



## News

Hello,

If your morning joe hasn't given you a jolt yet, here are a few stats that might.

Recent industry research shows that 60% of mobile phone users unsubscribe from mobile advertising because the messages aren't relevant to them, and 69% will unsubscribe from mobile marketing updates due to receiving too many messages (Vibes Mobile Consumer Report).

### ***What do these numbers mean?***

Retailers and marketers are failing to create meaningful, mobile marketing campaigns that are timely and relevant, and are therefore losing out on the mobile customer loyalty that is critical for them to build lasting brand equity.

With 65% of smartphone users open to receiving promotions on their mobile device at least on a weekly basis, retailers and marketers still have the opportunity to engage the majority of consumers that are willing to interact with brands, and they can do so by building a mobile loyalty program that speaks to their individual wants and needs.

The first and most important step in creating a meaningful loyalty program, mobile or otherwise, is accumulating the necessary consumer behavioral data, analyzing it and acting upon it in real time. That means "Big Data" consumer metrics, like previous shopper purchases, prices of items purchased, frequency of purchases made, and location of the purchase all must be evaluated. It also means that marketers must be analyzing real-time feedback from a number of channels and across multiple devices, like smartphones and tablets, and from methods like SMS, push notification and email, in order to truly understand their consumers.

### **Data Privacy Takes Center Stage for Mobile Consumers**

Gaining consumers' (mobile) loyalty also requires that their privacy is preserved, so that program members gain brand trust. Some



[Canadian Tech Company Plays at the Super Bowl with Mobile Messaging System](#)



[How Mobile is Super Bowl XLVII?](#)

[MOBILE VISTA Interactive Experience via Wi-Fi](#)



[Designing a Frictionless Mobile Loyalty Program](#)



[Apple's Wi-FiSLAM buy allows advertisers to get even closer to consumers](#)

companies offer types of "tracking" technology that collect personal information from wireless devices (and other channels) without consent. But with these companies are putting consumers (and Congress) up in arms and breaking their trust, which is why iSIGN has developed the Smart Antenna. Through iSIGN's technology, consumers are offered an easy opt-in to release their information, and this means retailers can collect their data (if they wish to share it) in anonymous form. It also means that consumers won't be targeted or receive any unsolicited offers or mobile messages without their prior approval. And, since consumers can choose to be recognized, iSIGN's technology offers consumers many perks: they can receive instantly redeemable discounts, choose to be greeted by name when entering a store, or even participate in product polls or loyalty programs that offer personalized perks the next time they visit the store.

Retailers and marketers that responsibly start to use those consumer metrics will be able to craft the most accurate customer picture and send timely and relevant rewards to customers in the channel or channels they prefer - both in store and on the go. If a mobile loyalty program fails in delivering on the promise that it will be relevant, mobile users will quickly tell their friends and family about their negative experience. And they'll do so across multiple channels - Facebook, Twitter, LinkedIn, among others - far faster than they would disseminate positive news. Such communication can have serious positive or negative loyalty program feedbacks, so it's critical for retailers and marketers to build customer loyalty from the get-go.

With mobile adoption rates continuing to rise while their usage grows more ubiquitous, as will the loyalty programs they help facilitate. US smartphone and tablet adoption rates hover around 55% and 30% respectively (Canadian [adoption rates](#) are at 47% and 21%) - moving forward mobile loyalty is about attracting and retaining customers in the most memorable, timely and seamless way.

### **Recent News and Happenings Here at iSIGN**

With mobile and Big Data dominating and impacting the retail industry, here at iSIGN we have been expanding our services to help thousands of retailers across Canada to create engaging mobile marketing campaigns and continue to build consumer loyalty. Thanks to our Smart Antennas, we have seen [positive results across the U.S.](#), with the installations resulting in hundreds of thousands of messages generated to consumers' mobile devices, creating an average response rate of over 30%. We are also pleased to announce that [iSIGN has been selected by Best Brand Bottlers, Inc. to promote a product line to help support the Boys and Girls Clubs Florida Alliance](#) in various cities in Florida. In addition, iSIGN also announced an [update to the private placement with US based](#)



[\*\*Sending motorists mobile gas coupons as they pull up to pumps lures them into stores\*\*](#)

**Mobile Commerce Daily**  
THE NEWS LEADER IN MOBILE COMMERCE AND RETAIL

[\*\*Mobile coupons edge out print as retailers switch strategy\*\*](#)

**NACSONLINE®**

[\*\*Mobile Coupons Delivered at the Pump\*\*](#)

**CSPnet.com**

[\*\*National Oil & Gas Leveraging Mobile Couponing\*\*](#)

**iSIGN Announcements**

**iSIGN Announces Research and Development Plans**  
[\*\*Read the release here.\*\*](#)

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

**iSIGN Announces that it has been Selected by Best Brand to Promote Boys and Girls Clubs Florida Alliance**  
[\*\*Read the release here.\*\*](#)

**iSIGN Media and GraphicMedia Provides**

[investor group and with our distributor GraphicMedia, Inc.](#)

I would also like to share with you recent news coverage featuring iSIGN: iSIGN's mobile advertising solutions for the Super Bowl were included in [What's Your Tech](#) and [Mobile Marketing Magazine](#), also mentioned in [Mobile World Blog](#), featuring the interactive customer experience retailers can provide to their shoppers with iSIGN's mobile advertising technology, and our steps to creating a frictionless mobile loyalty program were included in [Mobile Commerce Daily](#). We also shared our insights in [UpStart Business Journal](#), commenting on how Apple's Wi-Fi Slam acquisition brings consumer data gathering and consumer privacy to the forefront, and our location-based marketing solutions and work with National Oil was featured in [Internet Retailer](#), [Mobile Marketer](#), [NACS Online](#) and [CSP Net](#).

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](mailto:alex@isignmedia.com).

Kind Regards,

Alex Romanov, CEO  
iSIGN Media



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



The partnership between iSIGN and the Super Bowl Host Committee are featured, including the use of its mobile messaging system during Super Bowl week. [Read it here.](#)

**MobileMarketing**  
News | Views | Analysis

**Up-date on Data  
Gathering from its Smart  
Antenna Installations  
[Read the release here.](#)**

iSIGN Releases  
Newest Report

**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

iSIGN's coverage of the Super Bowl Media Party with their Smart Antennas and proximity advertising solutions is announced, following mobile's strength to merge with other media to interact with fans. [Read it here.](#)

## MOBILE VISTA

iSIGN's interactive technology and the enhanced experience it provides customers are mentioned, introducing their solutions to mobile marketers. [Read it here.](#)

### **Mobile Commerce Daily** THE NEWS LEADER IN MOBILE COMMERCE AND RETAIL

Alex Romanov describes how to create a frictionless mobile loyalty program to attract mobile shoppers and build long lasting customer relationships and increase ROI are revealed. [Read it here.](#)

### **UPSTART** business journal

Alex Romanov shares his insights on how Apple's Wi-Fi Slam acquisition brings consumer data gathering and consumer privacy to the forefront and puts the spotlight on what's called proximity marketing. [Read it here.](#)



iSIGN's partnership with National Oil and their push to attract customers through location-based marketing, mobile loyalty programs and marketing initiatives were featured. [Read it here.](#)

### **Mobile Commerce Daily** THE NEWS LEADER IN MOBILE COMMERCE AND RETAIL

iSIGN's technology allows retailers to offer mobile coupons to customers and switch their strategies to build loyalty, drive in-store traffic and combat showrooming. [Read it here.](#)

### **NACSONLINE**

U.S. National Oil & Gas Inc. targets customers by testing iSIGN's

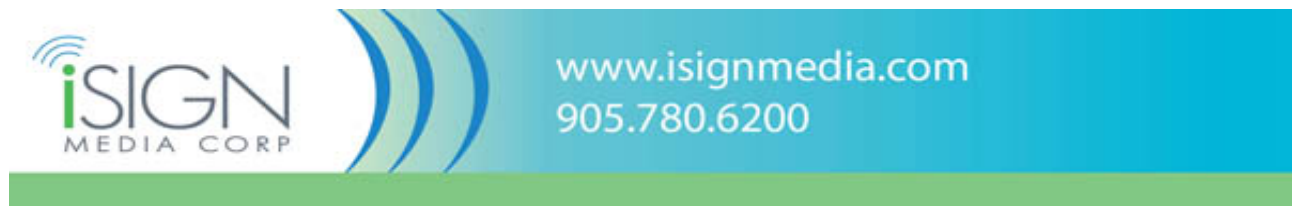
For more information about iSIGN Media, please visit [www.isignmedia.com](http://www.isignmedia.com) or reach us via email at [info@isignmedia.com](mailto:info@isignmedia.com).

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technology that sends customers mobile coupons for in-store items while they are pumping gas. [Read it here.](#)



National Oil leverages mobile couponing by installing iSIGN's technology at 250 stations. [Read it here.](#)



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