



## Engage, Entertain, and Inform In-Store Customers with YouTube Videos

People watch over 1 billion hours of YouTube videos each day. And 70% of viewers bought from a brand after seeing their products or services on YouTube. Now you can bring the marketing power of the world's largest video platform into your brick-and-mortar locations to attract and engage your in-store shoppers and diners. Use Raydiant's YouTube app to play brand videos and commercials and other content you know your customers will enjoy. And with a never-ending stream of videos, YouTube is like the gift that keeps on giving when it comes to digital signage content. Plus, you can manage your YouTube videos and playlists right from the Raydiant dashboard—no additional video player necessary.



The YouTube app is part of the basic app library included with a Raydiant Lite subscription. To access our premium apps, like BlueJeans video conferencing and Soundtrack Your Brand custom music playlists, upgrade your Raydiant subscription today.



# Pricing FREE

### CONVERT VIEWS TO SALES WITH VIDEO MARKETING

Take video marketing to the next level by using it at your brick-and-mortar locations. Playing YouTube videos on your in-store screens captures more attention, creates better engagement, and leads to an increase in sales. Use YouTube videos to tell your brand story, share customer testimonials, and play your marketing and how-to videos. This use of video marketing is especially effective for places where customers naturally gather, like lobbies, entryways, and waiting rooms.

### KEEP THINGS SIMPLE WITH PLUG-AND-PLAY

It's never been simpler to play and curate your YouTube playlists for display on your in-store TVs. You don't need to buy an expensive video player or install complicated software to get the functionality you desire. You just need Raydiant's plug-and-play device and one or more TV screens.

### DRAMA-FREE PLAYBACK = A BETTER CUSTOMER EXPERIENCE

The Raydiant platform was built for commercial use, so businesses like yours can expect uninterrupted service—including YouTube video playback. Your YouTube videos will play on your Raydiant screens without glitching, freezing, or crashing the system. Instead, your in-store displays will always be filled with attention-grabbing content.

### CREATE AND CONTROL PLAYBACK FROM WORK OR HOME

Want to add to your YouTube playlist, control playback, or schedule videos to play automatically? You can do it all from Raydiant's web-based system. Simply log into the Raydiant dashboard from any device and you have instant access to the YouTube app.