LED signs are incredibly eye-catching compared to traditional print ads and even Internet campaigns. Think of how many newspaper ads you probably glossed over because they didn’t grab your attention. Think of all the Internet pop-ups you’ve ignored because you were too busy.

For example, consider roadside displays meant to grab attention and pull customers into your store. Your target audience—local drivers—aren’t “busy” in the same sense as a web surfer. Your advertisement isn’t seen as a nuisance. They can’t click out of a window or turn the page; for a brief, vital moment, your organization is front and center. And instead of wasting precious moments of their time like a 30-second TV spot, an LED display gets your message across almost in the blink of an eye. That’s why a remarkable 63% of people actually notice LEDs—and without being noticed, you might as well not advertise at all.

LEDs can be used to draw people into your business, list product features, play in-store advertisements, deliver news about your organization…the possibilities are endless. It’s this flexibility that drives their popularity, and why these types of signs aren’t going away any time soon.

More than half—60%, in fact—of buying decisions are made at the point of sale. LED signage displaying essential benefits and product information helps seal the deal with those still on the fence…all in a way that’s more effective and engaging than traditional sales methods.

The US Small Business Administration says that “Signs are the most effective, yet least expensive, form of advertising for the small business.” And that’s because small business owners using displays often see an increase in business between 15 and 150%. No other form of advertisement—from newspapers to radio to the Internet—offers the potential ROI of a solid LED sign.

LED displays ratchet up sales volume by more than 30%. LEDs streamline the shopping experience, from storefront to checkout. Companies using digital signs both within and outside their business report increased sales volume due to relief of frustration and more efficient up-sells and cross-sells.

A UK study found that almost 90% of retailers considered LED signs essential for increasing their brand’s awareness in-store. LED displays can be updated effortlessly, allowing for seamless message customization. Unlike traditional in-store displays, which customers tend to “tune out” after repeated exposure, LEDs are quickly becoming the face of many stores and businesses.