

**ENHANCE  
VISIBILITY**

# DIGITAL MENU BOARD

**CUSTOM  
BRANDING**



**MULTIPLE SIZES**  
24", 27", 32"



**UP TO  
40 GAMES**



**CLOUD-BASED  
UPDATES & REPORTING**



## **DRIVE RESULTS**

DMBs boost impulse sales by up to 17% in just 13 weeks and deliver ROI in under 25, making them powerful tools for driving revenue and enhancing in-store engagement.

**POLLARD**  
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# ADAPTING TO THE MODERN RETAIL LANDSCAPE

Poor visual merchandising is costing U.S. retailers billions. In 2024, an estimated \$125 billion in sales were lost due to ineffective product displays, according to a report by One Door and GlobalData. When displays are cluttered or fail to attract attention, shoppers can become frustrated, leading to missed sales. Effective visual merchandising is crucial for capturing consumer interest and driving purchases, especially as modern shoppers increasingly expect an easy, engaging, and convenient shopping experience.

At the same time, retailers face another major challenge—limited space. Square footage is at a premium, making smart space utilization more important than ever. This highlights a key challenge for retailers: the need to create maximum impact within a limited space. To stay competitive in today's fast-paced retail environment, lottery retailers must move beyond outdated and cluttered merchandising practices. While “evolve or be left behind” may sound cliché, it reflects today's retail reality.

Compact Digital Menu Boards (DMBs) are an increasingly effective solution across a variety of retail settings, especially in space-constrained environments. Their clean, modern appearance enhances customer engagement while offering a practical, scalable option for independent and mid-size retailers. According to Grand View Research, the digital signage market is expected to nearly double by 2030, driven in part by rising demand for smaller, space-saving displays. These compact units are affordable and flexible, making them ideal for retailers looking to modernize without significant infrastructure investment.

DMBs have demonstrated strong performance in both traditional and non-traditional retail spaces. In high-traffic convenience stores, Nielsen reports that digital signage can drive sales increases of up to 30%, aided by stronger brand recall and impulse buying. McKinsey & Company similarly found that basket sizes can grow by 20–30% through improved customer engagement and targeted promotions. In grocery stores, smaller DMBs are being used effectively at service or lottery counters, promoting items without requiring significant infrastructure changes. Independent retailers benefit from the scalability and customization of compact units, offering high visual impact at a lower cost. In non-traditional retail settings such as liquor stores, Grand View Research reports that compact displays positioned behind the counter can increase sales by 20% by boosting visibility and highlighting targeted offers.

Schafer Retail Solutions+ (SRS+) has developed a compelling DMB solution customized specifically for lottery retailers. Their suite of DMB products transforms outdated signage into dynamic displays

that engage customers and improve their in-store experience. SRS+ first launched its first 32-inch DMB solution in January 2022 and has continued to refine the product's design in response to customer feedback. Customers, particularly in Europe, Canada, and dense U.S. urban areas wanted more compact DMBs, so SRS+ introduced 24 and 27-inch models in November 2024 to offer retailers more flexibility. The DMB suite is now deployed across 10 U.S. states, with expansion into Europe and Canada planned for Q2 2025.

*“The Digital Menu Boards have been a smart addition to our in-store strategy. They immediately capture customer attention at the counter, leading to a noticeable lift in instant ticket sales all without requiring any changes to the store layout. It's been an easy win for both us and our retail partners. With the success we've experienced, we're planning to invest in additional units, including the new 27" model, which is ideal for locations with limited counter space.”*

**Tonya Beenders**, Chief Sales Officer, Arizona Lottery

Since its launch just three years ago, the DMB product suite from SRS+ has seen strong adoption across both corporate chains and independent retailers in the U.S., driving a 17% average sales increase in as little as 13 weeks.

Originally designed to showcase lottery tickets, DMBs have evolved into modular communication platforms that seamlessly connect marketing and merchandising for both retailers and lotteries. These dynamic displays deliver high-impact visuals for seasonal campaigns, new game launches, in-store promotions, and custom-branded retailer messaging—all within a clean, compact format.

With built-in content management tools, lotteries can deploy region-specific campaigns, respond to real-time events like jackpot rollovers, and push updates instantly. Full-screen customization ensures content stays timely, engaging, and aligned with retailer needs.

Backed by a return on investment in under 25 weeks, DMBs are more than just digital signage—they're flexible, revenue-driving tools that enhance customer engagement and in-store performance.

As the retail landscape evolves, integrating technology like DMBs is becoming critical to the success of retailers. DMBs provide the tools necessary to stay competitive and relevant, particularly as consumer behavior shifts toward digital engagement. Compact, agile, and cost-effective, they help retailers maximize limited space while offering dynamic, tech-forward merchandising solutions. By adopting DMBs, retailers not only meet the demand for modernization but also enhance customer experiences through personalized, interactive content. This technology ensures they remain flexible and competitive in an ever-evolving market, optimizing both space and operations, which is essential for thriving in a future driven by innovation and efficiency.

NOW AVAILABLE IN  
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