

The Total Economic Impact™ Of Outdoor Digital Menu Boards

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Through two customer interviews and data aggregation, Forrester concluded that Samsung Outdoor Digital Menu Boards have the following five-year financial impact.

INCREASE IN PROFIT



9.1%

Increase in drive-thru volume



2.5%

Increase in average order value



2%

Increase in conversion for promotions

“Outdoor digital menu boards give us more flexibility to manage our menu and what we promote.”

VP of Technology



REDUCTION IN COSTS



5% decrease in monthly food waste



5.75% reduction in average wait time



17 fewer hours spent updating and auditing menus each month



\$30,000 savings in annual printing costs at each store

SUMMARY OF BENEFITS



ROI



NPV*



PAYBACK

10
locations

196%

\$1.65M

11 months

200
locations

229%

\$34.6M

9.5 months

2,000
locations

257%

\$358M

8.3 months



Read the
full study

This document is an abridged version of a case study commissioned by Samsung titled: The Total Economic Impact Of Samsung Outdoor Digital Menu Boards, December 2016.

*Net Present Value

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