



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: Kev McFadyen

Kev McFadyen has joined Castore as their new Chief Marketing Officer.



Movers & Shakers: Georgios Polyzois

Georgios Polyzois has joined The Trade Desk as their new Director of Digital Marketing.

New Members



Maja Lakner

Head of Ecommerce at The Rodial Group



Jo Hill

Commercial Director at Closer Pets



Victoria Bell (Walker)

Marketing Director at Harvey Nichols



Will Patrick

Global Digital Marketing Director at Pearson



Louis Boucher

Director of Digital Marketing at Sotheby's



Heloise Ingrand

Director of Digital and eCommerce at NOW



Lauren Duncan

Head of Ecommerce at Philip Kingsley

Latest Insights

[Top marketers on the evolving CMO role](#)

[Interview: Leeds based digital marketing agency on AI, breaking norms, and more](#)

[How SMBs are approaching digital marketing in 2024](#)

[Funimation's solution for wiping out digital libraries could be good, if it works](#)

[How digital transformation is changing retail HR](#)

[Solutions for digital transformation in the NHS](#)

[Continuous Verification and AI Can Drive Digital Banking Engagement](#)

[Is career stability a thing of the past?](#)

[Will AI transform accountancy?](#)

[Explore the forces that power digital public services](#)

[Bio digital twins and the future of health innovation](#)

[Why digital nomads have got it all wrong](#)

[Marathon Digital unveils platform for developing bitcoin sidechains](#)

[Taking the next step in digital transformation](#)

The latest blog post by Endless Gain

Endless
Gain

How to optimise your e-commerce website for paid traffic

Google Shopping is one of the most common sources of paid e-commerce traffic, and also one of the most expensive. Not only is paid traffic in general – and Google Shopping specifically – one of the most expensive types of online marketing, but customers are also quick to leave after landing on a product page.



[Read the blog](#)

New Episode: The Digital Leaders Podcast



Series 3: Episode 7 - Owned and Paid Marketing Strategies: Andrew Fox

Andrew Fox joins the Digital Leaders Club Podcast to discuss all things owned and Paid Marketing Strategies; as well as how to integrate your social media and paid activity.

[Listen to the podcast](#)



The latest news

[Google adds block to AI image tool](#)

[Samsung showcases 'smart ring'](#)

[Marketing's charity 'Sprintathon' returns for 2024 with £1m milestone in sight](#)

[P&G CEO: We will prioritise innovation and brand building before promotion 'any day'](#)

[Nestlé highlights increased brand investment as key pillar of return to volume growth](#)

[New white digital-only Xbox Series X console out this summer](#)

[Digital Project Helps Gwynedd Firms Go Digital](#)

[Freightos Earnings Show Digital Transformation Driving Traditional Industries](#)

[£100k NPIF funding for Manchester digital marketing agency](#)

[Geoff Seeley Joins PayPal as Chief Marketing Officer](#)

[WMCA sets out roadmap for West Midlands to become UK digital powerhouse](#)

[More small digital firms making £100,000-plus across the UK, data shows](#)

[Acquisitive Manchester based digital marketing agency boosted by six-figure NPIF loan](#)


[Consumer spending on grocery promotions up by nearly £600m in February](#)

[Microsoft partners with Mistral in second AI deal beyond OpenAI](#)

[Google steps up Microsoft criticism, warns of rival's monopoly in cloud](#)

[Telkomsel Expands AI Collaboration with Microsoft to Enhance Customers' Digital Lifestyle Experience](#)

[PlayStation lays off 900 people and shuts down London Studio](#)



Amazon hints at post-cookie ad tech project called ID++
Klaviyo AI Revolutionizes Digital Marketing with Cutting-Edge Personalization and Prediction Tools
UK government defines areas of priority for digital identity and AI
Huawei Announces Several Digital Talent Initiatives for 2024 at the Huawei Talent Summit

Ecommerce news

Perfect Corp.: AR Try-On Reduces Returns for eCommerce Beauty Brands

Ecommerce software supplier targets US growth following £4m fundraise

United Kingdom Contract Logistics Market Forecasted Robust Growth amid E-Commerce Surge

UK-based SaaS startup Pimberly secures £4M to boost e-commerce sales

Asos relaunches influencer programme

Next contacts Body Shop administrators

Ebay Taps AI to Drive Auto Sales, Social Commerce

Former Dentsu MD joins Nest Commerce

eBay – The Future of Ecommerce for Enthusiasts

FTC pursues lifetime e-commerce ban for AI scheme owners

Bensons for Beds looks to boost online sales with dropshipping partnership

Very secures £125m of private equity funding as it falls to half-year loss

How Leading E-Commerce Platforms Stack Up to Amazon



Analytics news & insights

[Google Analytics Adds New Default Google Ads Report](#)

[Dune Analytics Partners With Cloud Computing Giant Snowflake](#)

[Ubisoft Taps AI Analytics Firm to Bolster 'Champions Tactics' NFT Game Launch](#)

[Salesforce Unveils Tableau Pulse for Faster Decision-Making with Generative AI and Analytics](#)

[Loughborough expands access to AI and data science programmes with half a million pounds funding boost](#)

[Skin Analytics rolls out AI DERM device to more NHS trusts](#)

[The Role of Data Analytics in AI Trading Strategies](#)

CRM news & insights

[Salesforce introduces AI CRM assistant Einstein Copilot](#)

[Salesforce Charts Indicate Robust Bullish Trend Ahead Of Q4 Earnings](#)

[ESL Faceit Group signs partnership with UK agency WeDoCRM](#)

[Salesforce introduces Einstein Copilot in public beta: Redefining CRM with AI assistance](#)

[Salesforce beats on earnings but forecasts single-digit revenue growth for the year](#)

[4 Key Takeaways From Salesforce's Earnings Call](#)

[Click2Mail Unveils Revolutionary CRM Hub: Automating Physical Mail for Powerful Marketing Automation](#)

[Salesforce's launches beta testing of Einstein Copilot to support generative AI in CRM](#)

[Klaviyo CEO: The future of CRM is autonomous](#)

Social media news

[Reddit users worry about IPO](#)

[LinkedIn Launches Ad Campaign for Premium Subscription Offering](#)

[UK social media app Lapse raises £24m to take on Instagram](#)

[Dailyhunt in talks to acquire social network startup Koo](#)

[YouTube Challenges TikTok Duets With “Collab” For Shorts](#)

[YouTube Music Introduces Offline Downloads for Desktop Users](#)

[Google is shutting down the YouTube Kids app for TV](#)

[TikTok Shop listings are surfacing on Google Shopping](#)

[Gen Z are twice as likely to get their news from TikTok than the BBC, research finds](#)

[Meta might demo a pair of ‘true’ AR smart glasses later in 2024](#)

[Twitter is becoming a ‘ghost town’ of bots as AI-generated spam content floods the internet](#)

[Threads widens the gap with X, with triple the daily downloads on iOS](#)

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