



Joins us for a live iSIGN Q & A with Alex Romanov!
Covering all investor-related to product-related topics
August 2, 2013 at 12 PM EST Time
To join this call, please dial in 1.877.314.1234
Access code: 8365661

Hello,

Read a newspaper today or perform a Google search and it's clear that Big Data and privacy concerns are major news.

With the recent [revelations](#) about the National Security Agency's PRISM program - which reportedly has been monitoring Americans' emails, online photos, videos, chats and searches - a firestorm of criticism has unleashed among media, political circles and the public. After all, it's natural for people to feel threatened if they believe their actions and communications are being monitored without consent.

With such vast resources discussing Big Data and consumer privacy, this controversy got us thinking about the intelligent ways in which retailers and marketers could use customer data to boost engagement and ROI *while still addressing those customers' privacy concerns*.

Big Data Makes Behavioral Deductions without Personal Details

It starts with getting customers' permission to interact with them on mobile in the first place, communicating with consumers who want to make a mobile interaction. This also means honoring opt-outs, which lets customers know that the brand is listening to them and that they respect their desire for a certain level of privacy. And these customers are likely to think better of the brand and eventually become more comfortable receiving mobile offers from them. Respect for consumers' limits makes it more likely that a brand's customers will trust them and reward them with long-lasting loyalty.

While managing the data onslaught from these communications, marketers would be wise to remember the maxim that sometimes,

News

Mobile Marketer
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[Mobile's Balancing Act:
ROI of respecting
customer data privacy](#)

Luxury Daily
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[Mobile's Balancing Act:
ROI of respecting
customer data privacy](#)

Luxury Daily
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[Facial recognition
software can create
personalized retail
experiences](#)

MarketingDaily

[The Big Data and
Mobile Privacy
Conundrum](#)

ConvenienceStoreNews

[The Power of Purchase
Persuasion](#)

data that isn't collected is just as valuable as the data that is. And taking the time to ask customers' permission to gather non-personal data might go a long way in improving ROI.

Recent News and Happenings Here at iSIGN

iSIGN is proud to announce the signing of the contract declaring the sale of its [exclusive advertising rights for its digital signage and mobile network throughout Mac's store locations](#) across Canada, and the [retention of New York-based financial communications firm RB Milestone](#) Group, LLC ("RB Milestone") to strengthen shareholder value through the company's initiatives.

iSIGN is also happy to announce the [hiring of Sandy Clarke as the new Vice President of Business Development and Branding](#) of iSIGN Media, and welcome her as a new key executive to our corporate leadership team.

I would also like to share with you recent news coverage featuring iSIGN: our insights on how marketers can balance mobile marketing and respect customer data privacy were featured in [Mobile Marketer](#) and [Luxury Daily](#). We also commented on the Big Data and consumer privacy conundrum in [Marketing Daily](#), and discussed the power of proximity marketing and in-store mobile interactions in [Convenience Store News](#).

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.

We will also be holding a live call **Friday, August 2, 2013 at 12:00 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 Announcements

iSIGN Announces the Hiring of a Vice President, Business Development and Branding

[Read the release here](#)

iSIGN Announces the Retention of RB Milestone Group

[Read the release here](#)

iSIGN Announces the Signing of the Contract for the Exclusive Advertising Rights for its Signage and Mobile Network at Mac's

[Read the release here](#)

iSIGN Releases Newest Report



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

Mobile Marketer™

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Alex Romanov comments on how brands can make the most of customers' data while respecting consumer privacy. [Read it here.](#)

Luxury Daily

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iSIGN Media's thought leadership article on consumer privacy and mobile marketing opportunities for retailers is included. [Read it here.](#)

Luxury Daily

THE NEWS LEADER IN LUXURY MARKETING

The power of technology, like facial recognition and in-store mobile messaging, to create personalized retail experiences is discussed. [Read it here.](#)

MarketingDaily

Alex Romanov shares his insights on how marketers can effectively use mobile marketing and big data while respecting consumers' privacy. [Read it here.](#)

ConvenienceStore News

The power of purchase persuasion and proximity marketing in stores to attract customers are explored. [Read it here.](#)

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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