

Annual Reports and Forecasts

Below is a list of Insider Intelligence reports and forecasts that our team of analysts plans to publish and/or update on an annual basis. Please note that these items are subject to change and do not represent an exhaustive list of our research.

Financial Services

- US Mobile Banking Emerging Features Benchmark (Report)
- US Neobank Emerging Features Benchmark (Report)
- UK Mobile Banking Emerging Features Benchmark (Report)
- UK Neobank Emerging Features Benchmark (Report)
- Canada Mobile Banking Emerging Features Benchmark (Report)
- US Cashback Credit Card Emerging Features Benchmark (Report)
- US Banking Digital Trust Benchmark (Report)
- Banking Heads of Digital (Report)
- Banking Heads of Marketing (Report)
- The Payments Ecosystem (Report)
- Digital Ad Spending - Insurance (Forecast)
- Digital Ad Spending - Banking (Forecast)
- Mobile Payments - Proximity & P2P (Forecast)

Retail & Ecommerce

- US Holiday Review & Preview (Report)
- US Holiday Shopping (Report)
- Amazon Prime Day (Report)
- D2C Brands (Report)
- US Subscription Ecommerce (Report)
- Retail Media Networks Benchmark (Report)
- US Digital Grocery Features Benchmark (Report)
- Mcommerce (Report)
- Digital Trust in Social Commerce (Report)
- Back to School (Forecast)
- US Ecommerce (Forecast)
- Ecommerce (Global, Canada, China, UK, France/Germany, LATAM) (Forecast)

Ad Spending & Media

- US Programmatic Digital Display Ad Spending (Report)
- US Programmatic Video (Report)
- Ad Measurement (Report)
- Identity Resolution (Report)
- TV Ad Spending (Report)
- Global Media Intelligence: Consumer Media Usage for 44 Countries (Report)
- Digital Ad Spending (Forecast)
- Digital Ad Spending by Industry (Forecast)
- Digital Ad Spending (Global, Canada, China, UK, France/Germany, LATAM) (Forecast)
- Digital Ad Spending by Industry (UK, Germany) (Forecast)
- Time Spent with Media (Canada, UK) (Forecast)

Social Media

- US Social Video Usage (Report)
- TikTok Commerce (Report)
- Digital Trust in Social Media Benchmark (Report)
- Digital Trust in Social Commerce (Report)
- Social Network Users (Forecast)
- Social Users (Global, Canada, China, UK, France/Germany, LATAM) (Forecast)

Marketing

- The Evolving Role of the CMO (Report)
- The Evolving Role of the B2B CMO (Report)
- The Evolving Role of the Customer Experience Officer (Report)
- The Agency Report (Report)
- B2B Digital Ad Spending (Forecast)
- Marketing Technology Spending (Forecast)
- Marketing Data (Forecast)

Health

- US Telehealth Trends (Report)
- Healthcare Consumers (Report)
- Interoperability in the Spotlight (Report)
- Digital Pharmacies (Report)
- Social Determinants of Health Investments (Report)

Technology

- QR Codes Forecast and Trends (Report)
- Mobile App Users and Monetization (Report)
- Conversational AI Use (Report)
- Virtual and Augmented Reality Users (Forecast)
- US Connected Cars (Forecast)