



Kind Request / Reminder: Just a quick reminder to keep our group focused on its primary purpose – fostering positive discussions and shared knowledge. Kindly refrain from posting any job opportunities, whether permanent or freelance, in the group as well as promoting yourself or anyone else for career opportunities.



Movers & Shakers: Lucy Sutton

Lucy Sutton has joined Outdoor and Cycle Concepts Ltd as their new Marketing Director.



Movers & Shakers: Mark Kelly

Mark Kelly has joined Sportsbreaks.com as their new Managing Director.



Movers & Shakers: Samantha Hornsby

Samantha Hornsby has joined Card Factory as their new Omnichannel Director.



Movers & Shakers: Danny Denhard

Danny Denhard has joined TrustedHousesitters as their new Interim Chief Growth Officer.

New Member



Wesley Strange

Head of Ecommerce at Joma Jewellery & Katie Loxton

Latest Insights

[Are robots Apple's next big thing?](#)

[How ITV turbocharged marketing's influence with streaming reboot](#)

[Why B2B companies finally understand the importance of brand](#)

[Digital operations transformation and AI key to bringing new growth for operators](#)

[Nearly 41% of UK Consumers Are Considered 'Digital Enthusiasts'](#)

[Digital shift creating health barriers - survey](#)

[Container security comes of digital age](#)

[Digital transformation specialist heralds the power of data to improve the UK's waterworks](#)

[Could AI-generated content be dangerous for our health?](#)

The latest blog post by Endless Gain

Endless
Gain

Why you should test e-commerce tools before making a long term commitment

Testing e-commerce tools before making an expensive, long-term commitment is crucial for mitigating risk, maximizing ROI and making sure the tool meets your expectations. An optimisation agency can help you design and conduct the right tests based on your goals and needs.



[Read the blog](#)



Latest news

[More fringe events revealed for Digital City Festival 2024](#)

[Digital literacy becomes biggest must have for employers](#)

[John Lewis announces new chair](#)

[Microsoft announces new AI office in UK](#)

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[How charities can use digital to fight climate change](#)

[Hokodo secures €100m to boost B2B digital payment solutions across Europe](#)

[AXA and AWS partner to revolutionise B2B risk management with new digital platform](#)

[Digital Innovation Continues to Shift B2B Healthcare Market](#)

[M&S Food launches biggest-ever marketing campaign](#)

[New digital support resource launched for residents with disabilities](#)

[Stellar Omada launches programme to close digital skills gap](#)

[Digital twin technology reduces energy consumption by 23% in Uni of Liverpool study](#)

[Creative digital hub to receive £3.5m funding](#)

[Mikael Adelsberg appointed Chief Digital Officer and new member of Saab's Group Management](#)

[Orange ups MEA digital education drive](#)

[The Sun remains UK's No1 news brand as surging digital revenues boost accounts](#)

[Tesla's Musk predicts AI will be smarter than the smartest human next year](#)

[A third of brands don't have a marketer on the leadership team](#)



Ecommerce news

[eBay drops fashion selling fees](#)

[Amazon cannot decide what it wants to do with its shops](#)

[Zendbox Reveals That Early Order Cut-Off Times Are Detrimental to eCommerce Sales](#)

[Magento bug exploited to steal payment data from ecommerce websites](#)

[Fashion shoppers keen to spend more everywhere, except in UK](#)

[Majority of retailers see sustainability as business driver, BRC survey finds](#)

[Retail sales ahead of inflation despite 'fragile' consumer confidence](#)

[EBay Uses AI to Deliver Personalized Recommendations to Fashion Shoppers](#)

Analytics news & insights

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[Salesforce Announces the Beta Availability of Einstein Copilot for Tableau](#)

[Armstrong powers up its financial data with Qlik](#)

CRM news & insights

[CRM platform granted internationally recognised certification](#)

[LeadingMile launches Salesforce test automation tool TARA](#)

[Alphabet Eyes Multibillion-Dollar HubSpot Acquisition](#)

[Google parent Alphabet eyes HubSpot: A potential acquisition shaping the future of CRM](#)

Social media news

[Snapchat Demotes Controversial Solar System Feature](#)

[Meta Shares Insight into Instagram's Revenue Performance, Providing New Growth Context](#)

[Meta Plans A Less Punitive AI-Generated Content Policy](#)

[TikTok's Instagram competitor likely to be named TikTok Notes](#)

[Coming soon: TikTok photo app](#)

[Dinosaur macarons and pink prosecco: how afternoon tea in UK embraced the Instagram generation](#)

[LinkedIn's most effective posting strategies unveiled by new study](#)



DLC SUMMER PARTY



The Digital Leaders Club Summer Party will be taking place on Wednesday, 15th May in London. Details to be confirmed in due course.

To register your place, contact:

jack.johnson@blu-digital.co.uk

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