



Hello,

More than 90 million Americans will be traveling home for the holidays, making this by far the [busiest season of the year](#), and they are not going home empty-handed.

Topping the list of holiday gift items this year we have wireless devices, with sales largely driven [by smartphones and tablets dominating](#) more than ever before. For retailers and brand marketers, this means two things: more shoppers will be buying mobile devices and increasing the mobile adoption rate, and more consumers will be receiving a new phone or tablet that they can use to browse and shop online. Both are opportunities to embrace mobile shoppers everywhere, and to do so, stores and brands will need to use big data.

As consumers use their mobile devices, cloupy apps and social networks, their constant use of technology creates tons of daily data. That big data is a challenge for marketers and retailers trying to decode how to turn metrics on customer behaviors and purchasing trends into better marketing objectives and strategies. But once decoded, it is through the analysis of big data and continued gathering of metrics from shoppers that brand marketers and retailers will be able to drive more sales and prosper in a data-driven 2013.

And with big data topping the list of strategic technology trends for 2013, retailers will need to:

- Use data to provide consumers with customized offers and services, targeted to their specific wants and needs;
- Identify which types of data to gather and how to turn it into future opportunities to advance consumer interaction.

Considering [90% of the data in the world today was created in the last two years alone](#), brands and retailers need to capture tons of consumer data while also acting upon it in real-time and balancing consumers' privacy and security. This way, retailers and marketers can capitalize on big data from better marketing with the right channels and messages. Ultimately, through the gift of data the shopping experience will turn into a personalized, interactive experience for every single consumer,

iSIGN in the News



[Real-time Metrics Drive New Interactive Marketing Partnerships](#)



[New Ad Trend Report Decodes How Brands Can Best Merge And Converge Channels](#)



[Proximity marketing: When worlds collide](#)



[2012 in review: That was the digital signage year that was](#)



[Big Data's Big Deal: And Why It's The Ultimate 'Renewable Resource'](#)

iSIGN Announcements

and that will be priceless for retailers when the gift of consumer engagement improves their ROI and keeps shoppers coming back for repeat purchases.

So next time you're out at your local mall searching for holiday gifts or stocking stuffers, or ringing in the new year, just think of all the data that will be created by the mobile-enabled shoppers around you, and how in turn, that can be used to create a new, more effective marketing campaign that speaks directly to your audience...not just over the holidays, but all year round!

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. Helping businesses analyze and better utilize their data, iSIGN announced [the installation of several Smart Antennas in Dunedin, Florida](#). The installation marks the second city in Florida that iSIGN has installed its Smart Antennas into, following the August 2012 installation in Safety Harbor. iSIGN also [announced an update to its initial distribution agreement with GraphicMedia, Inc.](#) The update includes an immediate shipment of 500 Smart Antennas to be installed, with 200 Units to be installed into National Oil owned gas stations and 300 Units to be installed into other major gas station locations supplied by National, making it iSIGN's first large installation in the United States. iSIGN also [announced an agreement with Keyser Industries Inc.](#), granting iSIGN the exclusive rights to install and deploy its Smart Antennas in North, Central and South America for the Quick Service Restaurant ("QSR") field.

I would also like to share with you recent news coverage featuring iSIGN: our new interactive marketing partnerships with GraphicMedia and Keyser Industries were mentioned in [MediaCaster](#), our mobile convergence report was included in [Adotas](#), our proximity marketing commentary was featured in [Direct Marketing News](#), our digital signage trends for 2012 were included in [Digital Signage Today](#), and our commentary on big data's big impact for marketers was covered in [Marketing Daily](#).

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,

iSIGN Media Announces an Agreement with Keyser Industries Inc.

[Read the release here.](#)

iSIGN Media Provides an Up-date to its Purchase Order from GraphicMedia

[Read the release here.](#)

iSIGN Media Announces Installation of its Smart Antennas in Dunedin Florida

[Read the release here.](#)

iSIGN Releases Newest Report



iSIGN's newest report "[Deck the Halls With Digital, Data, and Discounts: How 2012 Will Usher in a New Holiday Season Shopping Experience](#)" explores through research and facts, campaign examples and expert commentary how retailers and marketers can learn from consumers' increased consumption of digital content through their mobile devices while they're in store or nearby a

Alex Romanov, CEO
iSIGN Media



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



iSIGN's interactive marketing partnerships with GraphicMedia and Keyser Industries are announced. [Read it here.](#)



iSIGN's report is featured, "Mobile Convergence & Digital Dominance: How One Advertising Medium is Aiding the Rest," decoding how brands can best merge and converge channels. [Read it here.](#)



Alex Romanov's commentary on proximity marketing is covered, including tips for retailers on how they can benefit from proximity marketing campaigns and what types of merchants should use it. [Read it here.](#)



Alex Romanov is featured as one of the year's digital signage experts, and speaks about the hottest trend in digital signage from 2012 that will

location to continue to attract customers and prospect new ones, and ultimately increase sales during the holidays and next year.

The report also discusses how retailers can benefit from the use of new marketing channels, like digital signage that talks and mobile messaging that delivers real-time coupons and offers, and even 4th screen and 5th screen advertising that is luring people of all demographics back into brick-and-mortar stores.

Download iSIGN's Holiday Retail Trend Report [here.](#)

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impact marketing next year. [Read it here.](#)

MarketingDaily

Alex Romanov shares his insights and observations on big data and why it is the ultimate renewable resource, and also explains how marketers can best use this information in a responsible and profit-maximizing manner. [Read it here.](#)



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