

March 2016

Unsecured Loans - US

"As with other areas of financial services, technology is bringing about radical change in the unsecured lending arena. P2P (peer-to-peer) lenders are challenging traditional lenders with their lower interest rates, online capabilities, and easy access to funds. The target markets for P2P lenders are the segments all lenders want most ...

February 2016

Retail Banking and Credit Unions - US

"The movement of the retail banking industry toward a more mobile experience provides financial institutions with a tremendous opportunity to establish new relationships and deepen engagement with current customers."

- Monica Staco, Category Manager - Financial Services

Investment Trends - US

The economy is strengthening, the stock market has been volatile, and interest rates remain low. The recession hit portfolios hard, and many people adjusted their investing behavior, with some becoming more aggressive and others more conservative. Different generations have different investment goals and allocate their investment portfolios accordingly. This report ...

January 2016

Lifestage Marketing in Financial Services - US

There are many ways to define a lifestage, including by age, marital status, or parental status. The financial needs of each lifestage are unique and financial institutions are always seeking ways to appeal to the needs of each one. While the recent recession affected everybody, it may have permanently altered ...