



September 2022

Digital Advertising - US

“As consumers spend more time online, digital advertising has achieved consistently strong growth – decelerating only briefly due to COVID-19. It continues to succeed despite regulatory pressures and consumer frustration with invasive and irrelevant ads that can lead to use of ad blockers. That’s in part because it works. Digital ...

Social Media Influencers - US

“Social media influencers are a powerful marketing asset. An endless cycle of ambitious untapped talent is available as more creators share their lives on social media and look to build a following. New tech tools to enhance content along with brands’ marketing investment has helped influencers to maintain followers’ interest ...

August 2022

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

July 2022

Baby Boomers & Technology - US

“Baby Boomers account for one in five Americans and more than half the country’s wealth. While they have trailed younger generations in adopting new technology and digital services, the pandemic served as a catalyst for many tech holdouts and they are quickly expanding their digital behaviors. Their size, wealth and ...