

June 2014



Hello Katherine,

We are all familiar with the fact that more and more people are using their mobile devices to shop and that more and more businesses are using mobile marketing to target customers. While it may be smart for a business to engage with customers on their smartphones, there are a lot of factors and takeaways that can be gathered from mobile marketing campaigns. [Forrester's predictions report](#) on mobile trends for marketers in 2014 fully explains how mobile is transforming businesses and what should be the focus when dealing with mobile advertising. The main focus of mobile marketing, according to Forrester will be placed on transforming customer experiences within physical space, meaning mobile should be used to engage consumers in their exact moment of need or mobile moment. This allows for relevance and the gathering of data and insights that are in real time. The report mentions that mobile is a key driver of big data, especially when pairing analytics with location which creates insights about a customer's environment. Currently less than half of interactive marketing professionals are using mobile analytics. As a useful tool that helps to understand when and where people want to interact with your brand, mobile analytics will help deliver an optimized, contextualized experiences. The emphasis on mobile marketing and analytics can be paired with the statistics from [Savvy Marketing study](#), which found that 64 per cent of shoppers would like to receive targeted coupons on their smartphones while they are shopping in a store. Not only can receiving relevant offers improve the customer experience, but more than half of shoppers also agreed that having mobile versions of loyalty cards and providing product information on items of interest would be beneficial. Mobile marketing especially works for younger audiences who are constantly using their phones, but must be done carefully and by engaging, instead of simply advertising to the audience.

While North America is slowly moving towards mobile shopping and marketing, Asia seems to be comfortable incorporating it into campaigns. Currently Chinese consumers are the highest adopters in the world for mobile couponing and India shows high interest in rich media mobile campaigns. Asian countries are known to be more technologically advanced and innovative than North Americas, but this allows countries like United States and Canada to learn from the Asian mobile market and incorporate the same tactics with their own

iSIGN in the News

Entrepreneurship Daily

[The Ultimate Guide To Customer Loyalty](#)

Digital Signage Connection

[iSIGN Media to Unveil its New Smart Player InfoComm](#)

BUSINESS NEWSTM DAILY

[Would You Use It?: Affordable Location-Based Marketing](#)



[Opinion: There are more ways to get digital promotions to the point of sale says Alex Romanov](#)

Bloomberg Businessweek

shoppers who are getting more comfortable and positive about relevant mobile messaging. We are positive that mobile marketing will continue to grow and businesses will be better at identifying marketing opportunities in the mobile realm and using analytics and big data to improve the consumer experience.

Recent News and Happenings here at iSIGN

June was a great month for iSIGN as we were happy to receive our first production version of the Smart Player, which was unveiled at Infocomm 2014 and gained tremendous positive feedback as being an original and innovative product. To find out more information please read more [here](#).



After years of waiting and hard work, on May 16th iSIGN received our first [USA patent](#) for our "method and system for out-of-home proximity marketing and for delivering awareness information" all done in full privacy. The United States Patent Number is 8781887, with the issue date being July 15, 2014. We expect patents to be granted in several other jurisdictions as a result of the receipt of the United States patent.

We would like to proudly announce the appointment of JEA Technologies as our exclusive distributor for Australia. JEA has proven to be a highly skilled company with expertise in providing technology solutions. They believe that iSIGN's solution is ready for the Australian market and have been in contact with several large corporations and organizations to demo and implement iSIGN's technology. Find out more information [here](#).

Lastly we would like to remind all of our Canadian contacts to make sure to accept the notice to receive communication from us due to the Canadian Anti-Spam (CASL) Legislation that came into effect on July 1st 2014. The legislation's purpose is to better protect Canadians

[How to Get an Out-of-the-Way Retail Store Noticed](#)

iSIGN Announcements

[iSIGN Media to Unveil its New Smart Player at Las Vegas InfoComm. June 18 to 20, 2014](#)

[iSIGN Media Announces Australia's JEA Technologies as Distributor for its Hardware and Technology](#)

[iSIGN Media Announces United States Patent Number 8781887 Issued for its Out-of-Home Proximity Marketing Technology Method, and Other Corporate Updates](#)

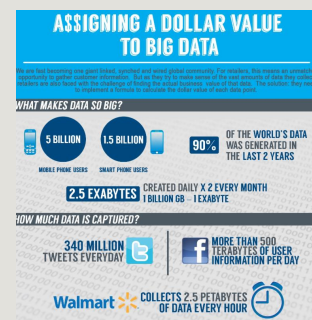
iSIGN Reports



iSIGN's latest report on Mobile Marketing discusses wearable tech and the power of proximity marketing, especially for today's in-store experience.

Read the full report [here](#).

iSIGN Infographic



iSIGN's latest infographic,

against the harmful effects of spamming and threats to electronic commerce. You can find out more about the legislation [here](#), as well as iSIGN's respecting of user privacy in our [whitepaper](#).

Thanks for your continued support and business.

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



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

The article mentions tips and advice from business owners and executives on how to keep customers happy and improve customer loyalty. Brett Bair, Marathon convenience store owner provides his tips on how he has used his Smart Antenna to improve business and kept his customers coming back. Read the rest of the article [here](#).

Digital Signage Connection

This edition of Digital Signage Connection reviews the products and services unveiled at Infocomm 2014 and feature's iSIGN's Smart Player as a new product coming to the show. Read the full feature [here](#).



The article features iSIGN's proximity marketing solution, which can help businesses reach new customers with real time offers. Read the full article [here](#).

"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](#).

Investor Relations

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Merchants understand that by presenting an offer to a customer at the point of sale, they are more likely to act upon the offer. The article discusses the best way for merchants to utilize proximity marketing, instead of investing all of their time and effort into apps and other technologies that might not be compatible. Read the full article [here](#).

Bloomberg Businessweek

As one of the solutions in helping an out of the way business reach customers, iSIGN's Smart Antenna is discussed in great detail. The article also mentions the Florida case study and discusses Wi-Fi and Bluetooth technology in reaching customers. Read the full article [here](#).

Proximity Marketing Solution Video

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](#).



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