



METAVERSE

WHITEPAPER

5x TRANSFORMATIVE DIGITAL SIGNAGE TRENDS FOR 2022

Digital signage is very dynamic, with new trends emerging each day. So, tag along to learn about five digital signage trends for 2022.

The latest developments in the field of digital signage have been rapid. In some ways, the COVID-19 pandemic has taken its toll on the industry. Still, it has helped some areas thrive, and the key to thriving is adapting to changes.

Our top 5 digital signage trends for 2022 can be insightful, helping you find ways to grow your business in 2022.

- CEOs plan to improve the customer experiences of their customers by employing smart interactive technologies.
- Interactive digital signage and touchscreen software will only help accelerate the digitalization of retail businesses, which will benefit both retailers and customers.
- We estimate that more retailers will use APIs to create a better online customer experience.
- QR codes have witnessed a rebirth, and their real-life applications in dining and retail businesses are countless.
- Once the metaverse is established and has a huge audience, it'll change the digital signage game, and you'll want leverage the platform it provides you.





CUSTOMER EXPERIENCE / SMART RETAIL

Customer experience has become increasingly crucial to retailers. According to Accenture, 77%^[1] of CEOs have stated that they plan to shift how their companies interact with customers.

This is a much-needed change because 54%^[2] of consumers state that they aren't satisfied with the customer experience of most companies. So, what can you do to ensure that customer experience drives people to buy your product? Simply put, you should prioritize presenting innovative retail experiences^[3].

For instance, you can implement interactive technologies. Just think how such smart retail solutions can enhance customer experience! At eyefactive, our smart retail touchscreen technologies^[4] can be precisely what your retail business needs to thrive.

To elaborate, we can help you employ smart retail systems, including touchscreens, apps, retail analytics and more. This way, you can present your service or brand in a unique way and give your customers the information they need, to provide a satisfying innovative customer experience.

INTERACTIVITY

Interactive technologies in digital signage have been around for some years now. Still, interactivity is a trend we won't be leaving in 2021. With the pandemic forcing people inside, retail businesses had to go digital or offer digital alternatives.

Many customers would avoid in-store dining and opt for food pickups outside restaurants. So, many restaurants have created complete digital menu boards, which are especially prevalent in drive-thrus.

We believe interactive technologies will only help accelerate the digitization process. In other words, you'll probably witness new interactive signage technologies over various retail businesses.

We're talking frictionless ordering via interactive signage solutions in stores, restaurants or hotels. And the incorporation of more interactive self-order terminals inevitably means lower costs for retailers, as they need less staff. Not to mention, it means less time wasted and more enjoyable experiences for consumers. After all, they'll order without waiting in line.





INTEGRATIONS

We can't talk about digital signage trends 2022 without discussing the connection of several services through APIs (Application Program Interface).

After all, the rise in retail APIs is hard to miss. ProgrammableWeb detailed that only 116 retail APIs^[5] were in its database in 2013. By 2017, that number had grown to almost 1,000 retail APIs^[6].

This ever-increasing number serves as proof that the retail industry is after new ways to use its data and integrate its systems driving new revenues.

Since quality user experience is vital, retailers might be further integrating APIs. That's because they help with tasks such as user login and registration, file access and storage, database modification, client-to-client messaging, and more.

QR CODES

QR codes are a convenient way of accessing web content quickly. This trend is evident in dining, retail, public spaces and similar sectors. And we don't expect it to be phased out in 2022 or upcoming years.

Moreover, QR codes have abundant real-life applications. To exemplify, a QR code allows users to scan and get the information they need on their phones. Also, products with QR codes enable customers to learn more about their components. Of course, you can use them to make cashless payments at most retail stores.

Furthermore, marketers can rely on QR codes in tracking performance metrics. Accordingly, they can tell how well a marketing campaign or a product is doing and use these insights to make better marketing strategies.

Overall, QR codes provide an easy and excellent connection between public screens and personal smartphones, and this digital signage to mobile devices is a trend we expect to see more of.





METaverse

The “metaverse” is one of the newest trends popularized by the most prominent social media brands. To elaborate, Facebook invested early in Oculus, which produces virtual reality headsets.

And other social media networks and global technologies will likely take their part in the metaverse future. Fortnite has already raised \$1 billion^[7] as part of its plan to build a metaverse.

We can already tell that the metaverse will impact digital signage. That’s because the metaverse will be a big part of the future digital economy, and digital signage content used to promote services and products will indeed play into that.

But what matters the most is that you remain open to the idea of teleporting your business to a metaverse when the time comes. If the metaverse becomes popular, you’ll want to leverage such access to a wide audience. So, keep an eye out for the metaverse!

FOOTNOTES

¹ New consumer behaviors accelerate need for companies to focus on experience for long-term growth, according to research from accenture interactive / newsroom.accenture.com

² Experience is everything: here's how to get it right / [pwc.com](https://www.pwc.com)

³ Retail success 2022 - how to create great customer experiences / [eyefactive.com](https://www.eyefactive.com)

⁴ Smart retail technologies for pos / [eyefactive.com](https://www.eyefactive.com)

⁵ 116 retail apis / [shopping.com](https://www.shopping.com), [searchupc.com](https://www.searchupc.com) and 123 shop pro / [programmableweb.com](https://www.programmableweb.com)

⁶ Results: apis / [programmableweb.com](https://www.programmableweb.com)





ABOUT THE AUTHOR

Matthias Woggon is CEO & Co-founder of eyefactive GmbH. A pioneer in interactive signage, eyefactive combines interactive touchscreen systems, software and technologies like object recognition to offer innovative solutions for businesses. Furthermore, clients and partners can create ready to use apps with individual content and designs in the world's first ever app store for professional large-scale touchscreens.



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INTERACTIVE SIGNAGE XXL

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