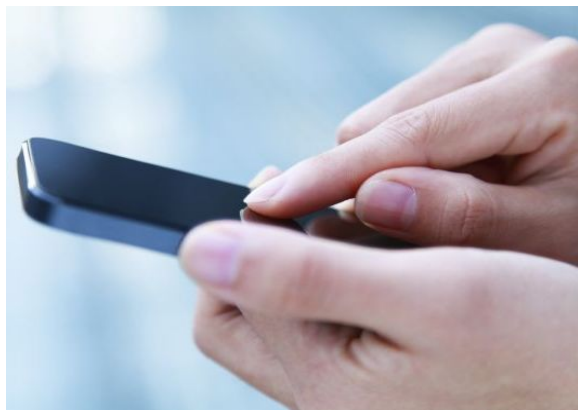


## The Connected Consumer - UK - May 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Effective segmentation and focused targeting strategies through content personalisation are the key to making the benefits of contextual marketing to consumers outweigh the perceived disadvantages, thus boosting acceptance and adoption.”

— Sara Ballaben, Technology Analyst

### This report looks at the following areas:

- How should companies look to engage consumers with contextual marketing?
- Digital and in-store touchpoints can complement each other

The rapid diffusion of increasingly smart portable devices coupled with widespread access to superfast connectivity through broadband, Wi-Fi and 4G are driving the rise of a new generation of digitally-savvy, mobile-first consumers who want to be always online.

While this mobile-driven disruption opens up limitless opportunities for brands and retailers, it also poses new threats. Companies are challenged to be personal, helpful and informative at all times through real-time contextually relevant content that offsets consumers' concerns over privacy and cyber-security. They are expected to reward users in exchange for access to their personal data and to empower them to voice their opinions and co-create brand value while guaranteeing a seamless brand experience across all online and offline channels.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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