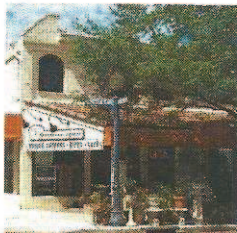


Case Study

Southwest Florida
Independent
Merchants Network



iSIGN Smart Antenna®
Proximity Marketing



Objective

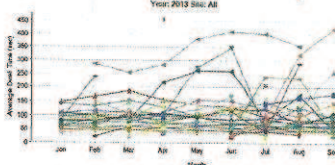


Challenge



Solution

iSIGN Florida Discovery Report - Device Dwell Time Comparisons
Year: 2013 Site: All



- 0008321AA171 - DR Conville - 0006370133 - Kalamunda Tiburcio - 0001 City - The Candy Bar
- 0008321AA172 - Franch's Diner - Car Dry Cleaners - Merchants 10100 - Main Street Automotive
- 0008321AA173 - Red Fuse Outdoor - Articles to Ascents - Florida Way - Going Tropical Winds - Chamber of Commerce
- 0008321AA174 - Filter Ho on G20 - Fishlight on Main - Awards by Pass - Flanagan's Irish Pub - Kalamunda Waterpark
- 0008321AA175 - Unique Engineering - Pops Hot Potatoes - 1000 Food Market - Prated Pro AC/Decky
- 0008321AA176 - Franch's - Car Care - 0001 Falls - Best Food Dry Cleaners
- 0008321AA177 - Kalamunda/Tiburcio 016160 - Kalamunda Doublet Outside - 0008321AA178
- 0008321AA179 - Artistry on the Avenue - Breakaway Bicycles - 0008321AA180 - 0008321AA181
- 0008321AA182 - Royal Babes - Latin Bites Cuban Cafe - Delusive - Kalamunda Waterpark
- 0008321AA183 - Honey M's Food - 0006370134 - Interserve Report and Golf Club

Independent retailers in southwest Florida wanted to find a cost effective and meaningful way to communicate with their customers and local foot and vehicle traffic. They decided to work together and implemented iSIGN's Smart Antennas in proximity to their stores so that they could interact with customers, and showcase their stores.

To promote select stores and shops in Safety Harbor, Dunedin, Clearwater, Winter Park and Orlando Florida. To set up their own interactive real time network that would push messages to shoppers and customers as they come into the area.

The SW Florida independent merchants network was to run content for individual mom and pop style establishments including restaurants, chamber of commerce, retail and service stores, primarily on their "Main Street". The content would get changed periodically and would include a combination of coupon and discount offers, promoting the stores themselves including their wares, local, hours and product pictures. Each of the shops and locations needed to be able to measure traffic, impressions and interactions specifically in proximity to their own location, as well as within the SW Florida iSIGN network away from their own storefront. Communication to local traffic needed to be fast, effective and cost efficient

iSIGN Smart Antennas were installed in 30 locations throughout southwest Florida; 9 in Safety Harbor, 9 in Dunedin, 3 in Clearwater, 8 in Winter Park, and 1 in Orlando. iSIGN Smart Antennas running iSIGN Interactive Marketing Solution software were engaged to allow messaging to devices via Bluetooth as well as via a Wi-Fi landing page with multiple individual pages behind it. iSIGN CMS Content Management Solution was used to create web content ads delivered on Wi-Fi, as was our Online Content Creator for creating static graphics delivered over Bluetooth. Ads were created in a variety of formats including html files for web content and static graphics and loaded onto the iSIGN servers for equal and consistent transmission across all the installed iSIGN Smart Antennas. iSIGN's Smart Antennas constantly pushed out messaging and advertising using Smart Antennas' interactive connection.

Over 168,000 connections were made to the iSIGN Smart Antennas via Wi-Fi by shoppers in the area using their Smartphone and tablet devices, and over 19,000 individual ad pages were viewed by them. In addition, the iSIGN Smart Antennas sent out over 214,000 Bluetooth message prompts to those on foot and driving by in vehicles and enjoyed a Bluetooth Interactive Acceptance Rate of 21.4%. iSIGN was able to collect individual interaction data on the antenna at each store location and produce individual store reports. iSIGN is also able to capture and measure individual location and network redemption.

25.2% OF SHOPPERS IN THE AREA WHO ENJOYED FREE WI FI ON THE iSIGN SW FLORIDA NETWORK, VIEWED THE CUSTOM LANDING AND OFFER PAGE OF THE CHAMBER OF COMMERCE.

iSIGN'S SMART ANTENNAS SUCCEEDED IN ACHIEVING A OUTSTANDING BLUETOOTH IMPRESSION RATE OF 9.9% OF THOSE IN PROXIMITY WHICH INCLUDES THOSE DRIVING BY IN VEHICLES.

iSIGN Media's patent pending Interactive Marketing Solution (IMS) provides businesses with an effective content vehicle combined with real time data capturing to provide the perfect business intelligence tool. iSIGN's complete IMS offering makes location based interactive proximity advertising to mobile devices measurable, accountable, flexible and affordable.