



iSIGN *news*

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Hello,

This year it's all about eCommerce and mobile shopping is the biggest name in the game. People don't leave home without their phones anymore and are using it for everything including shopping. Studies have shown that conversions are high when people are looking for relevant information on their mobile devices as 78% of mobile searches for business information [result in a purchase](#). This doesn't mean however that you should go ahead and make an app for your shoppers, as a majority of people would rather access a mobile website than a mobile app. Users are looking for the same personal in-store shopping experience but on their phone by having the information presented to them. Whether looking for a mobile coupon, which [75% of mobile shoppers](#) have used, people are looking for a personalized mobile customer experience. How do you tailor your offers and experiences to each individual customer on their mobile device? You have probably had the answer all along, which is data and analytics. By collecting customer data, you can then check for patterns, see what works and what doesn't and tailor that information to each customer by [providing a personalized shopping experience](#). By collecting the right data and using it to [tailor offers](#) and communication with the user you can keep your customer happy and coming back.

Recent News and Happenings here at iSIGN

We started off the new year with new opportunities and partnerships and we're happy to announce the signing of the reseller MOU with Jentu Technologies to market an exclusive [point-of-sale security solution](#). Their system eliminates the hard drive in PCs, resulting in a safer, faster and more reliable computing platform that protects PC and POS networks from long duration malware that collects credit card data for weeks/months on end. Our Smart Antennas in conjunction with Jentu protecting the POS environment, securely closes the loop on sales metrics, fully safe-guarding shopper and retailer data and information.

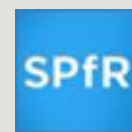
We have been continuing our trials in the real estate, hospitality and food channels and have gathered a lot of data which will help those businesses determine the success of the campaigns and to target new customers through mobile marketing. Here are some of the highlights from the data analytics:

- 141,282 phones reached in 109 days in the [pizza chain trial](#)

iSIGN in the News

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[Mobile-Friendly Digital "For Sale" Signs Are Revolutionizing Real Estate Advertising](#)



[Why Collecting Customer Data is Important](#)

[Five Ways Retailers Will Use Data in 2015](#)

iSIGN Reports



Digital Realtor: iSIGN's solution for the Real Estate Market. [Watch the video here.](#)



iSIGN's report on Smart

- 74% effectiveness rate from offers being sent in the [hotel trial](#)
- 15,138 opt in prompts successfully delivered in the [real estate trial](#)

Lastly we would like to welcome a new member to our team, Helen Thibault who will be looking after our hotel and hospitality channel. Ms. Thibault brings with her extensive hotel experience from her tenure with the Hilton chain as well as her ongoing consulting services to other hotel brands and networks. We're looking forward to working with her to assist as we launch into the hospitality channel in Canada and the USA.

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



Cost-Effective Advertising Platform to Target Individuals

iSIGN's Smart Antenna is a cost effective, patented marketing technology that allows businesses to target proximity based customers, while providing measurable results. Businesses will now be able to immediately calculate the cost of their advertising compared to actual results to arrive at an ROI (Return on Investment).

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](#).

Antenna and iBeacon provides comparison in capabilities, security and deployment.

Read the full comparison [here](#).

Contact Us

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