



Movers & Shakers : Camille Martin

Camille Martin has joined Charlotte Tilbury Beauty as their new Chief Marketing Officer.



Movers & Shakers : Kate Maunders

Kate Maunders has joined Primark as their new Head Of Marketing Communications.



Movers & Shakers : Julie Walker

Julie Walker has joined Crafter's Companion as their new Head of Global Ecommerce and D2C Strategy.

New Member



Ahmed Ashraf

Global Ecommerce Director at Puig

Insights

CEOs are one of the most ‘underrated’ marketing tools, study finds

What is digital forensics?

7 Major Stressors For Digital Marketers & How To Deal

How do you combat the 3pm slump?

Digital enchantment holds too much sway over big tech regulation

Virgin Media on avoiding ‘innovation for the sake of innovation’

How the role of the CMO is evolving in an increasingly digitalised world



News

[The Marketing Academy reveals 2022 Scholars](#)

[Marketing bodies react as government commits to new digital legislation](#)

[Almost half of brands plan to hire remote marketing talent](#)

[Identity central to public sector digital transformation](#)

[Google hires former FDA digital health leader](#)

[GE launches digital turbine optimisation suite](#)

[Digital retail solutions developer PixelPool receives grant from Epic Games](#)

[More than a third of hiring managers unprepared for digital identity screening](#)

[New app to counter malicious approaches online](#)

[Bloomberg Media Nets 41% Digital Ad Bump as It Expands Overseas](#)

[£50 million data innovation hub for manufacturers to accelerate digital tech](#)

[Google gives ex-FDA digital health head Bakul Patel strategic role](#)

[Digital Brands records revenue growth in first quarter of FY22](#)

Ecommerce

[Why Zara is charging for returns](#)

[JD.com beats revenue estimates as ecommerce enjoys revival](#)

[88% of UK shoppers abandon purchase due to payment friction](#)

[42.3% of internet traffic in 2021 wasn't human, as bad bots target retail in online fraud surge](#)

Social Media

[Twitter Launches Super Follower Only Spaces as it Builds on its Creator Monetization Options](#)

['Think Before You Link': app launched to help social media users detect fake profiles](#)

[Instagram testing new Stories layout that hides excessive posts](#)

[Older people using TikTok to defy ageist stereotypes, research finds](#)



Spreadsheets are now cool, thanks to TikTok

Snapchat's stricter policies for anonymous apps and friend finders aren't yet fully enforced

Facebook removed 1.6 billion fake accounts in just three months