



**\*Kind request - Can everyone please update your WhatsApp to show your full name so that everyone in the group knows who you are when you are contributing to WhatsApp discussions - Many thanks\***



**Movers & Shakers: Philippa Middleton**

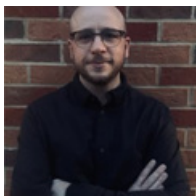
Philippa Middleton has joined Specsavers as their new Director of Growth Opportunities.

**New Members**



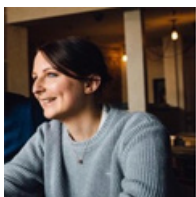
**Caroline Whyatt**

Ex Head of Digital Innovation and Experimentation at PRS for Music.



**Ian Kennedy**

Global Head of Digital Experience, E-Commerce at PUMA Group



**Ally Bradshaw**

Digital and Customer Director at Crew Clothing Company

**Trending Insights**

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[Why crypto is a poor relation of digital payments](#)

[Why Adidas Is Selling Its Bugatti Collab Boots With Digital Twins](#)

[Digital trends for 2024](#)

[Ecommerce trends for 2024](#)

[How a tie-up with Absolut helped Heinz turbocharge sales by 50%](#)

[Breaking down data silos for digital success](#)

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[When should brands get festive?](#)

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The latest blog posts by Endless Gain

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## **The Role of Experimentation in Boosting Online Sales**

Experimentation is essential to obtaining the data needed to increase conversion rates and boost online sales and revenue. Use data to determine which experiments will yield the best results for your e-commerce business.

[Read the blog](#)

### **The latest news**

[IAB UK creates 'chief digital cheerleader' for first brand-building campaign](#)

[Newark and Sherwood District Council continue to improve digital services](#)

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[Fibre broadband in emerging markets powers growth of digital economies](#)

[Cognizant launches Synapse initiative to train 1 million people in digital skills](#)

[Indian digital ads surge in world's fastest growing online economy](#)

[Cornwall first to deploy transformative digital care service](#)

[Digital bank Monzo boosts insurance expansion with DLG hire](#)

[Asda's customer chief on the 'bigger punch' of value and quality in its](#)

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[Coca-Cola wants to create 'a big TV moment' with Christmas ad focusing on kindness](#)

[Sainsbury's recruits Rick Astley for its employee-led Christmas campaign](#)

[Skills for Care to support final 10% of care providers going digital](#)

[Primark highlights role of digital offering as sales improve](#)

[GP practices must sign contract by mid-December to secure digital telephony funding](#)



[How Samsung just killed one of its most important Android phones](#)  
[Ireland ranks worst for digital health policies in developed world, says report](#)  
[Digital security sessions at Microsoft Ignite to prepare you for the era of AI](#)  
[Nike launches teenager digital platform for females](#)  
[Google argues iMessage should be regulated by the EU's Digital Markets Act](#)  
[Barbie, 'Beast Lab' and digital pet set to be top-selling toys for Christmas](#)

## **Ecommerce news**

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[67% of UK's leading e-commerce giants fall short on website performance standards](#)  
[How Amazon and the UK government are supporting British brands to reach customers around the world](#)  
[Digital and Delivery Shape Up as Grocery's Newest Battlegrounds](#)  
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## **Social Media news**

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[Sony's PlayStation Consoles Are Cutting Off Access to Twitter/X](#)  
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[UK excluded from new Facebook and Instagram feature after Brexit](#)  
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[TikTok beats Instagram Reels in engagement](#)  
[Meta Implements New Restrictions on the Use of Generative AI in Political Ads](#)  
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# 44%

of LinkedIn respondents say empathy & emotional intelligence are the most important leadership skill for success in today's workplace.

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# 75%

of LinkedIn respondents run A/B tests for your ad campaigns regularly.

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# 75%

of LinkedIn respondents say their marketing and sales departments has benefited the most from AI adoption.

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