



# iSIGN *news*

MEDIA CORP

Hello Katherine,

With the holiday season in full swing, retailers are vying for the attention of shoppers to bring them into the stores, but many aren't utilizing the most obvious and effective choice which is location-based marketing. Many businesses have spent the majority of their marketing budgets on everything from apps to holiday displays and ad campaigns without doing proper research and finding a solution that works for them. While apps and beacons might be the way to go for big box stores like Macy's who have the budget to trial different marketing products to see which one works for them, many businesses can simply utilize proximity mobile marketing, which is a proven and effective way to reach shoppers and draw them into the store.

Online shopping is becoming more popular and businesses are now competing with each other as well as online stores for each customer. The popularity of the digital shopping experience has caused shoppers to raise their expectations and request stores to impress and engage with them in new ways and personalized offers. A study by Google that observed the way [digital affects shoppers](#) has revealed that 42% of shoppers conduct research online while in stores. Whether through search engines or apps people are looking at their phones while shopping for products. This means that retailers can use their mobile online presence to reach customers. While it's true that shoppers do conduct research on their phones on products and services, they are also expecting more from retailers in the way of customized shopping experiences. Here are the facts on how customized shopping experiences affect shoppers:

- 85% of shoppers would be more likely to shop in stores that offer personalized in-store coupons
- 64% of shoppers would shop in stores that offer recommendations for products
- 54% of shoppers would shop in stores that offer recommendations based on family and friend purchases

Mobile is affecting the consumer shopping experience more and more and retailers that embrace and offer a mobile experience to shoppers are more likely to gain and keep their business. This seems like a successful and mutually beneficial advertising plan for both businesses and shoppers, where each party has something to gain from the overall customized experience. While the digital shopping experience caused some privacy concerns when it first came out, it seems that consumers are now less worried about exposing personal information if it means they are likely to save

## iSIGN in the News

**THE GLOBE AND MAIL** 

[Ten ways location-based marketing can help small business owners](#)

 **Digital SignageToday.com**

[C-store digital signage ad network partners with mobile proximity ad network](#)

Digital Signage Connection

[iSIGN Media and Partners Sign Partnership With The Convenience Network](#)

**SOFTWARE**  
THE SOFTWARE DECISION JOURNAL MAGAZINE

[Real-Time Data for Retail](#)

The **Point of Sale**™  
NEWS

[The New Goldmine: Point-of-Sale Data](#)

## iSIGN Announcements

[iSIGN Announces New](#)

money and receive deals while shopping. In fact, a study by MDG Advertising found that [57% of consumers are willing to share their location in order to receive more relevant advertising](#) and 53% are more likely to engage with location-based advertising. With a success rate of 72% of people responding to a call to action within the sight of the retailer, businesses would be smart to utilize proximity marketing services to bring in shoppers at this busy and competitive time. While many small business owners find it hard to compete with big box retailers, the often don't realize that they have the ability to [offer more personalized offers](#) and customer interaction. In fact small businesses can tailor content, protect the privacy of their shoppers and offer them ways to save money simply by including location-based marketing tools in their marketing plans. It's time that small businesses embrace their advantages over big box stores and include proximity mobile marketing in time for this holiday season.

### Recent News and Happenings here at iSIGN

iSIGN has been growing and targeting more markets which can utilize the iSIGN solution to attract new customers and promote different products and inform clients of relevant information. iSIGN's Digital Realtor is a mobile Smart Antenna that allows any trades person and professional to broadcast information/ads from their vehicle. The immediate focus of this product is for the real estate market. Check out the [video](#) on our [Digital Realtor](#) and find out how you can get involved.

We're happy to welcome the National Convenience Network as a new partner with Engage Mobile, the sales division of iSIGN's distributor Graphic Media. The Convenience Network is the Nation's leading digital sign network provider to the convenience store industry in the United States. As part of the partnership 300 convenience stores throughout the eastern United States will integrate iSIGN's Smart Antenna, starting with the Golden Pantry Convenience locations. Find out more [here](#).

Recently we have been working on a solution for the real estate industry which has the capabilities of our Smart Antenna which real estate agents can take anywhere with them. This unit will act as a mobile digital sign for listings and information and will serve an introduction into the real estate market. Real estate agents and brokers will be able to take the mobile unit with them and plug it into a vehicle which will transmit information to potential customers even when the vehicle is parked. Find out more [here](#).

Thanks for your continued support and business. We hope that you have a wonderful holiday season.

As always, if you have any questions about the content of this newsletter or would like to discuss iSIGN's upcoming projects and recent initiatives, please don't hesitate to [contact me](#).

Kind Regards,

Alex Romanov, CEO  
iSIGN Media

[Revenue Channel - World-Wide Real Estate Industry](#)

[iSIGN Media Solutions Inc.: Engage Mobile Signs Strategic Partnership with The Convenience Network](#)

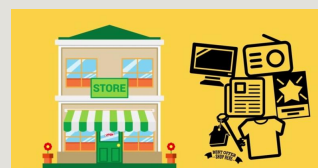
[iSIGN Media Announces the Close of its Previously Announced Private Placement of \\$1,530,575](#)

[iSIGN Media's Exclusive Distributor and Reseller Speech and Software Technologies Demonstrates Smart Antenna at CeBIT INDIA 2014 Trade Show](#)

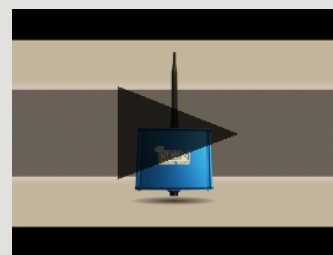
### iSIGN Reports



Digital Realtor: iSIGN's solution for the Real Estate Market.  
Watch the video [here](#).



Advertising to the masses while targeting individuals.  
Watch the video [here](#).



Smart Antenna overcomes the iBeacon limitations.  
Watch the video [here](#).



## iSIGN's Mobile Proximity Marketing Solutions in the News

### THE GLOBE AND MAIL

Right in time for the holidays this Globe and Mail article provides business owners with tips on how to use proximity-based marketing to reach customers. Read the full byline [here](#).

## SOFTWARE THE SOFTWARE DECISION JOURNAL MAGAZINE

Customers are more likely to make a purchase when they receive an offer at the POS rather than a coupon via email or snail mail. By combining POS data feeds store owners can tailor offers to each customer within minutes. To find out more read the full [byline](#).

## Cost-Effective Advertising Platform to Target Individuals

iSIGN's Smart Antenna is a cost effective marketing technology that allows businesses to target proximity based customers, while providing measurable results. Businesses no longer have to waste money on flyers, merchandise and ineffective advertising tools, since they can now target customers with relevant and timely offers.

To view the full video, click [here](#).

## iSIGN's Smart Antenna comparison to iBeacon Video

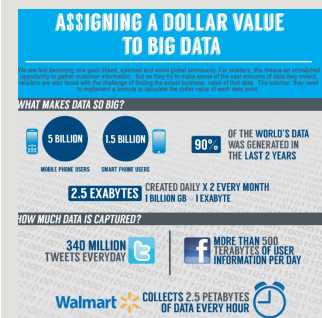
iSIGN's proximity marketing solution allows marketers to target their customers with relevant, timely offers, while gathering data and mobile shopper preferences to generate actionable data and reveal valuable consumer insights, without the restrictions of iBeacon.



iSIGN's report on Smart Antenna and iBeacon provides comparison in capabilities, security and deployment.

Read the full comparison [here](#).

### iSIGN Infographic



iSIGN's latest infographic, "Assigning a Dollar Value to Big Data" displays the impact of Big Data on retail and examines how much consumer data brands are gathering and utilizing on a global scale.

It also reveals how retailers can determine Big Data's big dollar value and turn large amounts of data into profitable insights and shopper intelligence.

To view iSIGN's Infographic click [here](#).

### Contact Us

For more information about iSIGN Media, please visit [www.isignmedia.com](http://www.isignmedia.com) or reach us via email at [info@isignmedia.com](mailto:info@isignmedia.com).

iSIGN Media - Toronto

To view the full video, click [here](#).

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