



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: Lee Whitehead

Lee Whitehead has joined Piglet in Bed as their new Omnichannel Director.



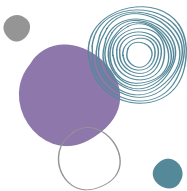
Movers & Shakers: Peter Sensier

Peter Sensier has joined carwow as their new Growth Marketing Director.



Movers & Shakers: Zaili JIANG

Zaili JIANG has joined Auto Trader UK as their new Performance Director.



Movers & Shakers: Amy McMullan-Finnegan-Dehn

Amy McMullan-Finnegan-Dehn has joined Pret A Manger as UK Head of Digital Marketing.

New Members



Rhea Fox

Digital Director at Ted Baker



Sarah Frederickson

Marketing Director at Savoir Beds Ltd



Nick Briggs

Head of Marketing at Asahi UK

Trending Insights

[Why Mars is buying Hotel Chocolat](#)

[The National Infrastructure Commission is on the right track with digital recommendations](#)

[Can AI improve UK public sector productivity?](#)

[Do We Want an Immersive Web?](#)

[B2B Payments Are Going Digital and Getting More Personal](#)

[Why Iceland cut Christmas ad](#)

[How Mars got 75 billion impressions from people talking about Bounty](#)

The latest blog posts by Endless Gain

**Endless
Gain**

Is testing for optimization all about winning?



Win rate and revenue uplift are important metrics for website optimization and experimentation, but they can cause harm if relied upon too heavily.

[Read the blog](#)



The Latest News

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[AtkinsRéalis appoints Darren Martin as Chief Digital Officer](#)

[Somerset project wins national award for digital inclusion](#)

[Greater Manchester plans 5G digital roads network](#)

[Co-op shuns battle of Christmas ads and urges shoppers to donate instead](#)

[Tesco launches Christmas ad that extends its focus on quality and value](#)

[Alphabet fund spells bumper valuation for UK digital bank Monzo](#)

[As UK landlines go digital, fears grow for vulnerable people whose home phone is a lifeline](#)

[Delivery apps face rider age probe](#)

[Amazon goes all in on AI](#)

[Increase in number of charities failing to access marketing opt-out requests](#)

[Integrated Digital Service launches remote tech trial in Leeds](#)

[Government response to digital exclusion recommendations lacking, say Lords](#)

[Aegis London grows digital trading team](#)

[Digital ESG Health Index says companies need to be proactive](#)

[AO World: Building brand awareness is our 'biggest opportunity' for growth](#)

[Amendments to UK digital markets bill could crash regime, opposition lawmaker warns](#)

[Double digital revenue growth at Sage](#)

[13 new hires at Bring Digital](#)

[ASA bans Toyota ad in first environmental ruling of its kind](#)

Ecommerce news

[PayPoint expands partnership with Yodel and Vinted](#)

[Paysafe Offers Network Tokenisation Service for Merchants with Visa](#)

[Circular economy startup Reboxed secures £1.6m seed round](#)

[86% abandon brands over poor customer service](#)

[Delivery charges and control of advertising costs credited for AO's return to profit](#)



[Makeup and nail products available on Tesco.com for first time](#)

[Sephora UK's Pauline Dolle-Labbe on the new Stratford store and how the beauty giant is doing in London](#)

[Unboxing success: The critical role of shipping integrations in e-commerce](#)

[Five experts on the future of e-commerce](#)

[Amazon founder Jeff Bezos to sell £800m worth of shares](#)

[Shein plans Manchester office](#)

Social Media news

[Facebook's Removing its 'Hobbies' Section from User Profiles](#)

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[Meta Shares Insight into What's Driving Engagement on Threads](#)

[TikTok-commissioned report analyses its impact on music](#)

[TikTok trumps Google as a search engine, research finds](#)

[Royal Mail strikes new partnership with TikTok](#)

[Meta is giving researchers more access to Facebook and Instagram data](#)

[Meta introduces new tools to support independent research](#)

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[TikTok Adds New Conversational UI To Help Guide Its Algorithms](#)