



Hello,

While the 2012 global economic outlook appears healthier than previously thought, consumers and advertisers still remain in "cautious optimism" mode. That means every dollar spent on an advertising push and every dollar shelled out for that purchase by the consumer is being carefully watched and managed. Real-time data collection, if used properly and respectfully, will help both population segments manage their dollars best.

The Digital Times Are Changing

While the old adage "Half the money I spend on advertising is wasted; the trouble is I don't know which half" may still ring true for some companies, the digital times are changing and with them, consumer data collection practices and solutions. As I mentioned in last month's newsletter, better data and metrics will be a key concern for advertisers and brands alike in 2012. With new technologies emerging and converging every day, solutions need to effectively, efficiently and accurately aggregate and apply data to help advertisers understand what works and what doesn't work for their campaigns and allow them to adjust their efforts to better reach and engage their target customers - generating sales and still respecting consumer privacy in the process. Add in the power to do so in real time - and companies can accurately and consistently distinguish which promotions create a profit, in an instant.

Data and Metrics - The Fuel That Adds Fire to Brands and Businesses

It's clear that customer data is an invaluable resource for advertisers, brands and retailers, often compared to "oil" or the fuel that powers a company. But, it is a resource that has not been applied to its full potential - until now. Here at iSIGN we expect to significantly improve the quality of metrics and data that we help advertisers collect, as evident of the recent integration of our IMS 3.1 software solutions into Mac's stores across Canada - which will be the only one of its kind in North America that can deliver shopper analytics and promote Mac's loyalty membership to brands and services via mobile phones and devices. With the first 500 locations up and running (and upon completion a total of 1,400 stores), we will generate the largest interactive digital signage network in the world - reaching an average

iSIGN in the News



[3 key functions for campus digital signage](#)



[Wi-Fi and Bluetooth
Mediacasting to Mobile Phone
and Tablet Devices](#)



[5 Things You Need to Know for
Digital Signage in the New
Year](#)



[Retail Digital Signage
Networks Equipped with
Audience Measurement Tools](#)

iSIGN Announcements

**iSIGN Media and Macs
Convenience Stores Sign New
Five-Year Service Agreement**
[Read the release here.](#)

**Who is Watching and What Are
They Purchasing?**
[Read the release here.](#)

**iSIGN's Initial IMS Software
Activation in its Digital Signage
Network Yields**

of 1.5 - 2 million mobile devices *per day*. What better way to help advertisers find out who is watching and what they are purchasing?

How to Collect, Analyze and Measure Data in our Digital World - While Still Respecting Consumers

With rising global feature phone and smartphone adoption rates expanding (the number of households owning smartphones jumped to 42 percent in 2011 from 25 percent in 2009) and studies showing that American's appetite for digital content continues to grow, that appetite, along with the introduction of new technologies, will lead to a new era of content consumption and a new era of data collection. Next month, we will release our latest whitepaper entitled "**Consumer Data Tracking, Measurements and Analytics in the Digital World**," discussing best practices, the latest trends in data collection and how brands, advertisers and businesses can better measure their customers' wants, needs, desires, and habits and apply that data to generate greater ROI in today's modern digital age.

While on the topic of data and metrics, I am also pleased to share some recent iSIGN news articles with you, including a recent article by mediacaster entitled "[Retail Digital Signage Networks Equipped with Audience Measurement Tools](#)."

As always, if you have any questions about this newsletter or would like to discuss some of the initiatives we are developing for different industry sectors in 2012, please feel free to contact me at alex@isignmedia.com.

Regards,
Alex Romanov, CEO
iSIGN Media



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

broadband & content
mediacaster

Alex Romanov discusses location-based interactive proximity

Unprecedented Audience Measurement for Advertisers
Read the release [here](#).

iSIGN's Newest Data & Metrics Whitepaper Released Next Month



iSIGN is pleased to announce that our latest whitepaper, ***Consumer Data Collecting: Measurements and Analytics in the Digital World***, will be released next month.

Examining the evolution of marketing practices and emphasizing the value of collecting consumer data in a privacy conscious way, iSIGN's data and metrics whitepaper will discuss the industry's best practices for and data collection and new solutions that will help brands, retailers and advertisers alike better aggregate and apply data to increase consumer satisfaction and improve loyalty.

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

- New solutions businesses can use to collect data in the digital age
- Why enhanced data transparency helps enhance your brand
- How marketers can use

advertising solutions and the Company's new Smart Antenna in *mediacaster*. [Read it here.](#)



iSIGN's CEO Alex Romanov discusses the top 5 things brands and advertisers need to know for digital signage in 2012 to increase customer engagement and reach in *Digital Signage Today*. [Read it here.](#)



iSIGN's retail digital signage networks track insights into consumer behavior, helping brands and advertisers decipher campaign effectiveness in real time, as featured in *mediacaster*. [Read it here.](#)

technology to match individual transactions with individual customers

- New data collection processes that track campaign effectiveness and reach in real time, to make spend more accountable and measurable

...Coming Next Month!

Contact iSIGN

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The 2012 Self-Service Hand-Book

The Empowered Consumer

January 2012

Deena Amato-McCoy



Aberdeen explores the emergence of self-service retail solutions and how technology is impacting both retailers and customers, plus delves into a case study of iSIGN's solution within the Mac's retail chain. For a copy of the report please contact iSIGN'S Director of Media Relations, Vanessa Horwell at vanessa@thinkinkpr.com.



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