

June 2022**Digital Health - Canada**

“Amplified by the pandemic, many consumers are welcoming of digital health solutions, ranging from booking a virtual appointment and health-related research, to taking online classes to improve their health. Moving forward, industry, government, healthcare providers, patients and consumers will need to work collaboratively to realize the benefits of digital tech ...

April 2022**Digital Advertising - Canada**

“As the COVID-19 pandemic has led to greater digital media consumption, it has never been more important for brands to have a robust, comprehensive and efficient digital advertising strategy to succeed in the market. With digital activities on the rise, brands will need to utilize the extensive array of media ...

March 2022**Digital Trends: Hardware - Canada**

“It has been a relatively tough year for the tech hardware industry. The COVID-19 pandemic drove many consumers to purchase hardware during the initial stages of the lockdown but, after that initial spike, tech purchase rates declined. To top it off, component shortages and shipping issues have made stock sporadic ...