

# XITE

## XITE Uses the Power of Music Videos to Attract and Entertain Customers

Don't have the budget or venue for live music? Looking to harness the power of video marketing to bring in more customers? XITE elevates your in-location entertainment with curated music videos your customers will love. This type of "retailtainment" is what the world's top brands are bringing to their customers to boost sales, draw more foot traffic, and upgrade their customer experience. Restaurants, bars, retail stores, hotels, spas, and other places that compete through customer experience love the easy setup and instant appeal that XITE brings to their business.



The XITE integration is just one of many exciting apps the Raydiant Experience Platform offers. You can easily play and curate XITE video playlists straight from the Raydiant dashboard, which also features other brick-and-mortar tools, like digital menu boards, custom music playlists, social media walls, digital posters, and more.



**CATEGORY**  
Marketing



**FEATURES**  
Music Videos



**SUBSCRIPTION REQUIREMENTS**  
Raydiant Subscription;  
XITE Subscription



**Pricing** **\$58**/mo.

### ENTERTAIN USING THE POWER MUSIC VIDEOS

The power of video is undeniable: it's no wonder that 85% of businesses use video in their marketing efforts. People are visual creatures; add their favorite music into the mix and they'll pay even more attention. XITE music videos set the mood, raise or lower the energy, and provide the perfect ambiance for shopping and dining.

### EASY CONTROLS YOU CAN SET AND FORGET

The XITE app is fully automated so you can set it to a specific music-themed channel or to your favorites list and let it run. Change stations, add to your favorites list, and skip the videos that don't match your vibe using your TV remote control. You'll always have instant control of what you're playing, but you don't have to babysit it—XITE will play what you tell it to, when you tell it to.

### CURATE PLAYLISTS TO FIT YOUR CROWD

You know your customers like no one else—and you know what they like. Use XITE to create curated music video playlists they'll love. The app offers access to everything from the latest hits to classics to everything in between. Search the XITE library of 60 themed music channels for the right tunes and start playing!

### MANAGE IT FROM ANYWHERE

As part of Raydiant's cloud-based system, you can manage your XITE videos on any device, anywhere. Curate playlists, play videos, set up a playlist for the next day or event—all from the comfort of home, at work, or anyplace else. Not to mention you also get remote access to all Raydiant tools, so you can update your digital menu boards, create designer digital posters for promotions and events, connect with in-store customers via video conferencing, and more.