



# BANKING RESEARCH SUMMARY FOR 2021

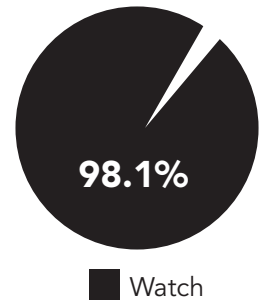


inLighten has compiled client-based research collected during a series of bank branch intercept studies performed 4 months after installation to determine the effectiveness of inLighten’s digital signage merchandising and communication solutions. The research measured Viewership Development success when utilizing inLighten iTV™ news programming integrated with client ads, Viewer Ad Recall, Service Quality Performance and Sales Activity.

## VIEWERSHIP DEVELOPMENT

The research showed that viewership penetration, when client messages were combined with inLighten’s iTV news programming, grew to 98.1% after four months. Over 50% of viewers indicated that they spend nearly all their time watching the program – and some 88% said they spend more than half their time in the office watching.

*inLighten Methodology: inLighten delivers superior viewer participation by employing a proprietary formula for news and information programming that includes demographic and behavioral modeling, world-class news sources, industry-sensitive filtering and rigorous editorial oversight.*



## AD RECALL

The research showed that the high level of viewership occurred not only with news content but translated to an 90.3% Ad Recall rate among viewers. Over 50% said they recalled three or more unique products (announcements) and 83% indicated they recalled two or more.

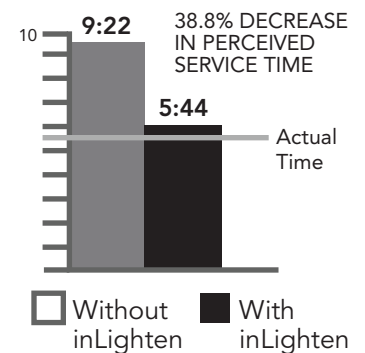
*inLighten Methodology: inLighten applies a proprietary blending algorithm to combine client content with inLighten’s specialized iTV news programming in a way that maximizes viewer exposure on each visit and powerfully ingrains client messages across multiple visits.*



## SERVICE QUALITY

The research showed that viewers, on average, believed that service speed was 38.8% faster than before the inLighten digital signage solution was implemented.

*inLighten Methodology: When high-value news and information is perfectly integrated with client messages in a seamless programming mix, it becomes an expected part of the viewer’s experience on every visit – replacing judgments about service speed or efficiency and creating a perception of improved service quality.*



## SALES ACTIVITY

The research showed that five times the number of branch customers made product and service inquiries (27.9% vs 5.1%) than before inLighten digital signage was installed.

*inLighten Methodology: When a proven methodology for viewership development built around specialized, high-quality news and information programming is combined with a highly-effective model for maximizing message exposure, viewers become both better informed about current offers and more comfortable with their visit, resulting in a dramatically increased willingness to extend their visit and ask about products and services that can help solve their problems, manage their lives and work toward achieving their dreams.*

