



Hello Vanessa,

It can be daunting to think about deciphering digital marketing intelligence, especially when it comes to managing a business successfully.

Big data has been a hot topic lately, mainly because measuring data and using metrics, from web traffic reports, email blasts, CRM reports, and mobile messaging to name a few, can influence important marketing decisions and refine the sales to increase ROI. In fact, it is predicted that [by 2017 CMOs will spend more on IT than their counterpart CIOs](#). What does this mean? Marketing is influencing almost half of all purchases and advertisers and retailers will need to spellbind the tons of data from mobile devices, cloud apps and social networks that are adding to the marketing mix if they want to gain an edge on the competition.

And with the evolution of new data collection technologies, businesses are gathering and storing larger volumes of information and are doing so at a much faster pace. The variety of data they are collecting is also becoming more diversified. Plus, technology is allowing us to use better tools for more precise measurement.

Yet, with only about [1/3 of companies able to effectively use big data](#) (or understand it), businesses face the challenge of how to gather, assess, and utilize data and metrics to their advantage. Not to mention, focus on how big data can streamline their marketing goals without only routing their attention to the new results they may encounter.

Big Data, Big Results: Using Metrics to Build a Strong Marketing Campaign

However, with [good practices for managing big data](#) and [combined fact-based decision-making with creativity](#), companies are starting to learn how to harness the power of metrics to better understand their customers.

This is also why, as times are changing and marketing is adapting, more and more advertisers and retailers are building their marketing campaigns upon this new analytical culture. Whether through metrics generated via online activity, such as emails and social media, they are

iSIGN in the News



[Proximity marketing: Merging the digital and physical worlds \(Commentary\)](#)

NETWORKWORLD

[Proximity marketing: NFC vs. Bluetooth and Wi-Fi](#)



[Proximity marketing: NFC vs. Bluetooth and Wi-Fi](#)



[In Business - with Alex Romanov](#)

iSIGN Announcements

[iSIGN Media and Chinney Concepts Confirm the Basis for an Asian Licensing Agreement](#)
[Read the release here.](#)

[iSIGN Media Provides an Update of Its LOI With Chinney](#)

capturing that growing number of information that goes unused every day.

Understanding big data means businesses can turn numbers into marketing. Named one of [the top 10 strategic technology trends for 2013](#), strategic big data can influence, create engagement, manage the consumer experience, improve customer satisfaction and develop brand loyalty while increasing overall revenues. Plus, with big data and metrics being effectively utilized for marketing insights, we can also begin to make critical day-to-day decisions from a more educated perspective.

Overall, advertisers and retailers need to let the ghost of numbers depart, and rather embrace all digital marketing channels that can now be measured via big data. It is through these new digital channels (interactive digital signage, mobile messaging and even kiosks), combined with traditional media channels (like print, TV and radio) that retailers will be able to better react to their consumers' behaviors and collect valuable insights into what is making their business successful. And ultimately, this will result in better use of marketing resources, technology, staffing and creative engagement that speaks to customers to turn them into repeat, loyal purchasers.

Recent News and Happenings Here at iSIGN

Here at iSIGN we continue to expand our services in North America, providing businesses with real-time metrics that they can use to increase their ROI, customer engagement and expand their visibility. Most recently, [iSIGN and GraphicMedia announced the signing of a third licensing agreement](#) that includes exclusivity for Washington State. GraphicMedia, a privately owned and operated creative graphics and advertising company located in Bluffton, Indiana, will be acquiring 250 Smart Antennas and introducing iSIGN's proximity marketing to its various clients throughout North America.

iSIGN has also [launched a new website](#), sharing a new image but continuing to deliver its message of multiplatform advertising solutions for advertisers and retailers all around the world. In addition, iSIGN [announced an update of its LOI with Chinney](#). Chinney Alliance Engineering "Chinney" sent a formal draft of an expanded and detailed LOI, with a request for expansion of certain sections, as well as for additional information. [The final LOI was reviewed by both parties and the agreement grants Chinney certain exclusive rights relating to iSIGN's Smart Antenna](#), software and resulting metrics in the territories of The Peoples Republic of China, Hong Kong, Taiwan and Macao. The intent is to define a five year licensing agreement to be finalized on or before April 30, 2013.

I would also like to share with you recent news coverage featuring iSIGN: our commentary on proximity marketing was included in [Digital Signage Today](#), the differences between NFC versus Bluetooth and Wi-Fi in proximity marketing was covered in [Network World](#) and [CIO](#), and an

[Read the release here.](#)

iSIGN Media and GraphicMedia Announce the Signing of a Third Licensing Agreement to Include Exclusivity for Washington State
[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 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:

- 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

interview about our proximity marketing can be viewed on [Rogers BizTV](#).

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 and iSIGN Media are profiled in Digital Signage Today, where Alex discusses the Company's services and solutions, and looks at how proximity marketing is merging the digital and physical worlds. [Read it here.](#)

NETWORKWORLD

Alex Romanov comments on the new trends in proximity marketing, and discusses the differences between NFC and Bluetooth and Wi-Fi. [Read it here.](#)



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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.](#)

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Alex Romanov and iSIGN Media are interviewed in Rogers BizTV, where Alex provides updates of the Company's services since the Smart Antenna and speaks about proximity marketing. [Watch it here.](#)



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