

Maximizing Profits in Digital Signage: The Integrators' Guide for Success



Digital Signage: **The Unstoppable Profit Machine**

The digital signage market isn't just growing—it's booming. According to AVIXA, digital signage is forecasted to hit \$44.7 billion in 2026, making it one of the largest solution areas in the pro AV industry. That's billions in opportunities for system integrators who know how to capitalize on this space. But here's the real question: Are you capturing your share of this revenue, or are you leaving money on the table?

Too often, integrators focus on hardware margins. The real profit is services, software, content strategy, and ongoing support. Digital signage is not just a product; it's an experience that businesses are willing to invest in when positioned correctly.

At 22Miles, we partner with integrators to unlock hidden revenue streams, maximize client value, and turn every signage deployment into a profit engine. This guide breaks down the strategies successful integrators use to boost their bottom line.



Overcoming Profitability Challenges in Digital Signage

The biggest roadblocks to digital signage profitability aren't technical—they're strategic. Here's how top integrators overcome them:

1. Budget Objections: Sell Value, Not Just Cost

Clients often focus on upfront costs without considering the long-term benefit. Reframe the conversation around total cost of ownership (TCO) and return on objective (ROO).

2. Content Blind Spots: Define the Vision Early

Many projects fail because content needs aren't fully understood at the start. The wrong hardware and software choices lead to scope creep, lost profits, and frustrated clients. A thorough discovery phase ensures the right solution from day one.

3. Complex Requirements: Know When to Partner Up

Not every integrator has deep expertise in CMS platforms, API integrations, or custom content strategies. Partnering with a trusted digital signage CMS provider, like 22Miles, ensures seamless execution and avoids costly mistakes.

The Digital Signage Goldmine: Where Integrators Profit

The digital signage market presents significant opportunities for AV systems integrators who are ready to adapt. While complex projects with custom applications may seem demanding, they can be highly profitable without necessarily increasing workloads. Integrators of all sizes can take on diverse digital signage projects.



How are Systems Integrators able to gain that success in Digital Signage?

1. Elevate the Experience

Businesses aren't looking for standalone signage; they want connected ecosystems. By integrating signage with:

- CMS systems (personalized messaging)
- Emergency alert systems (real-time notifications)
- IoT & AI-powered analytics (data-driven decision-making)

You position yourself as a solutions provider, not just an installer. More value = bigger contracts.

2. The "As-a-Service" Model: Recurring Revenue is King

Hardware sales are one-and-done; managed services generate consistent monthly income. Leading integrators bundle content updates, monitoring, and support into long-term service agreements, transforming projects into revenue streams.

3. Custom Content & UX: Where Clients Pay a Premium

Clients don't want cookie-cutter signage. They want digital experiences. Interactive wayfinding, dynamic content, and personalized messaging elevate the impact of digital signage—and clients will pay for that differentiation.

"Do you want to look like your competitors, or do you want a signage experience built just for you?" That's the conversation that closes deals.

Winning the Digital Signage Sale: Shift the Conversation

Success in digital signage sales is about framing the conversation around real business outcomes. Focus on the use cases and what matters most to your prospects. By demonstrating how digital signage solves their unique challenges, you position it as a strategic investment—making it easier to close the deal.

Redefining Success: Return on Objective, Not Investment

Selling digital signage projects based solely cost can undervalue the system and limit profit potential for integrators. Instead, measuring success through return on objective (ROO) considers a broader range of benefits and outcomes, such as:

- **Enhanced Customer & Visitor Experience** - Achieve higher engagement and satisfaction by delivering real-time, personalized content that improves navigation, reduces wait times, and streamlines interactions.
- **Improved Brand Awareness & Messaging Impact** - Strengthen brand recognition and message retention by ensuring consistent, high-quality digital content that captures attention and reinforces key branding.
- **Operational Efficiency & Cost Reduction** - Lower operational costs and improve workflow efficiency by automating content updates, minimizing print dependency, and optimizing internal communications.
- **Data-Driven Decision Making** - Enhance strategic decision-making with real-time analytics that track engagement, audience behavior, and content performance to refine digital signage effectiveness.
- **Sustainability & ESG Initiatives** - Support corporate sustainability goals by reducing waste, utilizing energy-efficient displays, and transitioning to eco-friendly, digital-first communication strategies.

Focusing on ROO allows integrators to emphasize the comprehensive value of digital signage projects, increasing client satisfaction.

Budget Expectations: OpEx > CapEx

A common mistake is treating digital signage as a one-time cost, focusing only on hardware and installation while overlooking ongoing expenses like content updates, system monitoring, and maintenance. More businesses are shifting to an OpEx model for predictable costs and greater flexibility.

“Larger projects often budget hardware as CapEx and services as OpEx,” says Frank Pisano, CEO of Bluefin. “But for those wary of high upfront costs, hardware-as-a-service spreads expenses over time, making it more accessible.”

The as-a-service model offers major advantages, turning one-time sales into steady, recurring revenue. Research from Tamco shows that multiyear service agreements generate higher profit margins than standalone product sales:

- **One-Time Revenue:** ~20% margin
- **Recurring Revenue:** ~52% margin

The Power of Discovery and The Untapped Potential of the Upsell

System integrators (SIs) are leaving revenue on the table by overlooking one of the biggest opportunities for growth: the upsell. Too often, SIs are focused on completing projects like Microsoft Teams Rooms (MTR) setups, conference rooms, or command centers without taking the extra step to ask key questions that could unlock broader digital signage and interactive technology opportunities.

Many organizations already have a CMS but struggle with outdated support, limited functionality, or communication inefficiencies—yet these pain points often go unaddressed simply because no one asks. A few strategic qualifying questions about digital connectivity and interoperability can transform a one-off AV installation into a long-term, future-proof digital ecosystem.

Sales Discovery Questions for SI'S

By guiding clients through their digital transformation, SIs can deliver significant added value, foster deeper client relationships, and maximize profitability. The industry must recognize this as a top-tier miss and shift toward a more consultative approach—helping clients see beyond immediate needs and into the vast potential of workplace-wide visual communications and interactive experiences.

Content Should Drive System Design

Failing to assess content complexity upfront is the biggest threat to digital signage project profitability. If content needs aren't properly defined, integrators may select hardware with insufficient memory, the wrong OS, or limited API capabilities, leading to late-stage change orders, costly delays, and strained client relationships.

"We're frequently called in to fix projects where content wasn't properly qualified from the start," says Tomer Mann, Chief Revenue Officer of 22Miles. "It's usually fixable, but it adds hours and risks damaging the client relationship."

That's why top integrators take a strategic approach knowing when to leverage a partner with trusted specialists can make the difference between a smooth deployment and a costly misstep.

Execute Where You Excel – Outsource Where You Don't

You can't do it all yourself—partnering with experts is key. The most successful integrators focus on what they do best and align with trusted partners to fill in the gaps.

A go-to CMS provider isn't just a vendor—it's an extension of your team. As Frank Pisano, CEO of Bluefin, puts it, "A go-to CMS is a lifeline that enhances the experience you get from a built-in player."

The Skills Gap: Why a Strong CMS Partner is Essential

Even the most seasoned integrators can't be experts in everything. Digital signage projects require expertise in hardware compatibility, API integrations, content strategy, security, and ongoing system management. Without the right partner, gaps in knowledge can lead to project delays, costly rework, and frustrated clients.

A CMS Partner Makes You More Profitable

By choosing a CMS provider that offers design support, training, and a flexible, scalable platform, integrators can:

- **Take on more projects** – Offload content and system complexities to a team that specializes in them.
- **Deliver better results** – Ensure deployments meet client needs without last-minute changes or technical limitations.
- **Reduce risk** – Avoid costly mistakes from selecting the wrong hardware or underestimating content complexity.
- **Build stronger client relationships** – Position yourself as a full-service provider, backed by experts who make you look good.

Make the Impossible, Possible – What Your Clients Will View as Magic

For your clients, integrated, intelligent digital signage feels like magic—something they couldn't create alone. That's where you come in.

With the right CMS, you're not just deploying screens; you're crafting digital experiences that captivate, inform, and engage. You're turning passive displays into interactive, responsive communication touchpoints. This is where real profit lies—not in simply installing hardware, but in delivering high-value, transformative solutions that make you an indispensable partner.

Deliver the Magic: Key Capabilities That Set You Apart

- **API Integrations** – Connect digital signage with enterprise systems, databases, and IoT devices to create a fully unified digital ecosystem.
- **Automated Content Updates** – Free your clients from manual updates with intelligent automation that keeps messaging fresh and relevant in real time.
- **Mobile Content Extensions** – Expand engagement beyond the screen by enabling mobile interactivity
- **Tailored Audience Experiences** – Deliver personalized, dynamic content that adapts based on time of day, user behavior, or external triggers

When you offer a powerful, flexible CMS, you're not just selling signage—you're orchestrating digital communication in ways that surprise and delight clients. With the right tools, you turn what seems impossible into reality, making every deployment feel like magic.

Maximizing Recurring Monthly Revenue (RMR)

Digital signage provides a lucrative opportunity for recurring revenue through ongoing maintenance. Cloud-based platforms allow for remote monitoring and troubleshooting, reducing the need for on-site visits and minimizing field hours when necessary. A quarterly review of content performance, along with recommendations for improvements, can uncover upsell opportunities.

Build for Growth

For integrators aiming to grow their digital signage businesses, every project should be designed with longevity in mind. Avoid focusing on a single sign or sale—choose commercial-grade, future-proof products that support clients' evolving goals. By mastering these strategies, system integrators can transform digital signage from a hardware sale into a long-term, scalable profit engine.