



**CROSSOVER** |  
consultants



## AUDI DIGITAL SIGNAGE PROGRAM

Your complete guide to understanding Digital Signage and using it in your dealership, from where to place your screen to generating stronger ROI.

# DIGITAL SIGNAGE

In conjunction with the Crossover Consultants team, Audi has designed a turnkey digital signage offering tailored to the needs of Audi dealers, built for ease of use and optimal effectiveness.

Here are the top stats we've collected on why Digital Signage is such an important marketing tool for Audi dealerships today.

The brain processes images 60,000 times faster than it does text.

On average, one additional on-premise sign results in an increase in annual sales revenue of 4.75%.

Digital Signage near the checkout has been proven to increase sales, with 7 out of 10 customers upsold by a digital screen that caught their eye.

1 in 5 people made an unplanned purchase after seeing an ad via Digital Signage.

68% of American consumers have made a purchase because a sign caught their interest.

Digital signage reduces perceived wait times by as much as 35%, and consumers overestimate how long they have been waiting by 36%.

59% of people who see Digital signage want to learn more about an advertised topic.

74% of all purchase decisions are made in-store.

29.5% of customers find digital menus influential for the purchase of a product.

As you can see, Digital Signage has been effective for lots and lots of businesses.

It's effective because, when properly managed, your signage will play relevant and compelling content that helps audiences understand how Audi products and services make their lives better. With the Audi Digital Signage program, your dealership can realize sales benefits and customer experience enhancements.

# TYPES OF DIGITAL SIGNAGE

Each part of your business operates differently and has different goals. This means that someone in the showroom should be exposed to different messaging than someone in the service waiting area.

## FULL-SCREEN DIGITAL SIGNAGE

Full-screen Digital Signage stays static on a single message (such as a special promotion or weekend sale) or rotate through multiple messages.

For this type of signage, the objective is clear - to get the consumer to view and digest or take action on a single message at a time. Full-screen approved content curated by Audi of America can be used to support the dealership sales process and promote brand awareness.



## DIGITAL MENU BOARD

Menu boards are typically placed at a point of purchase. Their primary objective is to inform customers about your products or services, how much they cost, and secondary information such as service explanations or what's included.

You can also use a multi-zoned layout on Digital Menu Boards so that alongside products and pricing, customers can learn about those same products. Maybe that's just high-definition glory shots of Audi accessories to entice customers to buy an upgrade. Or it could be information about why a high-mileage oil change provides more value than a basic oil change, despite a higher price tag.



**YOUR LOGO HERE** *Add a slogan here*

THESE ARE ALL SIGNS THAT...  
**YOU MIGHT NEED AN ALIGNMENT!**

Not all new cars come with spare tires. Check for yours today, and make sure it is properly inflated.

OIL CHANGE	
Conventional	\$23.95
Semi Synthetic	\$34.95
Full Synthetic	\$54.95

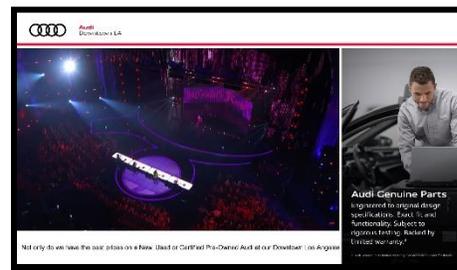
MAINTENANCE	
Wiper Replacement	\$12.95
Cabin Air Filter Replacement	\$35.95
Headlight Restoration	\$89.95
Tire Rotation & Balance	\$49.95

# TYPES OF DIGITAL SIGNAGE

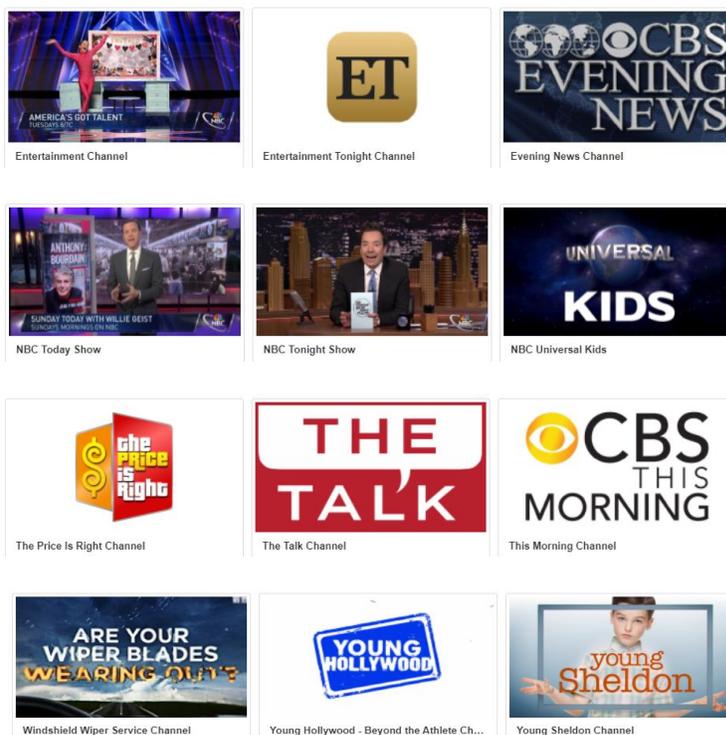
## WAITING AREA TV

The Waiting Area TV playlist can be set up to focus on entertainment or education. It is ideal to utilize different zones to feature Audi of America curated content and showcase dealer-specific content, such as service specials and other upsell opportunities.

Live Pass Thru TV can work with an existing cable or satellite subscription, allowing you to present content in a custom wrap that displays brand information. Best yet, our Private Label TV option allows you to have full control over the message and content, removing all competitor ads.



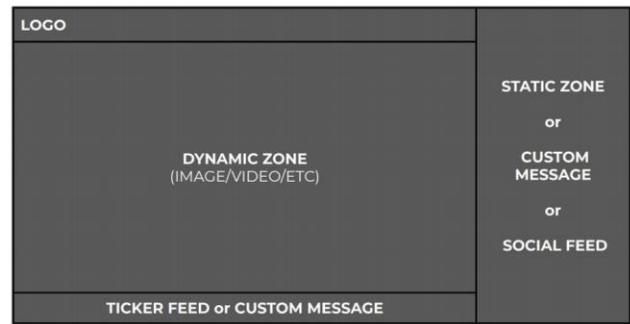
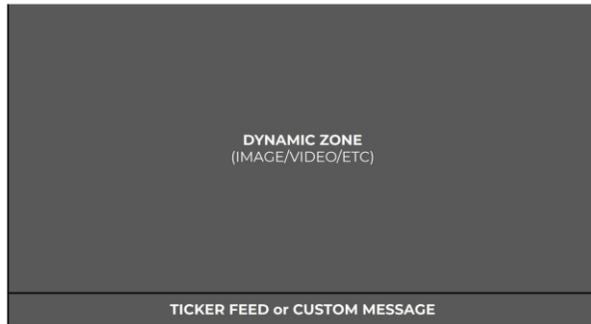
## Featured Private Label TV Channels:



# SUGGESTED LAYOUTS

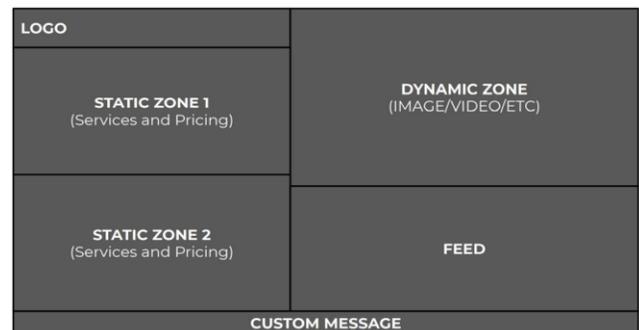
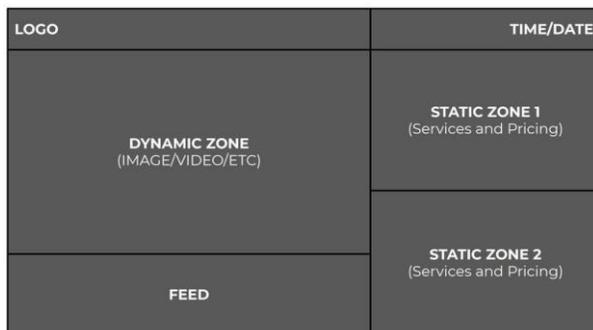
## LOUNGE TV/SHOWROOM

In the lounge and showroom your focus should be on promoting brand messaging and entertaining customers with pure and emotional content.



## SERVICE/PARTS SHOWCASE

Used at a point-of-purchase or aftersales, utilize these multi-zone layouts to display offerings, pricing, and additional details to educate and engage customers.



**SINGLE DYNAMIC ZONE:** Used for scheduling full-screen promotions, video, etc.

**STATIC ZONE(S):** Used for image ads, messaging, or weather/social feeds, pricing, showcasing products or services offered, etc.

**MESSAGE SCROLL:** Used for messages, RSS feeds, stock tickers, etc.

**FEED:** Typically used for weather or social

# MAINTAINING YOUR SCREENS

## PLAYLIST UPDATES

The Crossover team has created a dealer portal for content selection and playlist update requests.

You have the ability to independently manage your content via the CMS or engage the Crossover team to assist with content creation and scheduling these changes for your dealership directly.

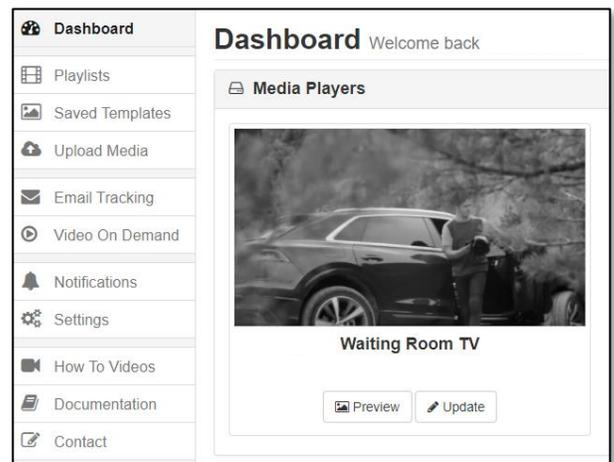
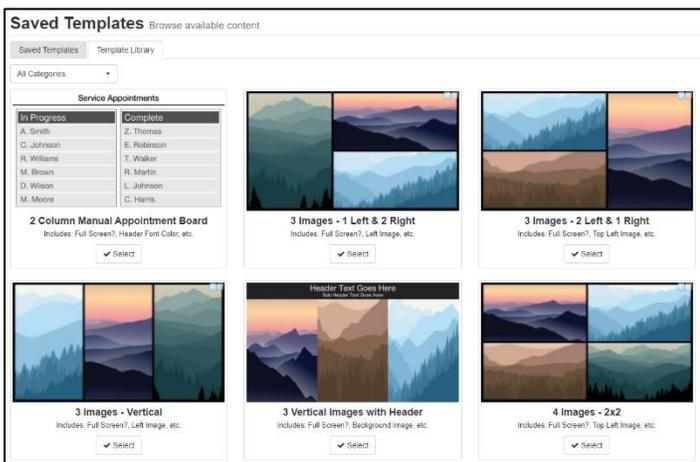
Dealers can expect the ability to make updates at the dealership level on all screens. Template updates are pushed automatically. You will also receive regular update reminders and notifications regarding the availability of new content options.

## EASE OF USE

Suggested templates for both wait area screens and menu board screens are available in the CMS platform. In addition, dealers can download approved YouTube videos to use on screens from the Audi-managed website.

In addition, customizing the templates for your dealership is simple. Updates can be made by personnel at your dealership, or your Crossover team member can make the updates for you.

Crossover will host comprehensive training for the dealership team.



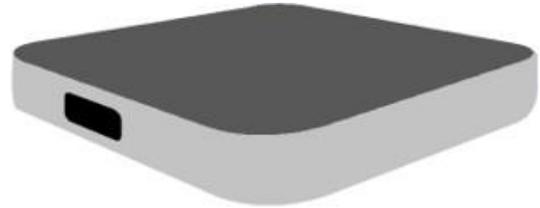
# DIGITAL SIGNAGE MEDIA PLAYER

## AFFORDABLE PERFORMANCE FOR DIGITAL SIGNAGE

Perfect for the Audi Digital Signage Program, this device can power images, video, HTML5 and more using our simple online Content Creator.

Fullscreen, both in landscape and portrait, max resolution of 1080p HD.

Supports all show, content, and multi-lineup scheduling, with server heartbeat, nightly reboot and portal updates.



**Dimensions : 4.13" x 4.13: x 0.8"**



### SPECIFICATIONS

CPU	AMLogic S905X3 QuadCore
Memory	4GB DDR3
Storage	8GB Internal / 32GB Expandable
WiFi	802.11n 2.4GHz/5GHz
Ethernet	1/100/1000 MBps
DC Input	DC 5.0V/2A
OS	Android 7

### PORTS

2x USB  
SD Card  
HDMI  
Optical  
A/V  
Lan  
Power

## NEXT STEPS

# AUDI DIGITAL SIGNAGE PROGRAM

The Crossover Consultants team has designed a turnkey digital signage offering tailored to the needs of Audi dealers.

From best practices research to carefully curated content, the Audi program is built for ease of use and optimal effectiveness.

### FEATURES:

- A simple, easy to use platform
- An extensive content library
- Hands-on support
- Comprehensive training
- Content creation assistance

### INCLUDES:

- Media player
- Installation
- Unlimited access to dynamic content library

### PRICING:

Full-Screen Digital Signage Option - 1 screen	\$54/month
1 screen	\$98/month
2 screens	\$196/month
3 screens	\$295/month
4 screens	\$390/month

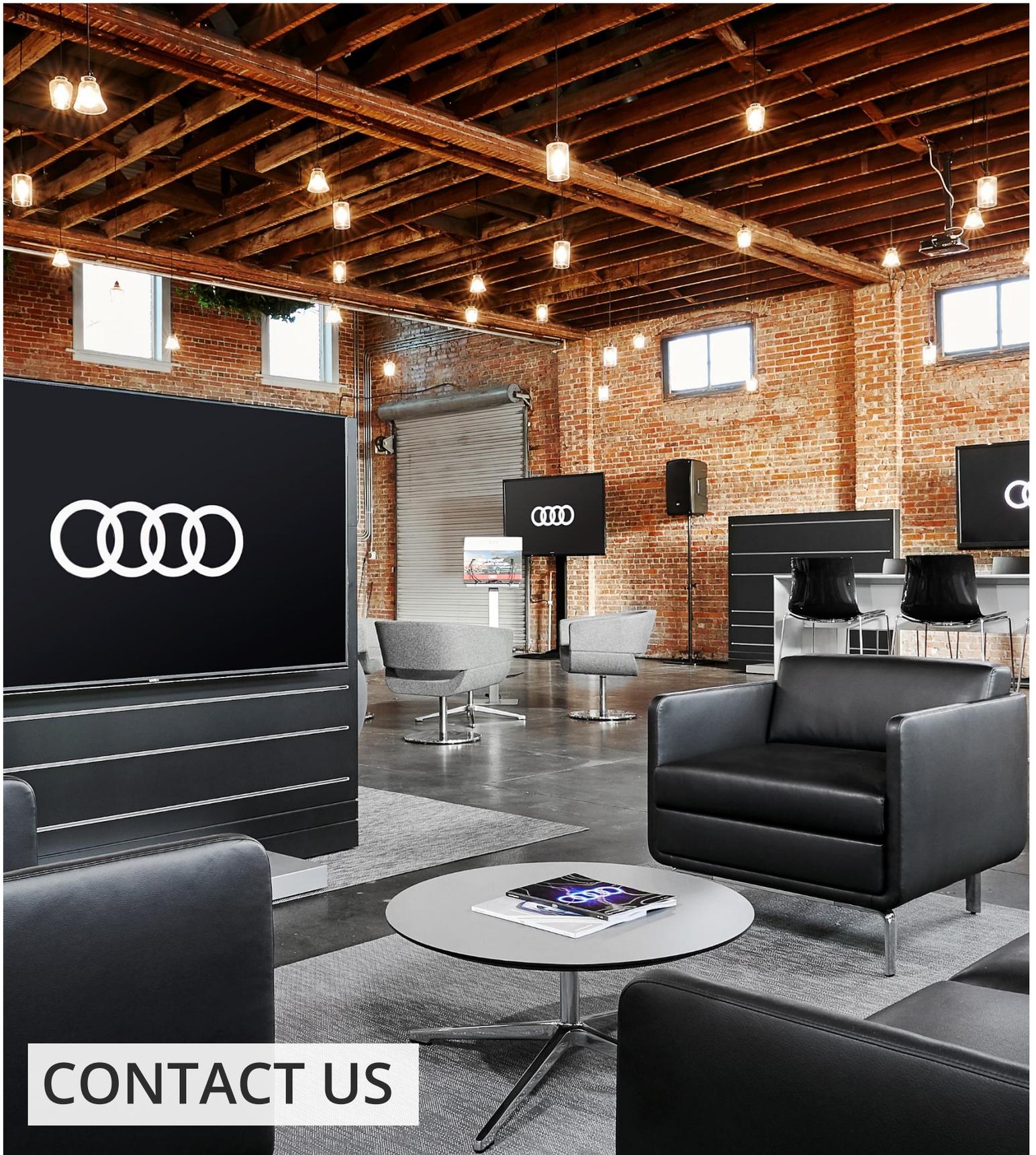
\*Audi Private Label Television Feed  
+ \$25.00/month

## STEPS TO GET STARTED

1. Book a discovery call with your Crossover representative or fill out the Digital Signage form available on our website.
2. Select the number, size, and placement of screens.
3. Sign a service agreement and schedule installation.
4. Select your custom template style(s).
5. Onboarding, training, and customer success planning.



Click or scan to get your Digital Signage up and running!



**CONTACT US**

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