

# Monetizing Consumer Interactions in the Data-Driven Age:

How Retailers Can Up their Digital Consumer Engagement and Generate Revenues in 2013

By: Alex Romanov, CEO, iSIGN Media

Going mobile is not a phase, it's a lifestyle for today's retailers and consumers.

From smartphones to tablets and now "[phablets](#)," the rapid adoption of mobile devices has introduced new ways of searching, shopping and advertising - significantly altering the ways customers seek brand engagement. It's also positively impacted the way retailers capitalize on the wealth of digital data generated by such usage, helping create the most accurate customer picture yet, in real time.

Reaching beyond the physical store, the traditional brick-and-mortar experience has now been traded for "showrooming," where physical shopping is heavily informed by the mobile web. And with mobile devices as ever-present companions - some 90% of young adults admit to [sleeping](#) with them and [4 out of 5 smartphone owners use their mobile device to shop](#), - the question at hand isn't "should" retail marketing efforts go mobile, but "how?"

With mobile commerce and digital advertising on the rise, retailers need to be optimizing their mobile strategies, serving up more meaningful and relevant content, and delivering offers that appeal to each individual customer.

What follows is a snapshot of top trends that retailers should adapt to, and that will significantly help them connect with their customers, and in turn increase ROI and loyalty.

## Be Smart About Big Data - Turn Terabytes of Data into Tangible Gold

1 With customers consuming more data per day and [40% of all data being consumed by only 1% of users](#), there is an untapped field of opportunities for retailers to expand their mobile brand (and services) to the millions of mobile shoppers who want to use their phones in-store or on-the-go. But with a lack of retailers taking advantage of mobile technology, or fully understanding and utilizing the data gathered from wireless devices, a large percentage of consumer behavioral insights and shopping trends are missed every day. In fact, some [59%](#) of organizations lack the tools needed to manage Big Data's data onslaught. It's important to invest in a mobile solution that has the right analytics capabilities, so that retailers can understand, segment, and analyze the data collected from mobile interactions and purchases. They also need to be careful to collect data related to customers' profiles and preferences in a privacy-conscious and respectful way. And upon collecting this data, companies need to consider how to most effectively share information between marketing teams and sales departments, so that the analytics gained from Big Data can be converted into actionable customer engagement results and revenues.

"In today's digital world marketing decisions must be driven by data. Mobile marketing and advertising is far superior to traditional methods. When properly deployed, it allows for the collection of valuable consumer data that not just delivers metrics on the current program's success, but turns data into timely and relevant information for future programs, too."

Mobile marketing and advertising has created the ability to engage vast amounts of consumers yet in an up close and relevant way and all the while is collecting buyer behavior. It is not just about the offer you send but about the data you can collect about your customers purchasing habits. This will give you the ability make adjustments in your programs that ultimately will drive those consumers back to your space time and time again."

- Ron Leman,  
President / CEO  
Graphic Media, Inc.

## Merging Channels Means Mega Mobile Opportunity

2

Perhaps one of mobile's greatest strengths is its ability to link and sync with other marketing mediums. While channel convergence is not a new phenomenon, smartphone and tablet adoption rates are at better than 50% and 30% respectively, which means that today's smart digital signs and kiosks, capable of sending proximity notifications via Bluetooth and WiFi, have gained an even greater audience. For retailers, that means more real-time data to work with, allowing them to better tailor the customer experience, while still respecting user privacy. This also means that retailers can merge advertising, distribution channels and transactions, to offer customers products and services that promote and seamlessly augment the physical store. And with [mobile internet predicted to surpass desktop internet usage by 2014](#), there is high versatility to reach consumers through any device they may be interacting with, taking a message from a digital signage screen to a mobile one. Retailers should think of mobile as the glue that holds all of these channels together, helping them to make brand interactions seamless, and enabling messaging from other media to be monetized and measured. With this data as backdrop, it's surprising then that according to a [recent survey](#), only 33% of retailers are using technologies like digital signage, and that an additional 20% plan to adopt digital signage "soon." The bottom line? Retailers need to link and synch their campaigns to reach customers across the multiple channels they interact with, increasing brand awareness and gathering better campaign responses and results.

## Relevant Content is a Must, On Any Device

3

Proper utilization of Big Data and analytics and the merging of messaging across multiple channels are only two of the three critical steps retailers must realize in 2013. The next step addresses the need for delivering relevant content (in real-time), while shoppers are primed and ready to make a purchase. In order to turn mobile and digital advertising into a profitable experience, retailers need to reach their target audience as quickly as shoppers are connecting and consuming. Considering that [48% of shoppers](#) are already using their smartphones to make a purchase, delivering relevant content – and not just mobile payment options – is a natural progression. Furthermore, recent case studies reveal that consumers presented with real-time information about a specific product while in-store were more inclined to purchase that product, as it increased their sense of urgency and desire to buy. Brand messaging, coupons and offers all need to be aligned to directly meet consumer's individual needs and interests. If the offers and content are not relevant, then retailers can bet that the revenues just won't add up.

Ultimately, executing and acting on Big Data analytics, recognizing and adapting to channel convergence and delivering relevant content in real time all must occur simultaneously. None of these trends can be implemented in isolation. In order to have a well rounded strategy, each segment has to build off the other. Part of Big Data's information inundation is due to channel convergence. And the relevant and timely content marketers speak of is gained from the outgrowth of big data from merging channels. Retailers must think big and think interconnected when tackling these issues. Of course, thinking big requires big actions, bold steps, and yes, often, bigger budgets. A failure to rapidly engage consumers in timely and relevant ways risks the loss of retailers' most valuable asset: their customers. No matter the channel: digital signage, kiosks, smartphones, or tablets, digital consumer engagement will be a fundamental component of the retail landscape this year.

For more information about how iSIGN Media can help your retail brand connect with more customers via mobile engagement and location-based services, please contact:

Alex Romanov, CEO

[iSIGN Media](#)

1.905.780.6200

[alex@isignmedia.com](mailto:alex@isignmedia.com)



To learn more about iSIGN Media, or to schedule an interview with Alex Romanov, CEO of iSIGN, please contact:  
Danielle Mason, Client Visibility Director

[ThinkInk](#)

1.305-749-5342 ext. 235

[dmason@thinkinkpr.com](mailto:dmason@thinkinkpr.com)