

March 2014

Online Grocery Retailing - UK

“Grocers can cultivate greater shopper loyalty by encouraging cross-channel shopping: we think consumers are more likely to stick with those shoppers who are providing an integrated mix of supermarkets, online and c-stores that caters to different shopping missions.”

Digital Trends Spring - UK

“Facebook’s purchase of WhatsApp is the latest example of a brand intending to acquire users now, before making money from them later. Companies are desperate to tie consumers into their eco-system, but at some point they will have to decide whether to start charging more for services, or whether to ...

January 2014

Bundled Communications Services - UK

“The other method of decreasing churn is to convince consumers to take up as many products as possible from a single firm. The “stickier” consumers become, the harder they find it to extricate themselves from the company. Mintel’s research shows that quad-play customers tend to pay less per month than ...