



Join us for a live iSIGN Q & A with Alex Romanov!
Covering all investor-related to product-related topics
July 3, 2013 at 3 PM EST Time
To join this call, please dial in 1.877.314.1234
Access code: 8365661

Hello,

Consumers are digitally interacting with brands in more ways than ever before. Every time consumers engage with brands through these channels, like smartphones and wireless tablets, they create data that can reveal their wants and needs to brands.

For mobile marketers and retailers, any discussion of Big Data goes hand in hand with discussion about how to collect and analyze that data in order to glean actionable insights into consumers' behavioral preferences.

Consumers have been concerned about their data privacy ever since Internet access became ubiquitous in the 1990s. Today, 89% of American consumers [are worried](#) about this, while 80%-90% of Canadians [say](#) they are at least "somewhat concerned."

So how can a brand leverage its customers' data while respecting their concerns?

Retailers that rely on location-aware technologies and proximity marketing to draw customers back into its physical stores can send relevant opt-in messages and offers that add value for customers. Many customers happily redeem the offers, not only because they are relevant, but also because the retailer has been careful to restrict its mobile offers to customers who have given it permission to do so.

Honoring opt-outs is also a crucial part of data-privacy respect - which includes what kind of information is being collected. There is a lot of information brands can gather and analyze, including location, past purchases and preferred price points, without collecting personal identifying information such as

News



[The Pros and Cons of Drive-by Couponing](#)



[Sunoco, Phillips 66, Marathon Testing 'Drive-By Couponing'](#)

AdvertisingAge.

[Drive-By Couponing: Gas Stations Ping Nearby Mobile Phones With Offers](#)



[Location-aware ad firm expanding to 6,600 U.S. convenience stores](#)

names, phone numbers and email addresses.

Brands need to keep customers' anxieties top of mind when analyzing mobile data for marketing purposes. Finding the right balance between the two is the perfect prescription for consistently delivering valuable offers that keep customers coming back again and again.

Recent News and Happenings Here at iSIGN

Speaking of Big Data, here at iSIGN we [shared our insights into the topic](#) and discussed the results gathered from our installations across the United States.

iSIGN is also proud to announce the sale of its [exclusive advertising rights for its digital signage and mobile network throughout Mac's store locations](#) across Canada to a new strategic partner, and announced that it will be [expanding its mobile marketing solutions to 6,600 US convenience stores](#).

I would also like to share with you recent news coverage featuring iSIGN: Our proximity marketing solutions and the launch of the National Mobile Network were featured in [Marketing Pilgrim](#), [CSPNet](#), and [Fierce Broadband Wireless](#). We also shared our insights on Big Data, consumer privacy and mobile marketing in [Advertising Age](#) and [Marketing 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 **Wednesday, July 3, 2013 at 3:00 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



[MN Reports: Mobile Tracking and Transparency](#)

iSIGN Announcements

iSIGN Announces the Sale of Exclusive Advertising Rights for its Signage and Mobile Network Throughout Mac's Locations for \$1,460,000 Annually

[Read the release here](#)

iSIGN Concludes its Previously Announced Non-Brokered Private Placement

[Read the release here](#)

iSIGN Announces Agreement to Install into 6,600 US Convenience Stores

[Read the release here](#)

iSIGN Reveals and Discusses the Subject of Big Data

[Read the release here](#)

iSIGN Releases Newest Report



The pros and cons of drive-by couponing and mobile marketing are explored, including a look at iSIGN's technology which is helping retailers to attract customers in-stores and at gas stations. [Read it here.](#)



iSIGN Media's launch of the National Mobile Network and proximity marketing solutions for retailers and convenience stores are included. [Read it here.](#)



iSIGN Media's expansion of its location-aware advertising platform to 6,600 convenience stores in the United States is announced. [Read it here.](#)

AdvertisingAge®

iSIGN Media's proximity marketing solutions and analysis of mobile data to understand customers and create better customer interactions is featured. [Read it here.](#)



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



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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