

# Attract more shoppers with eye-catching EXTERIOR RETAIL SIGNAGE

AND THE  
WINNER IS ...  
**POLE OR  
PYLON  
SIGNS!**

A new retail pole or pylon sign increases business by 15.6%, a monument sign by 9.3%, and two directional signs at 8.9%.

**SIGNS BRING IN HALF OF A  
STARTUP'S NEW BUSINESS**



If your store is new, investing in signage is smart. You don't want to miss out on 50% of potential customers!

**STOP  
AND  
SHOP!**



Signs can attract a sizable audience. 40% of convenience market shoppers are impulse buyers, as are 40% for fast food and 35% for many shopping centers.

**DON'T MAKE YOUR  
BUSINESS DIFFICULT  
TO FIND**



Display your storefront signage prominently. If not, 35% of people won't know your store exists!

**AS MANY AS  
1 IN 5**



people are new to your area each year. That's a lot of fresh prospects! Alert them to your location with effective retail signage!

**50%**

**OF A STORE'S  
CUSTOMERS**

come in because of its exterior signs. That's better than word-of-mouth (33%) or newspaper ads (9%).

See all the solutions in store at **Image360**®. From pole signs and storefront channel letters to window graphics and more, we have outdoor signage for all applications, and every budget!

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Sources: Economics Center at the University of Cincinnati Study, FedEx Office Research

