



Hello Katherine,

In 2014 the idea of never leaving your house without your wallet has been replaced with never leaving the house without your phone. More than ever, people are attached to their devices, so much so that [75% of Americans](#) admit to bringing their phone to the bathroom. Marketers have picked up on the fact that people spend nearly three hours a day on their phones and have utilized mobile marketing as a valuable and effective way to reach consumers. According to the [mobile marketing stats for 2014](#), marketers spent \$8.5 million on mobile marketing in the US in 2013; and that figure is projected to quadruple to \$31.1 billion by 2017. With the increase in mobile use and the fact that mobile marketing communication is highly personal, most organizations are investing money and resources in targeting their consumers via mobile. Mobile marketing is one of the fastest growing advertising platforms of 2014.

According to an eMarketer study there was a [huge leap in mobile advertising spending](#), specifically 80% more than companies invested in 2013. It's also expected that 2015 will see mobiles accounting for 14% of the total ad spending in US, which is more than print and radio. Marketers have seen success in using mobile ads to attract users' attention as it's a medium that users carry on them all the time. In fact [mobile ads](#) seem to do 4 to 5 times better than other online ads.

Due to the ease and convenience of mobile, users not only use it for internet browsing and checking emails but for shopping directly on their mobile devices. According to comScore [4 out of 5 mobile users use their phones to shop](#). Businesses like Target have started offering coupons specifically to mobile users, with many restaurants following the lead and sending offers for free drinks or appetizers. Almost any business can utilize mobile advertising to provide a shopper with an offer, service or information. While shopping, consumers will often use their smartphones to research the product online, which signals an intent to buy. The numbers are high for action with 70% of mobile searches leading to online action within an hour. Marketers can utilize this knowledge to target shoppers within proximity. According to R.J. Talyor, ExactTarget Vice President of Mobile Products, location is the [biggest trend in mobile marketing](#). Whether it's through location-based text messaging, location-based app messaging, or using location to generate personalized content shoppers are more likely to take advantage of offers that are relevant and presented to them on their mobile device. Mobile is paving the way for how the new generations will receive information,

iSIGN in the News



[The Ultimate Customer Profile: Merging Proximity Marketing Data with Cash Register Information](#)



[Interactive marketing tech company releases corporate update](#)



[iSIGN Media Announces a Private Placement for \\$1,530,575](#)

iSIGN Announcements

[iSIGN Media Announces the Close of a Non-Brokered Private Placement of \\$19,600](#)
[iSIGN Media Announces That It Will Not be Proceeding with the Acquisition POS Canada](#)

[iSIGN Media Announces a Sales Update](#)

communicate and do all of their shopping. There are close to 7.3 billion mobile phones in the world and with almost 2 billion of them being smartphones it's no wonder that almost 78% of retailers are planning to invest in mobile this year. Proximity marketing is an effective and successful way of reaching audiences, which is perhaps why 40% of mobile marketing is being aimed at proximity. Products like our Smart Antenna help to target those shoppers in an easy and effective way that offers shoppers [relevant offers that are in real time](#), while gathering data to provide businesses with preferential and behavioural data. Every part of a business from the website to social media fits on a mobile phone. It's time that businesses start figuring out where mobile fits in their marketing strategy and utilizing the medium to their advantage.

Recent News and Happenings here at iSIGN

We're happy to announce that we have a new reseller to handle Romania, Bulgaria and Hungary and will be our first representation in the European market. SC Best Communication has contacts in the fields of gas stations, convenience stores and the hospitality and tobacco industries. You can find out more information [here](#).

This month we're also excited to find out the [Applebee's Neighborhood Grill & Bar](#) trial in Monterey, Mexico was a success and showed an 18 to 20% positive response to messages sent by our Smart Antennas. The trial was performed by Blue Beat Media, a Graphic Media reseller, located in Mexico.

For all of those interested in learning more about our technology we have created a [Marketing Resources folder](#), which contains videos, product sheets and metrics. Please refer to the folder for any promotional material.

Thanks for your continued support and business.

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](#).

Kind Regards,

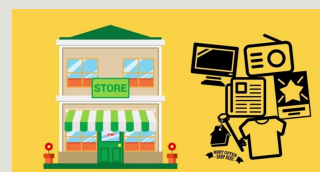
Alex Romanov, CEO
iSIGN Media



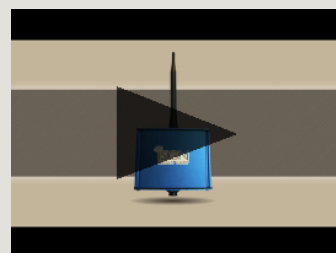
**iSIGN's Mobile Proximity Marketing Solutions
in the News**

[iSIGN Media Announces the Signing of a Exclusive Reseller Agreement for Romania, Bulgaria and Hungary](#)

iSIGN Reports



Advertising to the masses while targeting individuals. Watch the video [here](#).



Smart Antenna overcomes the iBeacon limitations. Watch the video [here](#).



iSIGN's report on Smart Antenna and iBeacon provides comparison in capabilities, security and deployment.

Read the full comparison [here](#).

iSIGN Infographic



The byline in Retail Insider discusses the benefits of merging POS information with proximity marketing data and how businesses can utilize this information to provide personalized offers to shoppers. Read the full byline [here](#).

Cost-Effective Advertising Platform to Target Individuals

iSIGN's Smart Antenna is a cost effective marketing technology that allows businesses to target proximity based customers, while providing measurable results. Businesses no longer have to waste money on flyers, merchandise and ineffective advertising tools, since they can now target customers with relevant and timely offers.

To view the full video, click [here](#).

iSIGN's Smart Antenna comparison to iBeacon Video

iSIGN's proximity marketing solution allows marketers to target their customers with relevant, timely offers, while gathering data and mobile shopper preferences to generate actionable data and reveal valuable consumer insights, without the restrictions of iBeacon.

To view the full video, click [here](#).



iSIGN's latest infographic, "Assigning a Dollar Value to Big Data" displays the impact of Big Data on retail and examines how much consumer data brands are gathering and utilizing on a global scale.

It also reveals how retailers can determine Big Data's big dollar value and turn large amounts of data into profitable insights and shopper intelligence.

To view iSIGN's Infographic click [here](#).

Contact Us

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