



Automotive Digital Signage

Digital Signage offers dealerships a sales and communication tool for cross-promotion in all areas of the dealership. **Digital Signage** in the showroom and service area enhances the customer experience, increases conversion rates and provides dynamic, compelling visual reasons for shoppers to consider a make and model.

- Interactive “discover stations” allow customers to explore the features of the vehicles.
- Eye-catching motion video displays enhance the showroom and draw attention to latest models and promotions.
- Impactfull displays in accessory and service areas increase attach rate and inventory turnover.
- Informative waiting area screens reduce customer waiting time and educate customers on preventative maintainace.
- Displays can deliver employee training before or after business hours

Why TetrAD for your dealership?

TetrAD delivers the expertise required to create a custom solution for your dealership. We intimately understand the technology, bring extensive background in media and focus on your ROI. Our solution is the right solution for your requirements, not an ‘out of the box’, ‘one size fits all’ approach.

Automotive | Summary

- Build dealership brand
- Drive purchasing behavior
- Increase attach rate
- Reduce printing costs
- Leverage Corporate Marketing assets
- Increase customer satisfaction
- Ensure consistent messaging