

June 2014

Web Aggregators in Financial Services - UK

“One of the potential long-term challenges to the price comparison market is the fact that financial services firms are starting to be more active in rewarding customer loyalty. In order to combat this trend aggregators can look at how they reward customers purchasing several products, or allow customers to build ...

May 2014

Social and Media Networks - UK

“It is possibly the breadth of content that users are habituated to sharing on social networks that leads them to push content there more frequently. It is easier to post to, for example, Facebook with a link, thought, picture or video indiscriminately, than it is to find specific visual ...

Digital Trends Summer - UK

“Tablets are now in half of homes in the UK, despite arriving on the market in their current form just four years ago. Yet people are still just as likely to be in the market for a new laptop, as many remain reluctant to perform complex and work-oriented tasks on ...