6 Reasons Retailers Need Raydiant

1 Draw More Foot Traffic

Colorful window signs might attract a few customers—but **8 out of 10 customers** say they enter a store because of its digital signs! More and more retailers are using Raydiant digital signage, with its easy user interface, to create short videos and animated digital posters in crisp HD and 4K for their store windows and entryways. Your store entrance is your customers' first impression of your brand—so make it Raydiant!

2 Improve In-Store Sales

Boost sales **by as much as 70%** with Raydiant digital signage. Our large library of apps lets you create dynamic displays in a matter of minutes—no graphic designer needed! Our PosterMyWall app offers thousands of HD and 4K poster and video templates for creating engaging retail displays. Promote sales, new products, and special in-store events with these eye-catching high-res signs.

3 Engage Customers with Social Walls

Raydiant's integrative interface lets you easily create social media walls from your Instagram feed. Showcase your best Instagram content on your in-store displays to engage with customers and invite them to interact with your brand. Extend your brand's advertising reach by encouraging customers to share branded hashtags. And **build brand trust by sharing user-generated content** of happy customers shopping in your stores.

4 Increase Customer Purchases with Music

Playing the right in-store background music influences customers to **shop longer** and **buy more**. Raydiant's Soundtrack Your Brand app lets you create custom music playlists from a certain genre or mood. With a 50 million-song library, and playlists that are updated weekly, Soundtrack Your Brand eliminates repetitive soundtracks. And since all music is licensed for business, you can play the latest songs without breaking expensive copyright laws.

5 Maintain Brand Messaging Across Stores

Brand consistency is known to **increase a brand's revenue by 23%**. With Raydiant, you can present a united brand message across retail locations with branded videos, digital posters, and other content. Our cloud-based user interface lets you create, schedule, and update content from any device and location. Raydiant also lets you scale with your business, as we offer single and multiple display packages for one or more locations.

6 Act as Extra Customer Service Rep

Free up your employees' time so that they can help more customers. Digital signs act as additional employees, answering customer questions with their informative displays. Use Raydiant to create and play how-to videos, product demos, webinars, and other educational content. Digital directories and wayfinding signs are also effective ways to make the customer experience a positive one.

Attract and engage retail customers with Raydiant's dynamic digital signage. Try Raydiant, risk-free today at **www.raydiant.com**

Raydiant