Retain Customers and Increase Revenue for Retail Stores with Digital Signage

To stay competitive in a world of online shopping, more retailers are focusing on offering a singular in-store customer experience. This is an effective tactic, as **86% of customers** say they will spend more for a better in-store experience. One proven way for retailers to improve their customer experience is through digital signage, which is known to **increase sales by up to 70%**. Here are some ways that Raydiant digital signage can create an immersive customer experience that boosts sales while building brand trust and loyalty.

How Can Raydiant Create a Better Customer Experience?

BEFORE RAYDIANT
Boring signs, slow foot traffic

AFTER RAYDIANT
**Bold signs draw more customers**

First impressions count. Studies show that **76% of customers** enter a store because of its signs. What is your storefront saying about your brand? Are your customers compelled to enter your doors, or do they walk by without a glance? Grab their attention with vibrant digital signs and dynamic content! Raydiant lets you create gorgeous HD videos and colorful digital posters that will turn passersbies into customers.

BEFORE RAYDIANT
One-dimensional retail displays


AFTER RAYDIANT
Digital signage that sells
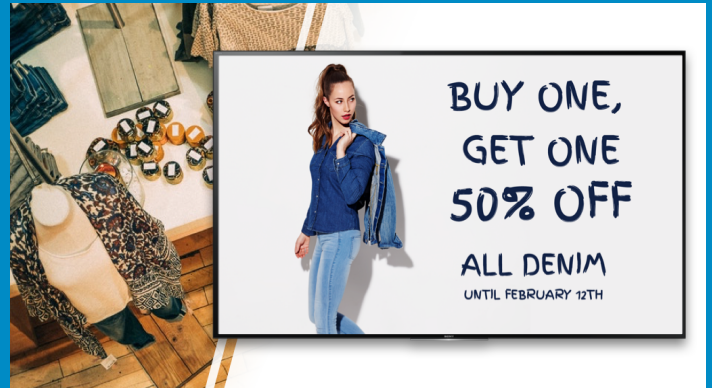
Transform your retail displays from static to dynamic with Raydiant, which lets you create and display vivid HD and 4K digital signs for your in-store promotions. Make designer-level, branded content in minutes with Raydiant's PosterMyWall app, which offers thousands of video and poster templates. Studies show that **68% of customers** make purchases because of a store's signs. And since digital signs are **400% more likely to be viewed** than static signs, they are sure to increase your revenue.

BEFORE RAYDIANT
A floating image on your TV

AFTER RAYDIANT
A social wall with high-res content
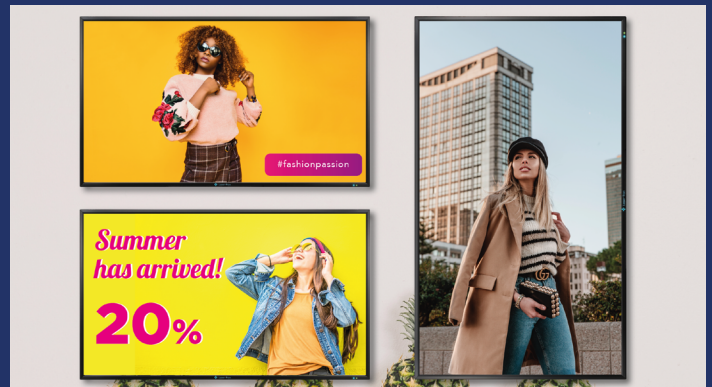
Use Raydiant to create social walls that are part promotional display, part interactive experience. With Raydiant, you can curate your content to display high-res images and videos from yours and your followers' feeds—boldly and on big screens. Show off new products and promotions and share your customers' favorite memories with your brand on your in-store displays. Engage customers by encouraging them to share branded hashtags to be featured on your wall. And since Raydiant lets you pull content from branded hashtags, you'll always have fresh content to share.
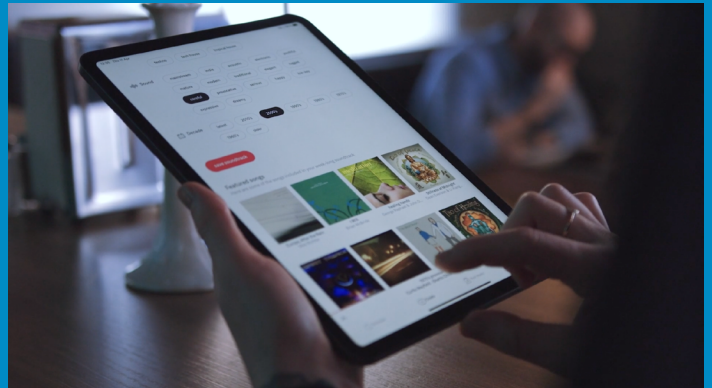
BEFORE RAYDIANT
Playing the same background music

AFTER RAYDIANT
Constantly refreshed custom playlists

Set the right ambience and **increase your store's foot traffic by up to 38%** with the right background music. Raydiant's Soundtrack Your Brand app lets you create custom playlists by music genre or mood. The app includes access to a 50 million-song library, with playlists that are updated weekly. **81% of customers** who shop while listening to background music report a better mood, and **79% stay longer to shop**. And since, with Raydiant, there is no need for a music license, you can play what you want when you want to—without violating expensive copyright laws.
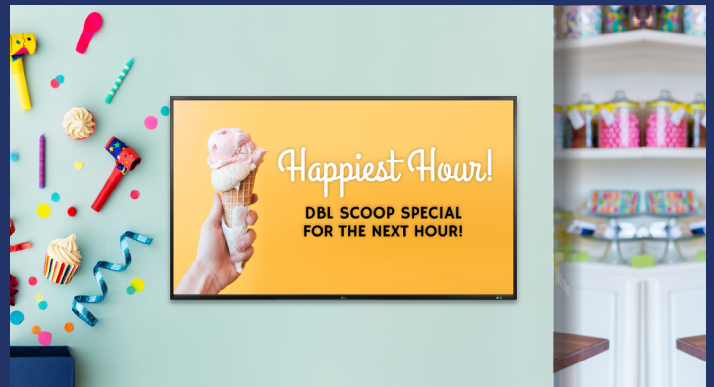
BEFORE RAYDIANT
Inconsistent messaging across locations

## AFTER RAYDIANT
The same brand message in all stores

Create one, memorable brand experience across your stores with Raydiant digital signage. Raydiant lets you create branded content for display at multiple store locations, for consistent messaging that builds brand trust and loyalty. Raydiant lets you scale your signage up or down, with packages for single or multiple screens, and for one or more locations. Our cloud-based user interface can be accessed via any internet-connected device, so authorized users can create, schedule, and update branded content from any location—and for all locations.

Raydiant

BEFORE RAYDIANT
Not enough personnel to service customers

AFTER RAYDIANT
Informational displays act as another employee
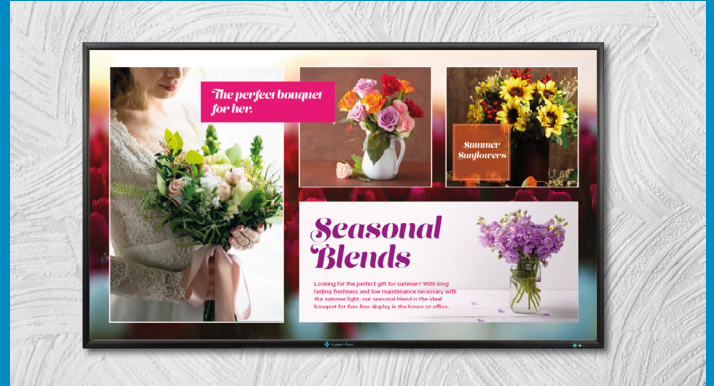
Onboard Raydiant as an extra "employee" that educates customers through informational displays, giving the rest of your team more time to service customers. Raydiant lets you create and display content like webinars, how-to videos, and videos that explain product features to customers as they shop. Use Raydiant digital signage to answer customer questions, teach them how to use your products, and share tips. Educational displays like these will inform and delight your customers, teaching them to look to your brand as an authority in your market.

Create a memorable customer experience with Raydiant, which includes plug-and-play hardware that installs in seconds, a cloud-based system easily accessed via internet, and an intuitive user interface with thousands of HD and 4K templates.

Raydiant

Try Raydiant risk-free or book a demo today.