

12 Questions to Ask Any Digital Signage Vendor

A buyer's checklist from Presently by Adaptive Advertisement

- 1. Does audience detection run on-device, or in the cloud?**
On-device is the privacy-safe answer. Cloud inference means customer images leave your store.
- 2. Are any camera images stored, even briefly for QA?**
The answer should be no. Any frame storage is a liability you inherit.
- 3. Does it build customer profiles or track repeat visitors?**
Demographic routing is fine. Identity tracking is a different, riskier product.
- 4. Is the hardware included, or a separate purchase?**
Ask for the all-in number. Many platforms are software-only and the player adds up.
- 5. What is the true monthly cost: software, hardware, and player combined?**
Compare like for like. A low headline price often hides required add-ons.
- 6. Does the display keep running if the internet goes down?**
Local playback means an outage never blanks your screen.
- 7. Can you change content yourself, without a technician?**
You should be able to upload and approve from a phone or laptop in minutes.
- 8. Is there a contract, or can you cancel anytime?**
Month to month protects you while you evaluate.
- 9. How long does setup actually take, and who does it?**
Under two hours, pre-configured, with no IT project is a reasonable bar.
- 10. Can it show different content to different customers, or only on a schedule?**
Audience-aware routing adapts to who is present; scheduling only adapts to the clock.
- 11. Is pricing per screen, and how does it scale as you grow?**
Per-screen fees compound fast across a store or multiple locations.
- 12. Will the vendor show you their privacy architecture in writing?**
A legitimate vendor can. A vague answer is itself an answer.

Presently answers yes to all twelve. \$79/month, hardware included.

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