



Hello,

When it comes to the shopping experience, mobile technology has gradually influenced the way people research products, browse for deals, compile coupons, and even make their final purchases. But now, online access while shoppers are on-the-go and in stores is turning shoppers toward "showrooming".

### Retailers and Marketers Meet The Digital Competition

Showrooming, or looking at an item in a store before buying it online from a competitor (aka price comparison shopping), has become the latest trend among mobile consumers. And it has also become the biggest challenge for retailers and marketers today....forcing them to rethink the way they interact with and advertise to their customers.

With **6 in 10** U.S. cross-channel shoppers beginning their shopping experience online *before* setting foot inside a store to make a purchase, and **72%** of shoppers making a purchase *after* using their smartphone while in-store, savvy retailers and marketers are taking advantage of the showrooming effect by turning mobile shoppers' online habits into a profitable new venture to increase revenues all around. How? Retailers are beginning to view themselves as providers of solutions, and not just products - and are integrating new digital opportunities (like mobile couponing and interactive polling) that will lure consumers back into stores, and provide them with a shopping experience that is more relevant, engaging and personalized to them.

With showrooming exposing challenges for brick-and-mortar shops and big chain stores alike, retailers are entering the mobile sphere in an attempt to keep customers more engaged, and more primed to make a purchase when they make their in-store trips. Big-name companies like [Wal-Mart, Target and Best Buy](#) are embracing mobile onlookers and rising to the challenges of online competitors by joining forces to develop a mobile app that entices customers with coupons, rebates and loyalty programs, that actually embrace their in-store mobile connectivity. Meanwhile, moving business from brick-and-mortar stores to online, [the three biggest cellphone companies in the U.S.](#) - Verizon Wireless, AT&T and T-Mobile - have a competing mobile platform that allows consumers to pay with their phones. Visa and MasterCard also have their own apps and mobile

### iSIGN in the News



[Mobile Delivering Magic Results for Retailers](#)



[Bringing Shoppers Back From The Brink By Blunting Mobile's Showrooming Effect](#)



[Behind the Curtain: An interview with iSIGN Media](#)

[SafetyHarborPatch iSIGN Media Brings High Tech to Safety Harbour](#)

### iSIGN Announcements

[iSIGN Media and Chinney Alliance Announce the Signing of a Letter of Intent for Licensing in China and Surrounding Area](#)  
[Read the release here.](#)

[iSIGN Media and GraphicMedia Announce](#)

payment networks, helping to make checkouts run smoother.

### **From The Path to Showrooming to The Path to Purchasing**

The conclusion? Despite the growth of showrooming, shoppers still crave and often enjoy, the in-store experience. But they want shopping experiences to be more attentive and efficient, and tailored to their own preferences. To meet that challenge, retailers need to venture into new mobile services that bring back traditional store concepts and reshape the approach to selling. Retailers and marketers *can* give shoppers the personalized in-store experience they desire by capitalizing on their interests and thus gaining the opportunity to close sales before they go online. Ultimately, with the ease and efficiency of having a mobile option, retailers benefit from having smartphones turn into interactive tools through which they can better interact with their consumers and help them make shopping more convenient...all while allowing retailers to collect valuable data on their customers' preferences and behaviors, which in turn increases revenues and long term loyalty. Not to mention, retailers stand to gain live feedback on shoppers' purchasing decisions, behaviors and shopping patterns, which they can harness for future advertising opportunities.

Ultimately, the message is clear: shoppers want retailers to create a fully interactive, consistent, multi-channel experience via mobile that delivers not only great prices, but also great convenience!

### **Recent News and Happenings Here at iSIGN**

Here at iSIGN, we continue to improve and apply our mobile solutions in new ways to help retailers, advertisers and marketers stay relevant to today's consumers. Expanding our global operations with our recently opened office in Clearwater, Fla., we have been [endorsed by the Safety Harbor, Florida Chamber of Commerce](#), where local companies will be using our mobile advertising solutions to connect with shoppers - increasing brand awareness and profits. In addition, we have the pleasure of announcing the signing of a [Letter of Intent for licensing in China with Chinney Alliance Engineering \("Chinney"\)](#). Under the terms of the LOI, Chinney will become iSIGN's licensed partner, reseller, and a technology provider of our products and software to Chinney's customers, in areas to include: China, Hong Kong, Macau and Taiwan, and including exclusively for four of Asia's top convenience store chains.

I would also like to share with you recent news coverage featuring iSIGN: our installation within Mac's Convenience stores across Canada was mentioned in [Canadian Retailer](#) this month, and our insights on the showrooming effect were featured in [Retail Touchpoints](#).

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](mailto:alex@isignmedia.com).

Kind Regards,

**the Signing of a Second  
Licensing Agreement to  
Include Exclusivity  
Northeastern Section of  
Texas**

[Read the release here.](#)

**iSIGN Media Announces its  
Endorsement by the Safety  
Harbor, Florida Chamber of  
Commerce**

[Read the release here.](#)

**iSIGN Media Announces  
the Appointment of a New  
Director**

[Read the release here.](#)

**iSIGN Media and Graphic  
Media Announce the  
Successful Conclusion to  
the Previously Announced  
Licensing Letter of Intent  
For Exclusive Licensing in  
Indiana and Ohio**

[Read the release here.](#)

**iSIGN Releases Newest  
Report**



**iSIGN's newest report  
"Mobile Convergence &  
Digital Dominance: How  
One Advertising Medium is  
Aiding the Rest" explores  
through research and facts,  
campaign examples and  
expert commentary how**

Alex Romanov, CEO  
iSIGN Media



brands, advertisers and retailers alike can use channel convergence to better interact with customers - driving a more consumer-centric and real-world, real-time response, including:

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



In *Canadian Retailer*, news of iSIGN's solutions within Mac's Convenience Inc. and Couche-Trade Inc. stores across Canada are discussed, as the stores begin the first broadcasts of iSIGN's in-store mobile advertising solutions. [Read it here.](#)



Alex Romanov gives his executive viewpoint on the newest mobile trend of showrooming, speaks of its effect on shoppers, and includes solutions for marketers and retailers to bring shoppers back to stores - as mentioned in *Retail TouchPoints*. [Read it here.](#)



Alex Romanov and iSIGN Media are profiled in *Android Guys Blog*, where Alex discusses the Company's services, its newest products and solutions, and how there has been a shift in traditional advertising that positions iSIGN's Bluetooth and Wi-Fi advertising solutions as the ideal ways to connect with consumers through their mobile devices. [Read it here.](#)



iSIGN's Smart Antenna and how it is revolutionizing marketing and

- How advertisers and marketers can harness the rapid proliferation and rise in adoption of digital devices (like smartphones and tablets) and better utilize their ability to link and sync with traditional channels, therefore heightening the consumer experience;

- How thanks in part to mobile devices, print, TV and radio are being revitalized to engage consumers in new ways;

- The ways that interactive and location-aware advertising solutions, digital signs and kiosks can offer real-time metrics and drive ROI, to help advertisers know their customers like never before;

- How, once feared as the ultimate cannibalizing medium, digital has instead proven itself as an invaluable media facilitator, helping all channel types merge and converge successfully.

Download iSIGN's Mobile Convergence & Digital Dominance Whitepaper [here.](#)

advertising with it's U.S. debut, helping local businesses better connect with customers is discussed in Safety Harbor Patch. [Read it here.](#)

## Contact iSIGN

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).

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