The Future of In-Store Foodservice Marketing

Digital, dynamic, and data-driven

SIGNALS OF CHANGE

8.1%
more likely to buy the advertised item after seeing an in-store screen message
2025 peer-reviewed study, via invidis

57%
would trust AI to recommend offers based on their purchase history
PAR Technology, via NACS (2026)

30,000+
digital screens planned across Casey's stores and pumps
C-Store Dive (2025)

13,200
in-store upsell screens at 6,600 Circle K locations
Modern Retail (2026)

FIVE FORCES SHAPING WHAT COMES NEXT

Digital Signage
Content that changes by daypart

Personalization
Offers based on a shopper's own purchases

Data-Driven Merchandising
Sales data guides space and timing

Consistency
One standard, local flexibility

Visual Restraint
Fewer screens, clearer messages

What makes in-store screens work

Findings from a study of 237 campaigns and 30 million shopper visits

Placement near the product
Outperformed screens placed wherever they fit

Emotional, appetizing content
Outperformed purely informational messages

Treats and lower-priced items
Saw some of the largest lifts

Price-promotion messages
Had less impact than other content

Connected touchpoints

- Pump screen introduces the item
- In-store display reinforces it
- App and loyalty data measure the sale

Signs of visual overload

- Screens on every wall
- Dense text and price lists
- Content far from the food

HOW TO PREPARE

Place screens with purpose
Where food decisions happen

Schedule by daypart
Breakfast, lunch, and snack content

Use loyalty data simply
Relevant offers, never intrusive

Measure what sells
Connect messages to purchases

Sources: invidis, retail digital signage study (January 2026); NACS, PAR Technology consumer report (October 2026); C-Store Dive, Casey's and GSTV (September 2025); Modern Retail, Circle K retail media (August 2026). Prepared by It's All Goods.