



Powered by **BLU** 

# Insights

Big tech eyes Europe with caution Why are UK firms so undervalued? 'Inevitable' AI will automate jobs How Barbie got 'comfortable being uncomfortable' to strengthen its brand Why brand builders shouldn't ignore digital

#### Endless Gain <u>Tangible results conversion optimization will bring</u> your e-commerce business

Is your optimization program delivering tangible results to your business? If not, then it's worth implementing a strategy to get it to do so. Its benefits will help improve your customers' online experience, boost your company's sales and revenue, and contribute positively to your bottom line.

## Read the blog

#### News

EE community initiative helping to 'narrow London's digital divide' LloydsPharmacy Clinical Homecare rolls out digital cancer care platform Davies unveils global digital transformation project with Sabio Bath MP Wera Hobhouse joins call for action on digital inequality Brands begin to ramp up Women's World Cup activity as kick-off approaches Domino's UK appoints Andrew Rennie as CEO This 'digital bakery' 3D prints sweets and chocolates in any shape Marketing industry urged to reduce 'alarming' digital waste levels Lucio Ribeiro appointed Seven's director of digital marketing and innovation UK-Based JD Sports Launches Its Digital Transformation with Leading Retail Technology Harrods plans private members club Digital ticketing plan for The Riverside Side stadium More than 1,300 experts call AI a force for good New 2024 Ford Transit revealed with more tech and digital features Building Digital UK Agency Publish Corporate Plan for 2023 to 2026 BT Extend UK Digital Voice Service into Yorkshire & Humberside Tesco launches digital transformation programme across cafe's Ofcom promotes social tariffs – enabling digital inclusion Charity Digital welcomes new Trustees and Head of Marketing

#### Ecommerce

Shipping represents "biggest challenge" to global ecommerce expansion LK Bennett turns to True Fit's AI to improve e-commerce experience Mastercard utilises AI to help UK banks predict and prevent real-time payment scams 'Amazon and eBay lose UK shoppers to Shein and Temu' China fast-fashion retailer Temu blasts rival Shein over 'exclusionary tactics' Amazon seeks Dutch distribution centre

### **Social Media**

Elon Musk confirms Twitter's ad revenue has halved TikTok must accelerate work to comply with new EU digital regime, Breton says Meta launches open source Al model Meta rolls out multiple updates to enhance Facebook video experience Twitter investor writes down stake by 47% as analyst claims Threads user fall Elon Musk says Twitter is working on a feature that will let users publish articles Popular Social Media Platform's New Al Feature Gives 'Advice' to Kids About Gender Confusion Thanks to Threads, Meta just got bigger. Should we be concerned?