



iSIGN news

MEDIA CORP

Hello,

We would like to wish everyone a happy New Year! We hope that this new year brings a lot of great opportunities which lead to growth and new business ventures.

The new year marks an exciting time for the real estate market with new predictions and trends. With the economic growth in the United States and the housing market booming in Canada this is a great time for real estate companies to focus on revamping their marketing. The real estate industry which has stayed relatively the same for decades is getting disrupted by innovations and is causing agents and brokers to step up their marketing efforts.

The [2015 real estate marketing trends](#) see a rise in marketing spending according to Colliers. Gone are the days of template brochures and a boring real estate sign, this year the focus is on branded material, social media marketing and utilizing new technology to help draw potential home buyers in. In fact there is a strong emphasis on using [mobile marketing for real estate](#), as well as targeted proximity marketing in the new year to reach a greater audience. [Younger buyers are now entering the market](#) and utilizing technology and the Internet for their research, which will enable marketers to target them in the most effective way possible. Big data and analytics will be used to gain insight into demographics and be paired with real estate data to provide measurable results. Solutions like our [Digital Realtor](#) are there to enable real estate agents to target potential buyers through the use of proximity marketing by providing them with more information directly on their mobile device. It serves as a digital for sale sign and allows the buyer to save time while browsing pictures, seeing other listings or asking questions. Whether you need a new way to market to buyers, collect analytics and data or gather leads, the [Digital Realtor](#) is an innovative solution that's up to date with the new way to reach customers in the growing real estate market.

Recent News and Happenings here at iSIGN

Last month we announced the addition of National Convenience Network as a new partner with Engage Mobile, the sales division of iSIGN's distributor Graphic Media. Things have been going well and together they are in the final stage of negotiations with a major national gas station chain for approximately 1,000 locations and 2,000 members of a large national trade association of convenience

iSIGN in the News



[Tech Guest Viewpoint - Proximity Marketing brings Shoppers to Stores](#)

SmartBlog

[Mobile payments: Considering the risks and the benefits for restaurants](#)

iSIGN Reports



Digital Realtor: iSIGN's solution for the Real Estate Market. [Watch the video here.](#)



iSIGN's report on Smart Antenna and iBeacon

stores. This will bring new advertising streams as well as a large amount of anonymous data and metrics. The installation into Golden Pantry Food Stores is also underway and will contribute to revenue due to equipment costs, licensing fees and advertising sales. To find out more read the full [news release](#).

This month we have been busy with trials in three different channels including a hotel trial in Quality Suites, a trial of a U.S. pizza chain, and a real estate brokerage listing. We have gathered some great data and would like to share with you some of the highlights:

- The [hotel trial](#) shows an estimated revenue increase of \$3,245 in an 11 day advertising period over Christmas.
- The [pizza chain](#) reveals an estimated revenue increase of \$60,611 over 90 days, across 7 test stores (over \$8600 per store).
- The [real estate listing](#) does not indicate sales performance, since the home must be sold for this single item sale to generate a profit report. However, the interesting metric is the high number of smartphones (5486) that passed the listing site in 22 days.

These numbers are indicators for successful trials and proves the better the offer and content, the more successful your proximity marketing efforts will be. We will keep you updated on these trials and hope you find this information interesting.

Thanks for your continued support and business. We hope that you had a wonderful holiday season and are looking forward to the year ahead.

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](#).

Kind Regards,

Alex Romanov, CEO
iSIGN Media



Cost-Effective Advertising Platform to Target Individuals

iSIGN's Smart Antenna is a cost effective, patented marketing technology that allows businesses to target proximity based

provides comparison in capabilities, security and deployment.

Read the full comparison [here](#).

Contact Us

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customers, while providing measurable results. Businesses will now be able to immediately calculate the cost of their advertising compared to actual results to arrive at an ROI (Return on Investment).

To view the full video, click [here](#).

iSIGN's Smart Antenna comparison to iBeacon Video

iSIGN's proximity marketing solution allows marketers to target their customers with relevant, timely offers, while gathering data and mobile shopper preferences to generate actionable data and reveal valuable consumer insights, without the restrictions of iBeacon.

To view the full video, click [here](#).



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