



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.

New Members



Nicola Barnett

Global Director of CRM at Aesop

Latest Insights

[Programmatic Advertising: Where the future of digital marketing is headed](#)

[Shopping on Apple's Vision Pro](#)

[The evolution of product packaging](#)

[Adapting your data and measurement strategy in 2024](#)

['Curiosity is the easiest skill to lose': Three marketing leaders on why investment in training matters](#)

[How government digital agencies can drive transformation](#)

[Is HR equipped to cope with the demands of the digital future?](#)

['Digital 2024 United Kingdom' Report Shows Growth in Social Media](#)

[Copy KitKat on your quest for 'double D marketing'](#)

The latest blog post by Endless Gain

Endless
Gain

What are the different types of optimisation tests for e-commerce websites?

If you want to mature your optimisation program, you need to understand the different types of tests that can be run and when to use each kind of test. This is key to ensuring data integrity and increasing testing velocity and complexity, leading to better decisions for your e-commerce website.



[Read the blog](#)

New Episode: The Digital Leaders Podcast

Series 3: Episode 6
My Ecommerce journey and starting my own business



DIGITAL LEADERS
CLUB PODCAST

Marcos Rios
Co-Founder of Find Your Flouu

Sponsored by
SHIFT

www.digitalleadersclub.co.uk

Series 3: Episode 6 - My Ecommerce Journey and Starting my own Business: Marcos Rios

Marcos Rios joins the Digital Leaders Club Podcast to discuss his extensive journey in Ecommerce, the lessons he has learned working in big corporates and starting his own business.

[Listen to the podcast](#)

The latest news

[Almost half of marketing teams restructured in 2023, survey reveals](#)

[Morrisons follows Asda to launch Aldi and Lidl price match](#)

[Heineken promotes UK marketing lead to European commercial development role](#)

[Wiltshire digital divide charity refurbishes 3,000 laptops](#)

[Minister of Digital Transformation: Ukraine starts testing Lancet drones](#)

[UK's digital pound faces trust concerns and political opposition](#)

[Microsoft UK collaborates with the Digital Revolution Awards](#)

[OpenAI valued at over \\$80B](#)

[UK updates guidelines for Right to Work digital identity checks](#)

[Forbes Launches Permanent Presence In The Sandbox Metaverse](#)

[Digital Payments Deliver Competition-Critical Data for SMBs in Connected Economy](#)

[Everflow aims to help SMEs' digital transformation with move into telecoms](#)

[DLUHC Local Digital produces Future Councils playbook](#)

[Gen-Z needs more digital skills says tech secretary](#)

[Mental health apps come under scrutiny](#)

[70pc of marketing leaders to boost digital budgets in 'bullish' 2024](#)

[Alarm grows over new digital checks at UK/France borders from autumn](#)

[Phil Spencer Says Xbox Is 'Supportive' of Physical Media](#)

[Amid Rumors of Shift to Digital Business](#)

[Tech Debt Hindering Digital Transformation Efforts](#)

5G technology and its role in bridging the digital divide in the countryside

NHS Scotland Gets Digital Tech Upgrade to Drive Innovation

Coca-Cola CEO: Key to growth is matching consumer desires

Aline Santos to depart Unilever after 35 years

Kellogg: Our 'iconic brands' are crucial for topline growth

Ecommerce news

MoneySavingExpert ranks delivery firms: DPD tops the table as Evri rated 'poor'

Chinese ecommerce group JD.com considers offer for Currys

E-commerce specialist strengthens senior management team

UK-based online marketplace, OnBuy, is set to migrate to Google Cloud within the next two weeks.

Techtaka raises \$9.5M for its e-commerce fulfillment service

How Europe's E-Commerce Innovators Lead Shoppers To The Finish Line

New branding for Shopify expert Velstar

How Shopify POS catapulted Kick Game from online to omnichannel success

Shopify revenue, GMV each grow more than 20% in Q4

Answer Digital partners with Lunit and AZmed for speedy AI deployments

Census Data and Earnings Season Continue to Underscore eCommerce's 4Q Bounce

What Retailers Consider Critical to E-Commerce Growth

Shein Takes on Amazon With Shoppable Livestream Collection Launch

Analytics news & insights

[CRIF bolsters ESG assessment for UK banks with new analytics tool](#)

[The Future of Data Analytics for CMOs](#)

[Accenture to Acquire GemSeek to Further Expand its Customer Analytics Services](#)

[ZainTech partners with Saimos on video analytics 'as-a-service' solutions](#)

[CatX partners with Moody's RMS to bolster analytics capabilities](#)

[Exasol Unveils New Suite of AI Tools to Turbocharge Enterprise Data Analytics](#)

[Generative AI dominates Google's data and analytics roadmap](#)

CRM news & insights

[Salesforce, Inc.'s \(NYSE:CRM\) Intrinsic Value Is Potentially 45% Above Its Share Price](#)

[Inside the strategy of Salesforce's new Chief Trust Officer](#)

[HubSpot plans to focus on customer value delivery in 2024, but it comes at a cost](#)

[The Right Mortgage adopts Acre's CRM system](#)

[Salesforce Launches Marketing Cloud Growth](#)

[British & Irish Lions tour website launches. website with Inspiretec](#)

Social media news

[TikTok faces EC probe over potential Digital Service Act breaches](#)

[UK social media users spend the most time on TikTok](#)

[Meta and Microsoft ask EU to reject Apple's new app store terms](#)

[Meta tests cross-posting from Facebook to its Twitter/X competitor, Threads](#)

[Instagram's Testing New Limits on How Many Hashtags You Can Add To Posts](#)

[YouTube Announces Updates to Studio Mobile Uploads, Gift Memberships and Product Tagging](#)

[Snapchat break 800m monthly active user ceiling](#)

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