



Join us for the first live iSIGN Q & A with Alex Romanov!

Covering all investor-related to product-related topics

May 1, 2013 at 3:30 PM EST Time

To join this call, please dial in 1.877.314.1234

Access code: 8365661

Hello,

The stirrings of a retail revolution are all around us. With more and more shoppers turning towards technology, like their mobile phones, tablets and even in-store digital signage to augment their experience in store, a time of unbridled growth and opportunity lies ahead for retailers and marketers- with so many new ways that they can improve the customer experience and reach their target customers across a number of different channels.

Advancements in digital signage are one example of how retailers can embrace this revolution, with more and more retailers entering the digital signage landscape as we speak. One company that is leveraging the power of digital signage in retail is [Mac's/Couche-Tard](#), owned by Alimentation Couche-Tard, one of the world's largest convenience store operators as an example.

The chain recently [launched a campaign](#) to test digital signage's effectiveness. A 15-second ad promoting a type of breath freshener ran on the digital signs at 10 Mac's store locations throughout Ontario, Canada. As a result, the digital advertising helped increase sales by 21% during the 10-day test, generating 1,180 ad impressions per location per day, or a total of 118,000 impressions.

The Mac's/Couche-Tard effort was a major success as above all, digital signage demonstrated its impressive versatility, customer engagement possibilities and ease of installation and use. And unlike static signs, digital signs can be updated in real time and their reach goes far beyond breath fresheners. What's more, these signs can also push messaging out to smartphones and other mobile-enabled devices via Bluetooth™ and WiFi connectivity when they're in close proximity to a retail location.

News



[iSIGN Partners to Launch National Mobile Network](#)



[Digital Signage Brings Shopper Desires Into Sharper Focus](#)



[Boston bombing and Big Data: What can marketers learn from the tragedy?](#)



[Digital signage evokes shoppers' wants and needs \(Commentary\)](#)



[Are QR codes losing their magnetism?](#)

Thereof, for the next-generation of stores to be successful they will have to embrace the technology that their customers are using and interacting with, and that also means collecting and acting in real time on the data gathered from consumers' wireless devices.

When gathered in a privacy-conscious way, retailers and marketers can leverage consumer data to enhance customer interactions in-stores, increase brand loyalty and thus basket size, but also bring in nearby potential patrons who are primed and ready to make a purchase.

Recent News and Happenings Here at iSIGN

With digital signage and mobile merging to drive better marketing campaigns, here at iSIGN we have partnered with GraphicMedia to [launch the National Mobile Network](#).

Through the National Mobile Network, retailers can send discounts, coupons and relevant mobile messages in real-time to customers as they are nearby or in-stores via Bluetooth or Wi-Fi connectivity. This mobile marketing initiative is available across the National Oil & Gas brands in the Midwest region of the United States.

We have also [partnered with Seneca Data Distributors to develop an integrated Smart Digital Player](#) that combines the abilities of the traditional digital player that manages content and schedules advertising campaigns on digital signage with iSIGN's Smart Antenna. The result will be one device that allows retailers to use the Smart Antenna in outdoor locations, such as restaurant drive throughs, to push content to their menu-boards and digital signage displays.

In addition, iSIGN is now able to provide wireless connectivity to its customers and continue to expand its mobile marketing solutions to retailers across the United States thanks to the partnership with [Verizon Wireless](#).

I would also like to share with you recent news coverage featuring iSIGN: iSIGN's launch of the National Mobile Network was included in [MediaCaster Magazine](#), and our insights from the AdCentricity case study on in-store digital advertising were featured in [Retail TouchPoints](#) and [Digital Signage Today](#). We also shared our opinion on the Boston Marathon tragedy and what marketers can learn from it in [Mobile Marketer](#), shared our thoughts on QR codes and their future for successful marketing campaigns in [Mobile Marketer](#), and our partnership with Verizon Wireless was included in [Mobility Techzone](#).

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.



[All iSigns Point to US](#)

iSIGN Announcements

**iSIGN Provides an Up-date
to its Previously
Announced Strategic
Private Placement
[Read the release here.](#)**

**iSIGN Media Adds
Wireless Connectivity for
US Installations
[Read the release here.](#)**

**iSIGN Announces the
Development of an
Integrated Smart Digital
Player
[Read the release here.](#)**

**iSIGN Media's Exclusive
Distributor GraphicMedia
Announces the National
Mobile Network
[Read the release here.](#)**

**iSIGN Media Announces a
Grant of Options to a
Director
[Read the release here.](#)**

**iSIGN Media Announces
Close of the
GraphicMedia Private
Placement
[Read the release here.](#)**

iSIGN Releases Newest Report

We will also be holding a live call tomorrow, **May 1, 2013 at 3:30 pm EST** where we will be addressing all industry questions you may have. To dial in, please call **1.877.314.1234**, access code: **8365661**. I look forward to hopefully hearing from you then!

Kind Regards,

Alex Romanov, CEO
iSIGN Media



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



iSIGN announces that GraphicMedia, its exclusive distributor for Smart Antennas for the American continents, is launching the National Mobile Network. [Read it here.](#)



Alex Romanov shares his insights and case study results demonstrating the impact of digital signage and mobile marketing in-stores on retail sales, customer engagement and ROI. [Read it here.](#)



Alex Romanov shares his opinion on what marketers can learn from the Boston Marathon tragedy and how they can prevent events like that from happening by utilizing big data. [Read it here.](#)

Monetizing Consumer Interactions in the Data-Driven Age: How Retailers Can Up their Digital Consumer Engagement and Generate Revenues in 2013

iSIGN's newest report, [*"Monetizing Consumer Interactions in the Data-Driven Age: How Retailers Can Up their Digital Consumer Engagement and Generate Revenues in 2013."*](#) explores how retailers must execute and act on big data, while adapting to channel convergence (like integrating traditional media) and delivering relevant content in real time that "speaks" to consumers and their daily demands.

By engaging consumers in a timely manner, Alex explains how retailers are learning to react to the new fundamental component in retail for 2013: the digital consumer.

Download iSIGN's Mobile and Digital Trends Report [here.](#)

Contact iSIGN

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Alex Romanov shares the AdCentricity case study results demonstrating the impact of in-store digital signage on customer engagement and ROI. [Read it here.](#)

Mobile Marketer™

THE NEWS LEADER IN MOBILE MARKETING, MEDIA AND COMMERCE

iSIGN provides a different perspective on how QR codes can be combined with digital signage and Bluetooth and Wi-Fi connectivity to drive true QR code success for mobile marketers. [Read it here.](#)



iSIGN's partnership with Verizon Wireless to bring wireless connectivity to customers across the United States was featured. [Read it here.](#)



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