



Hello,

Increased connectivity has revolutionized the way consumers navigate through the retail space, how they make their purchasing decisions, and even the type and frequency of interactions that brands and retailers can make with their customers. With these new developments, creating impactful and engaging dialogues and messaging has become increasingly competitive.... brands need to talk directly to consumers at the right time, and in the right place, in order to distinguish themselves and their product offerings from the cluttered landscape.

The Double-Edged Sword of Show Rooming

But as companies begin to integrate more and more platforms and channels, including mobile, consumers are left with limited incentive to actually go into brick and mortar stores and make purchases. Mobile has become almost a "double edged sword" to some brands and retailers. But, with the help of new technology, businesses can begin to lure customers back into retail locations, through sending them targeted messages that appeal to them when they are nearby, prompting them into action that will increase traffic to retail locations.

The Keys to Bringing Consumers Back

For brands and retailers vying for consumers attention, there are two keys to standing out from the pack and making sure that messaging is as targeted and captivating as possible: the first is through location-based marketing, which reaches customers in real-time with promotions that will impact their purchasing decisions when they are nearby a retail location. Now, due to the continued exposure to advertising, promotional messages have a shorter shelf life, making it essential to send them in real time and when they can influence buying behaviour.

Creating and Circulating Relevant Messages

The second key is in making sure that advertisers create personalized messages that meet the needs and interests of specific customers. This is best practiced through opt-in services, as it guarantees the consumers receiving the messages are interested in the information they will receive, while providing brands and retailers with the vital opportunity to collect data about their customers, including their demographic, their preferences, and their purchasing habits, all to create more targeted messaging in the

iSIGN in the News

Mobile Marketer™
THE NEWS LEADER IN MOBILE MARKETING MEDIA AND COMMERCE

[Mobile can better loyalty and customer service](#)

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[C-Store Retailer Readies For Mobile Marketing](#)

 DigitalSignageToday.com

[How digital signage and mobile is the latest and greatest convergence for DOOH advertisers \(Commentary\)](#)

iSIGN Announcements

iSIGN Media and DAT Media Announce the Successful Conclusion to the Previously Announced Licensing LOI for Australia and Surrounding Markets
[Read the release here.](#)

iSIGN Medias and Snipp Interactive Sign Strategic Sales and Marketing LOI
[Read the release here.](#)

iSIGN Media Announces Seneca Data as its Manufacturer of Record

future.

The implementation of these two essential pieces to the puzzle create deeper bonds with companies and their target audiences, and redefine their relationships beyond simple promotional messaging to a source that consumers can trust to be relevant and make their lives easier.

New Initiatives, Announcements and News from iSIGN

iSIGN continues to focus on growth and expanding our service offerings around the globe, particularly in emerging markets. We are pleased to announce some exciting new initiatives and news! We have recently launched the website dealhere.ca, which will provide consumers with useful information on how to access and benefit from iSIGN's mobile messaging solutions. iSIGN has also reached Exclusive Licensing Agreements with [Carroll Advertising](#) and [DAT Media](#) for the use of our solution in New England and Australia and the surrounding area. Additionally, we have signed a Letter of Intent with [Snipp Interactive](#) for licensing in Mexico and India. We are also pleased to welcome a new member to our team, Patrick Mealy, who will serve as iSIGN's Account Manager in Tampa to provide local service and support. You can find further information about Patrick below.

This month, I would also like to share with you coverage of iSIGN in the news, including an article that I wrote which was featured in [Mobile Marketer](#) titled, "**Mobile can better loyalty and customer service**," about technology's ability to improve the customer experience and how companies can efficiently and effectively make service a priority. iSIGN's launch within Mac's Convenience stores across Canada was also featured in a story by [Grocery Business](#) titled, "**C-Store Retailer Readies for Mobile Marketing**." Finally, a critical analysis written by me about how mobile is influencing the future of digital out of home was featured in [Digital Signage Today](#) titled, "**How digital signage and mobile is the latest and greatest convergence for DOOH advertisers**."

As always, we look forward to helping advertisers find the most innovative ways of connecting with consumers - as we continue to provide the most impactful messaging solutions available, which both encourage and foster brand and retailer's consumer loyalty.

If you have any questions about the content of this newsletter, or would like to discuss iSIGN's next steps and recent initiatives, please don't hesitate to contact me at alex@isignmedia.com.

Kind Regards,

for iSIGN Equipment
[Read the release here.](#)

iSIGN Media and Carroll Advertising Announce the Successful Conclusion to the Previously Announced Licensing LOI
[Read the release here.](#)

iSIGN Media and DAT Media Announce the Signing of a Letter of Intent for Licensing in Australia and Surrounding Markets
[Read the release here.](#)

iSIGN Media Provides a Corporate Update
[Read the release here.](#)

iSIGN Media Announces the Creation of dealhere.ca to Streamline Broadcasting for Advertisers and Consumers
[Read the release here.](#)

iSIGN Releases Newest Data & Metrics Whitepaper



iSIGN's latest whitepaper, [Consumer Data Collecting: Measurements and Analytics in the Digital World](#), examines tips and principles for brands and advertisers to stay ahead

Alex Romanov, CEO
iSIGN Media



iSIGN Welcomes a New Team Member Introducing Patrick Mealy, Account Manager



iSIGN would like to take this opportunity to welcome a new member to our team, Patrick Mealy. Patrick comes to iSIGN with many years of experience in media sales and IT management, and will be iSIGN's new Account Manager for our Tampa office.

Patrick can be reached at: patrick@isignmedia.com.

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

Mobile MarketerTM
THE NEWS LEADER IN MOBILE MARKETING, MEDIA AND COMMERCE

Alex Romanov discusses the future of customer loyalty and engagement through the use of mobile devices and location based marketing in *Mobile Marketer*. [Read it here.](#)

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of the curve in this rapidly evolving digital world.

Download it today for insight on how consumer data & metrics effects your brands visibility, it's ability to reach larger audiences with timely and relevant content and concise measurement of advertise spend.

The whitepaper explores the benefits that new consumer data collection and analysis practices have to offer, including:

- Why Privacy conscious solutions can provide safe and effective consumer data collection
- How advertisers can use technology to track campaign viewership and measure audience response rates
- New data collection processes that measure consumer wants, needs and habits allowing advertisers to customize content based on these findings.

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

Contact iSIGN

For more information about iSIGN Media, please visit www.isignmedia.com or reach us via email at info@isignmedia.com.

Grocery Business announces the launch of iSIGN's solution in Mac's Convenience and Couche-Tard stores across Canada, and highlighting retailers' shift towards mobile marketing. [Read it here.](#)

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Alex Romanov discusses the future of digital signage and how innovations in mobile marketing are improving the way advertisers connect with consumers in *Digital Signage Today*. [Read it here.](#)



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