



Anchor Bank sourced AlivePromo for a retail digital signage network to improve communication with customers, reduce perceived wait time, provide a more sophisticated look to bank lobbies, and build brand loyalty.

Digital Signage Solution

AlivePromo installed a digital signage network featuring 40" LCD screens in Anchor Bank lobbies. Content is managed and delivered through AlivePulse, AlivePromo's **web-based fulfillment system** that allows Anchor to **schedule promotional loops by playlist, daypart, and deliver targeted messages to each community it serves.**

Installation and networking were performed by AlivePromo technicians. Ongoing monitoring and maintenance are performed from AlivePromo headquarters.

Overall, the AlivePromo streamlined the in-lobby atmosphere by **transforming print clutter into a digital messaging center.** The signs **reduce perceived wait time**, keeping customers informed about rate updates, online banking options, and more. They also alert customers to bank or neighborhood events, increasing loyalty and reinforcing Anchor's commitment to the community.



Top: A floor stand digital sign in the Wayzata, MN Anchor Bank Lobby.

Bottom: An AlivePromo digital sign installed into a cherry wood fixture

More images at
www.alivepromo.com/retail/Anchor/