for their visit. Simply put, it means they saw the sign and decided to stop in! Your sign could result in half of your store's foot traffic on any given day.



If you think your signage needs an upgrade, you might be right. One study showed positive increases in business after changing the design or enhancing the visibility of signage. This includes boosts in overall sales, transactions, and profits, with an average increase of about 10% across the board.



It's estimated that a good business sign is as effective as 24 full-page newspaper ads. Consider this comparison in a cost sense and you'll get an idea of just how powerful on-premise business signage can be!



85%

The average storefront sign is seen 50-60 times per month by anyone living within 5 miles of your location. This could be responsible for as much as 85% of your monthly walk-in sales!

Business signage is your foremost advertising tool as it is often the biggest reason customers know your business even exists. 35% of shoppers surveyed cited that a sign was the reason for knowing about a local business.



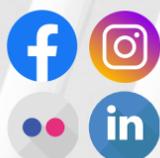
Studies show that good signage directly boosts a business' profits. Monument signage can drive sales by 9.3%, pole signage can add up to 15.6% to your bottom line and larger storefront signage may boost sales by up to 7.7%.



Finally, let's not forget that your investment in good storefront signage is one that will provide 24/7/365 benefits to you. It doesn't matter what season or time of day it is, your sign will be prominently displayed as a marketing tool at all times.



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