



Hello,

With mobile devices representing an unmatched opportunity for retailers and marketers to gather shopper insights about potential customers, brands are now able to send consumers personalized deals and discounts based on consumer data like never before. But as retailers and marketers try to make sense of the Big Data deluge, they are faced with the challenge of finding the actual business value of consumer data and using those insights.

For them to make sense of the data they gather, retailers and marketers need something more; a formula or guidelines that help gauge and standardize information's value. This is especially pressing when discussing Big Data. Why? Because Big Data, as the phrase implies, involves enormous, almost incomprehensible volumes of information - much of it gathered via today's smartphones and tablets and that with the proper analytics, is proving a highly valuable resource.

That's why retailers and marketers need to assign a dollar value to each individual data point - even if as little as a few cents - because when it is multiplied by large numbers it equals the potential for significant ROI. And the more information collected across varied datasets cross compared and analyzed, produces an even more accurate, more granular picture of shopper behaviors that retailers and marketers can use.

For the true value of data to be realized, retailers have to know what percentage of shoppers: a) engage with the brand and b) transact via their mobile devices. This value also comes as a cost-benefit analysis. How much does it cost a brand to gather this information versus the ROI potential of using that information to incentivize more valuable customers?

Because after all, determining Big Data's monetary worth is where the frontier of marketing lies and it is the next logical step in the evolution of Big Data and mobile marketing.

Recent News and Happenings Here at iSIGN

With every industry focusing on Big Data, here at iSIGN we have

iSIGN in the News



[Text messages surprise with deals, discounts](#)

BizReport

[Platform protects privacy while serving relevant messaging](#)

iSIGN Announcements

iSIGN and Newcomp Analytics Launch the 'iSIGN Trusted Partner Analytics Pilot Program' to Evaluate and Measure Data

[Read the release here](#)

iSIGN Prepares for Data Sales

[Read the release here](#)

iSIGN Whitepaper



iSIGN's newest whitepaper, ["Actionable Intelligence and the Customized Retail Shopping Experience"](#)

been [discussing the importance of data](#) and the collection of shopper and consumer insights for brands to use. [iSIGN has also partnered with Newcomp Analytics](#), IBM/Cognos' data partner, to create a program for clients and partners called the *iSIGN Trusted Partner Analytics Pilot Program*, to evaluate and measure data.

In addition, I would like to share with you recent news coverage featuring iSIGN: Alex Romanov was on air for the [CNBC "Big Data Download"](#) segment to talk about how brands are leveraging Big Data to send personalized deals via mobile phones to shoppers and discussed how iSIGN's mobile marketing solutions works and how brands are using it to connect with potential customers. Our privacy-conscious mobile marketing solution was also featured in this month's [BizReport](#).

iSIGN also recently released the whitepaper "[Actionable Intelligence and the Customized Retail Shopping Experience](#)," covering Big Data and how it is evolving within the retail environment.

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 at alex@isignmedia.com.

Kind Regards,

Alex Romanov, CEO
iSIGN Media



iSIGN's Digital Signage and Mobile Advertising Solutions in the News



Alex Romanov joined the "Big Data Download" segment to discuss how brands are leveraging Big Data to send personalized deals to

explores a present state overview of Big Data and how it is evolving within the retail environment, and then compares it to the data use of e-commerce pioneers. In doing so, emerging technology is introduced to address the question: **Can retailers finally replicate the successful big data use-model of online giants and provide a truly customized retail shopping experience?**

Download iSIGN's Big Data Whitepaper [here](#).

Contact iSIGN

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potential customers via their mobile devices, and using tools like iSIGN's mobile marketing solution. [Watch the full interview here.](#)

BizReport

iSIGN's privacy-conscious mobile marketing solution is featured. [Read it here.](#)

iSIGN Releases New Proximity Marketing Solution Video

This video explores an in depth account of the many benefits that iSIGN's proximity marketing solution has to offer. Also includes information on the back office, big data collection, content creator and more.

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

Investor Relations Update

As of August 2013, RB Milestone Group will be handling all investor-related topics

For questions, please contact:

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