



**\*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\***



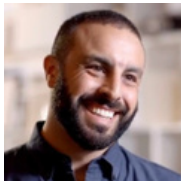
**Movers & Shakers: Carla Johnson**

Carla Johnson has joined NRLA as their new Chief Marketing Officer.



**Movers & Shakers: Tim Brennan**

Tim Brennan has joined Wolseley UK as their new Digital Director.



**Movers & Shakers: Saul Lopes**

Saul Lopes has joined Compare the Market as their new Director of Customer Marketing.



**Movers & Shakers: Danielle Padget**

Danielle Padget has joined Bondi Sands as their new Marketing Director UK/EMEA.

## New Members



**Rebekka Peake**

Ex Director of eCommerce at Hunter Boots Ltd



**Ben Stinson**

Head of Digital at The Underfloor Heating Store

## Insights

[WFH could fight climate change](#)

[How YouTube won over the masses](#)

[How CALM used sport to spark a conversation about mental health](#)

[Unwinding workaholic patterns](#)

[Are we about to lose the last pillar of our digital security?](#)

[Spotify CEO says AI music is 'tricky'](#)

[Why Amazon bet \\$4bn on Anthropic](#)

[Marketooinist on marketing ROI](#)

The latest blog posts by Endless Gain

Endless  
Gain

## Qualitative vs. Quantitative Research: When to Use Each

We would all rather get the answers to our burning questions the quick and easy way, we want to discuss the benefits of investing the additional time and effort needed for Quantitative research.

[Read the blog](#)

## The latest news

[Digital Commerce Transactions to Pass 1 Trillion Threshold Globally by 2024,](#)

[Aldi aligns with HolyGrail 2.0 by trialling digital watermark technology](#)

[Oracle announces new generative AI services for healthcare organisations](#)

[Lloyds Bank completes first digital trade transaction under new UK legislation](#)

[Waitrose using AI to create recipes](#)

[Devolver Digital blames fall in subscriptions for interim revenue fall](#)

[Access FS launches digital marketing and lead generation platform](#)

[BT announces regional rollout schedule for Digital Voice](#)

[BetMGM UK launch campaign rolls out across TV, out of home, digital, social and radio](#)

[Digital marketing expert takes on his first team member](#)

[Awin Transforms the Digital Marketing Landscape with Launch of New Partner Ecosystem](#)

[Lidl's top marketer exits for BP](#)

[Dunelm on changing perceptions by 'shining a light' on what's already there](#)

[London offices tank fifth in value](#)

[McKinsey launches an open-source ecosystem for digital and AI projects](#)

[Altrincham's max20 has delivered UK-record £31.3m NHS digital services since 2020](#)

[Lloyds sends first digital trading document under electronic act](#)

[EA has removed FIFA back catalogue from digital storefronts, days ahead of FC 24 release](#)

## **Ecommerce news**

[BigCommerce Launches Portal to Streamline B2B Invoice Payment Process](#)

[ePay Europe expands into retail sector for London 2024](#)

[HelloFresh: 'Sustainability is a key part of everything we do'](#)

[Square Gives Merchants New AI Tools](#)

[Ecommerce continues to grow, but different than expected](#)

[Costco ecommerce sales improve compared with previous quarters, but still down overall](#)

[Asos's sales down as drag from promotional marketing continues](#)

## **Social Media news**

[Meta to launch AI personas to lure Gen Z onto Facebook](#)

[X Looks to Add 'Verified Only' Reply Option on Posts as it Continues to Push Paid Subscriptions](#)

[X Tests New In-App Warnings on Profile Restrictions and Penalties](#)

[Microsoft signs deal to serve sponsored links in Snapchat's My AI](#)

[Facebook and Instagram will soon get a slew of AI-powered creator tools](#)

[Pinterest ups focus on brand as it looks to drive user growth and retention](#)