



*by Martin Hagen, SocialScreen*

*Pushing the boundaries of what is possible, (from cloud-based software to interactive content and automation), the latest trends in digital signage make it easier for businesses to engage with customers, provide relevant and timely information, and gather valuable data and feedback.*

*In this article, we will take a closer look at some of the hottest topics within digital signage software and how they improve the way businesses communicate with their customers.*

Cloud-based software

Cloud-based digital signage software allows users to remotely manage their digital signage content and network from any location with an internet connection. This eliminates the need for on-premises software, servers, and hardware, making it easier and more cost-effective to manage and update digital signage content. It also allows users to access real-time analytics and data on their digital signage network and make updates or changes remotely.

The use of cloud-based digital signage software is on the rise. With benefits such as remote management, scalability, analytics, and remote monitoring & support, cloud-based digital signage software is an attractive option for businesses looking to improve their digital signage operations. As technology continues to advance, we can expect to see even more exciting developments in cloud-based digital signage software in the future.

### Interactive content

Interactive digital signage is another emerging trend capturing the attention of businesses. Interactive digital signage software allows users to create engaging and interactive content, including touchscreens, games, quizzes, and surveys. These types of interactive experiences can increase customer engagement and help businesses gather valuable data and feedback from customers. Interactive digital signage can be used in a variety of settings, such as retail stores, museums, and trade shows to provide a more engaging and memorable experience for customers.

By giving customers the ability to interact with the content, not just view it passively, businesses can gain valuable insights and feedback. Personalization is another key feature of interactive content, that helps companies to create more relatable and memorable experiences for customers. This can lead to increased brand awareness and customer engagement. Furthermore, interactive content has the potential to drive sales, boost conversions and create promotions, coupons, or loyalty programs. With the advancements within digital signage, we can only expect to see more inventive ways of this trend, too.

### Analytics and reporting

Analytics and reporting features allow businesses to track and analyze the performance of their digital signage content and network, including metrics such as viewability, engagement, and conversion rates. This data can be used to optimize the content and placement of digital signage for more effective communication with customers. Additionally, real-time analytics allow businesses to monitor the performance of their campaigns in real-time and adjust as needed.

Businesses need to react quickly to changes in audience engagement and ensure their content is always performing at its best: the analytics and reporting system allows businesses to gain a deeper understanding of their audience, improve the performance of their campaigns, and make data-driven decisions to drive results.

### Automation and scheduling

Automation and scheduling features in digital signage software allow users to schedule and automate their digital signage content, making it easy to keep their displays up-to-date and relevant. This can be especially useful for businesses that need to frequently update their content, such as retail stores that want to promote new products or sales. It can also be used in public spaces like airports, train stations, and hospitals, where real-time information needs to be displayed to the public.

### Integrations with other content systems

Integrations with other systems allow businesses to integrate their digital signage software with other content systems (social media, weather, news feeds, and more), to deliver real-time and personalized content. For example, a digital signage display in a mall could be integrated with social media to display the latest posts from nearby stores or restaurants, or a weather feed to display the current temperature and forecast. This allows businesses to provide relevant and timely information to their customers, increasing engagement and customer satisfaction.

### Remote monitoring and support

Remote monitoring and support features can be especially useful for large networks or those located in multiple locations. This allows businesses to keep an eye on their digital signage network, even when they are not on site, to detect and to fix issues more quickly, minimizing downtime.

### The net impact of these trends

Today's trends in digital signage make it easier for businesses to engage with customers, to gather valuable data and feedback, and to act on relevant and timely information. All the latest high-tech features in digital signage software are more accessible to all businesses (not just the bigger companies) and cost less than ever before.

The advantages of affordable digital signage draw more and more companies into understanding the many uses of digital signage software for customers and for internal communication. For example, one large German factory recently replaced all their analog signage to add the expediency of digital signage to their public communications.

That's right: a factory. Today even factory owners can see the attraction of the digital transformation to digital signage. Digital signage now plays a role in B2B as well as B2C businesses.

While many newcomers embrace digital signage for the first time, early adopters (for example, retail and malls) carefully evaluate their current software to make sure they too can take advantage of the recent trends in digital signage software.

**These trends in digital software expand the marketplace by attracting companies (with more features, easier-to-use technology, and lower entry costs) and by compelling incumbents (through the latest tech like cloud, Big Data and AI) to look at their older software and consider new solutions.**

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## About SocialScreen

*[SocialScreen is a leading digital signage software solution](#) . Developed in Norway to help businesses everywhere enhance their brand communication and customer engagement, SocialScreen software has been tested and proven in the Scandinavian market, considered one of the top technology adoption areas in the world.*

*Managing content for digital signage has never been easier with features such as drag & drop content and automatic dependencies (which can adapt to external variables like weather and fleet management support). No matter what size your business is, SocialScreen makes it easy to manage and optimize your digital signage displays when you are looking to showcase products, share company news, or inform/entertain customers.*

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