

# Anatomy of a Broken Drive-Thru Screen

Your menu board may look digital. But it's still operating like static signage.

## 6 ways your menu board is quietly losing you money:



### Screen Offline for 4 Hours

No monitoring. No alerts. Only discovered after customer complaints started rolling in. This downtime creates invisible revenue loss.



### Promo Ended 12 Days Ago

Marketing updated the campaign. Half the stores never received it.



### Same Upsell Shown to Every Guest

Static content creates static results. Modern brands test, optimize, and adapt continuously. Modern menu boards evolve in real time.



### POS Price: \$8.99 / Menu Board Price: \$7.99

Your POS knows the truth. Your screens don't. Pricing mismatches create confusion, slow ordering, and erode trust fast.



### Breakfast Combo Still Showing at 2:00 PM

Daypart scheduling sounds simple. Until hundreds of stores are involved. Customers notice inconsistency immediately.



### No Insight Into Performance

If you don't know what's working, you can't optimize it.

## This Is What a High-Performing Menu Board Looks Like

High-performing restaurant brands are treating menu boards like performance channels.

Checkmate's DMB software helps restaurant brands modernize their digital menu boards without rebuilding their entire hardware environment.

### Monitoring

Know what's live across every location.

### Content

Update content centrally and instantly.

### Experimentation

Test promotions, layouts, and upsells in real time.

