



Hello,

For shoppers, November is a month full of deals and holiday spending. But for retailers, November sparks the beginning of ringing in a new year of marketing strategies that can change the retail model! And with Black Friday marking the unofficial beginning of the holiday season, retailers have already started to embrace mobile holiday shoppers.

A [record 247 million shoppers](#) hit the brick-and-mortar stores this past Black Friday in the U.S., accounting for a staggering \$59.1 billion in sales. But with more consumers using their mobile devices to search and shop (even while in-store), retailers have also increased their mobile and online presence. Indeed, [U.S. retail e-commerce spending this Black Friday reached \\$1.042 billion](#), making it the biggest online spending day to date in 2012 and a 26% increase from last year.

What does this mean for marketers, retailers and brick-and-mortar stores?

Deck the Stores with Mobile, Digital Signage and Discounts

With the retail customer experience rapidly changing, brands and retailers have to embrace and adapt to today's tech-savvy consumer, thereby increasing their mobile and online presence while customers are nearby their store, or in-store...and thus attracting new business.

[More than 50% of male and 32% of female smartphone users plan to use their mobile phones for holiday shopping](#), and recent studies suggest that [4 out of 5](#) consumers say they'll use their smartphone to access retail content this holiday season. Now layer in those stats, plus the fact that many shoppers are already performing mobile and digital signage-enabled tasks; augmenting their real-world shopping inside a physical store location (via mobile and tablets). It is this shopping behavior that has opened a new revenue stream for brands and retailers to develop mobile interactivity solutions, alongside digital signage that speaks to their "digital" consumers, all while they are in proximity and ready to make a purchase.

This is also why, as retailers begin to think of their new year's marketing and business resolutions, implementing a mobile marketing strategy that attracts both the traditional shoppers and the mobile-enabled consumers

iSIGN in the News



[CETW12: 5 Things to look for at CETW NYC](#)



[Smartphones key to shoppers' wallets, use digital signage to turn them on](#)



[Using the smartphone 'key' to get to shoppers' wallets](#)

SMALL BUSINESS DIGEST

[Digital Signage Offers Marketers Unique, Affordable Media Channels To Customers With Mobile Devices](#)



[iSIGN Media Solutions signs research deal with Baylor University](#)



[New Distribution](#)

to engage with the retailer, react to the messaging and be inspired to make a purchase should be at the top of their "to-do" lists. But how can they achieve this? Better integration of mobile services and ecommerce, use of digital signage and proximity marketing, improved collection and utility of big data, creative web optimization and even QR codes...to name just a few different ways.

Ultimately, the use of these new types of technology will result in better use of marketing resources, technology, staffing and creative engagement that "speaks" to customers, turning them into repeat, loyal purchasers.

So while consumers head to their nearby malls or local shops, mobile devices close in hand, let's raise a virtual glass and toast to a great virtual and physical holiday shopping experience this season that embraces the latest technology, improves ROI and keeps customers coming back to purchase again and again!

Recent News and Happenings Here at iSIGN

Here at iSIGN we continue to expand our services in North America, providing businesses with real-time metrics that they can use to increase their ROI, customer engagement and expand their visibility. Helping businesses analyze and better utilize their data, [iSIGN and Baylor University have partnered for a research collaboration](#). Our research partnership will be helping brands and retailers turn their data into insights about their customers' behaviors, interests and purchases and change the retail model by helping to turn metrics into actionable marketing campaigns that will improve a retailer's connection with customers.

iSIGN has also [announced an exclusive distribution agreement with GraphicMedia and LOI with Keyser Industries](#), expanding iSIGN's Smart Antenna hardware and interactive marketing solutions across the Americas. In addition, iSIGN has [provided an update on the mobile broadcasting network located in Mac's locations](#) across Ontario. iSIGN will be testing its mobile network across various Ontario stores for a major national brand.

I would also like to share with you recent news coverage featuring iSIGN: our attendance and mobile marketing services were mentioned in the [Digital Signage Today newsletter](#), our commentary on digital signage and mobile interactivity in stores was included in [Digital Signage Today](#) and [Retail Customer Experience](#), our mobile marketing tips for retailers featured in [Small Business Digest](#), the Baylor University partnership announced in [AdNews](#), and our new distribution agreement with GraphicMedia covered in [Digital Signage Today](#).

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.

[Agreements for iSIGN](#)

iSIGN Announcements

iSIGN Media Announce an Exclusive Distribution Agreement with GraphicMedia and LOI with Keyser Industries
[Read the release here.](#)

iSIGN Media Announces an Expiry Extension for Warrants
[Read the release here.](#)

iSIGN Media and Baylor University Agree to Establish Research Collaboration
[Read the release here.](#)

iSIGN Media Provides an Update on the Mobile Broadcasting Network located in Mac's Locations
[Read the release here.](#)

iSIGN Releases Newest Report



iSIGN's newest report "[Mobile Convergence & Digital Dominance: How One Advertising Medium is Aiding the Rest](#)" explores

Kind Regards,

Alex Romanov, CEO
iSIGN Media



iSIGN's Digital Signage and Mobile Advertising Solutions in the News



iSIGN is mentioned as one of the mobile services companies to look out for when attending this month's CETW event in New York City. [Read it here.](#)



Alex Romanov and iSIGN Media are profiled on Digital Signage Today, where Alex comments on how retailers should use digital signage and mobile marketing to interact with shoppers. [Read it here.](#)



Alex Romanov and iSIGN Media are profiled on Retail Customer Experience, where Alex comments on how retailers should use digital signage and mobile marketing to interact with shoppers. [Read it here.](#)

SMALL BUSINESS DIGEST

Alex Romanov is featured in Small Business Digest, where Alex gives retailers tips on how to best use mobile, proximity marketing and digital signage to attract customers. [Read it here.](#)

through research and facts, campaign examples and expert commentary how brands, advertisers and retailers alike can use channel convergence to better interact with customers - driving a more consumer-centric and real-world, real-time response, including:

- How advertisers and marketers can harness the rapid proliferation and rise in adoption of digital devices (like smartphones and tablets) and better utilize their ability to link and sync with traditional channels, therefore heightening the consumer experience;

- How thanks in part to mobile devices, print, TV and radio are being revitalized to engage consumers in new ways;

- The ways that interactive and location-aware advertising solutions, digital signs and kiosks can offer real-time metrics and drive ROI, to help advertisers know their customers like never before;

- How, once feared as the ultimate cannibalizing medium, digital has instead proven itself as an invaluable media facilitator, helping all channel types merge and converge successfully.

[Download iSIGN's Mobile](#)

Adnews

Convergence & Digital
Dominance
Whitepaper [here.](#)

Contact iSIGN

iSIGN Media is mentioned in AdNews, where the research collaboration between iSIGN and Baylor University is profiled. [Read it here.](#)

For more information about iSIGN Media, please visit www.isignmedia.com or reach us via email at info@isignmedia.com.



iSIGN Media's new distribution agreement with GraphicMedia and Letter of Intent (LOI) with Keyser Industries is announced, making iSIGN's mobile interactivity and marketing solutions available across the Americas and other future global locations. [Read it here.](#)

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