

Movers & Shakers: Mary Hind

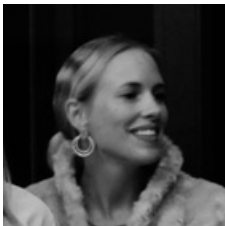
Mary Hind has joined Mulberry England as their new Head of Digital Marketing & CRM.



Movers & Shakers: Jacqui Caseley-Austin

Jacqui Caseley-Austin has joined DD as their new Head of Ecommerce.

New Member



India Plumbly

Ex Global Marketing & Digital Director at Aromatherapy Associates.

Insights

[How to beat the autumn blues](#)

[UK AI gurus in limelight on Time list](#)

[Building digital fluency in the C-suite and beyond](#)

[How ChatGPT prompts can boost the marketing game](#)

[How the metaverse downturn is benefitting digital designers](#)

[Are CEOs giving themselves new titles?](#)

[Three steps to developing a marketing effectiveness framework that lands with the C-suite](#)

[How a 'transformer' revolutionised AI](#)

[How UK workers feel about AI](#)

[Why cash is making a comeback](#)

[Retention in the hybrid work era](#)

The Benefits of Performing Longitudinal Studies

User testing is one of the most valuable pieces of research available. But it is short and only tells you about their experience at that moment for that task. Longitudinal studies are a solution to breaking those limitations and learning how users navigate the full journey, from awareness and consideration, to purchase and post-purchase experiences.

[Read the blog](#)

The latest news

[Digital pharmacy app collects £1.2m in debt and equity](#)

[Steam's Oldest User Accounts Turn 20, Valve Celebrates With Special Digital Badges](#)

[Report finds digital divide in healthcare provision](#)

[Unilever finance chief tells investors to take 'holistic' view of return on marketing spend](#)

[Virgin Money names Waitrose's Head of Marketing as first CMO](#)

[Rollout of switchover to digital landlines begins in Northern Ireland](#)

[UK researchers start using AI for air traffic control](#)

[Record Attendances Expected For Leeds Digital Festival Events.](#)

[John Lewis urges high street revamp](#)

[Nissan Helps School Children Go Digital](#)

[Google goes to trial in biggest US challenge to tech power in decades](#)

[Bristol marketing agency undergoes management buyout](#)

[Billions of 'custobots' are coming online. Marketers may need to learn SEO for AI](#)

[Britain's \\$4.5 billion digital bank Monzo debuts investments feature](#)

[BoE official says public need reassurance on digital pound and privacy](#)
[Monzo banks on revamp to pave way for international expansion](#)
[Smooth Digital rebrands as Prosperwell](#)
[Liverpool firm wins grant to develop 'digital humans'](#)
[BP boss resigns amid investigation](#)

Ecommerce news

[B2B merchants following consumer eCommerce expectations says BigCommerce research](#)
[Beauty and personal care e-commerce: How can brands optimize their online strategy?](#)
[How Next is responding well to the fast changing habits of shoppers](#)
[eBay for Charity Celebrates 20 Years of Giving](#)
[Williams Sonoma taps Salesforce to elevate customer experience using AI](#)
[DHL eCommerce opens 100,000th PUDO point in Europe](#)
[Burberry has refreshed its eCommerce website to offer an immersive consumer experience](#)

Social Media news

[TikTok Replaces 'Storefront' with 'Shop'](#)
[Meta sets GPT-4 as the bar for its next AI model, says a new report](#)
[Meta is adding new customization options to its avatar creator](#)
[Screen Sharing Comes To Snapchat For Web](#)
[TikTok Shop has officially launched in the US](#)
[TikTok Says That Traditional Attribution Methods Significantly Undervalue the Effectiveness of TikTok Ads](#)

Recent Polls



45%

of LinkedIn respondents 'can't get to grips' with Google Analytics 4.

[View Poll](#)



66%

of LinkedIn respondents say they're holding back from giving 100% in their current position.

[View Poll](#)




50%

of LinkedIn respondents say influencers play an 'occasional' role in their marketing activity.

[View Poll](#)

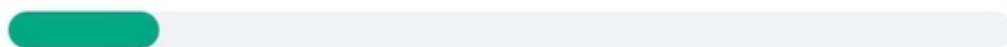
Where does internal comms sit within your organisation (or even just your opinion)? Thanks in advance


✓ Select one

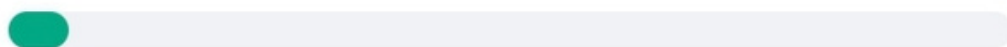
IC is within HR / People Function  46



IC is within Marketing Function  7



IC is within another Function  3



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