



Hello,

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 and helped create a brand presence beyond the brick-and-mortar stores.

So as more brands turn to mobile marketing and digital advertising to reach the [4 out of 5 smartphone owners that use their mobile device to shop](#), here are some top trends that in my opinion retailers and marketers should adapt to in order to significantly help them connect with their customers...and increase ROI and loyalty.

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

With a lack of retailers taking advantage of mobile technology, or fully understanding and utilizing the data gathered from wireless devices and consumer interactions, a large percentage of consumer behavioral insights are missed every day. In fact, some [59%](#) of organizations lack the tools needed to manage Big Data's data onslaught. This is why it is 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. The data must truly be actionable in order to improve future campaigns.

Merging Channels Means Mega Mobile Opportunity

Perhaps one of mobile's greatest strengths is its ability to link and sync with other marketing mediums. For retailers, this means that they can use mobile to merge advertising, distribution channels and transactions, to offer customers products and services that promote and seamlessly augment the physical store. It also allows them to better tailor the customer experience, while still respecting user privacy. Bottom line, retailers should think of mobile as the glue that holds all channels together, helping them to make brand interactions seamless, and helping them sync their campaigns to reach customers across multiple channels. This in

iSIGN in the News



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

MobileMarketing

News | Views | Analysis

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

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

iSIGN
Announcements
iSIGN Media and GraphicMedia Provide Up-date on Exclusive Reseller Negotiations for the State of Nevada
[Read the release here.](#)

iSIGN Media Awarded with a Position on the 2013 TSX Venture 50
[Read the release here.](#)

iSIGN Announces a Private Placement with GraphicMedia, Inc.
[Read the release here.](#)

turn, will increase brand awareness, and enable messaging from other media to be monetized and measured.

Relevant Content Is a Must, On Any Device

The last step retailers must implement into their marketing strategies 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. In fact, 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.

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. If retailers want to reach today's digital consumer, both in-store and online, they will need to optimize their mobile strategies, and do so by interconnecting all media with the right interactive technology. Only by rapidly engaging consumers in timely and relevant ways will retailers begin to understand the fundamental component of the retail landscape this year.

Recent News and Happenings Here at iSIGN

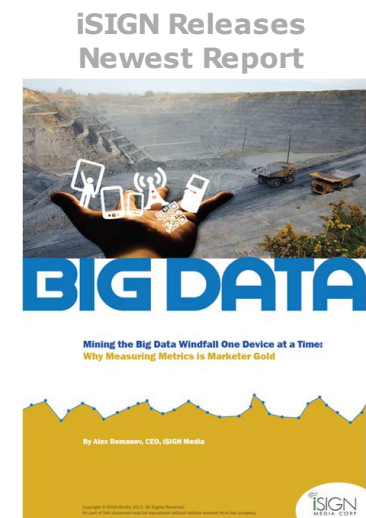
With mobile swiftly dominating and impacting the retail industry, here at iSIGN we have been expanding our services to help thousands of retailers across Canada to gather and analyze their data from consumer mobile marketing initiatives. We have also started negotiations to be able to offer our services in other locations. In order to meet the requirements for the Smart Antennas we expect, we are working to close [private placements](#) with a US based investor group and with our distributor GraphicMedia, Inc. for [\\$5.25 million](#). We also announced a preview of our [revenue improvement for Q3](#), and will provide our [services throughout the state of Nevada](#) and Colorado. And thanks to our expansion of services to retailers across North America, iSIGN has been recognized as [one of the top ten 2013 TSX Venture 50® companies](#) in the category of Technology & Life Sciences.

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](#), and also mentioned in [Mobile World Blog](#), featuring the interactive customer experience retailers can provide to their shoppers with iSIGN's mobile advertising technology.

As always, if you have any questions about the content of this newsletter or would like to discuss iSIGN's upcoming projects and

iSIGN Announces a Preview of its Revenue for the Third Quarter ended January 31, 2013
[Read the release here.](#)

iSIGN Media Announces Negotiations for a Strategic Investment from a US Based Investor Group of up to \$5 million
[Read the release here.](#)



iSIGN's newest report, ["Mining the Big Data Windfall One Device at a Time: Why Measuring Metrics is Marketer Gold"](#) helps brands and retailers decode Big Data.

In this report, Alex discusses the potential for brand marketers and retailers, including:

- How to capture data and act upon it in real-time, while also balancing consumers' security;

- Capitalizing on big data in the mobile marketing landscape, and

recent initiatives, please don't hesitate to contact me at alex@isignmedia.com.

Kind Regards,

Alex Romanov, CEO
iSIGN Media



- How to implement a strategy addressing privacy concerns while connecting with consumers in entirely new ways.

Download iSIGN's Big Data Report [here](#).

Contact iSIGN

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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

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.](#)



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