



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: Byrony Tagg

Byrony Tagg has been appointed as the new Head of Ecommerce and Performance Marketing at Chilly's.



Movers & Shakers: Frances Dore

Frances Dore has joined Marriott Hotels as their new Director of Brand, Marketing and Digital.



Movers & Shakers: Talya Weigl

Talya Weigl has joined Jellycat as their new Global Head of Digital Marketing.

New Members



Rachel Powell-Jones

Ex Head of Ecommerce at Astrid & Miyu



Shaun Loughlin

Global Head of Ecommerce at LeMieux Ltd

Insights

[Charity Spotlight: James Elliot, Head of Digital Experience at Dogs Trust](#)

[Why marketing must focus on both sales today and loyalty tomorrow](#)

['Fast tech' waste mounts: research](#)

[Black Friday: Top marketing strategies elevating sales](#)

[Why it's crucial for brands to focus on accessibility for Black Friday](#)

[Inside the UK's SME tech crisis](#)

[Implications of the digital euro](#)

[Don't just target an audience, target their mood](#)

[UK IT leaders view digital infrastructure as a business risk](#)

The latest blog posts by Endless Gain

Endless
Gain

Why Mobile PDP Optimization is Critical



Understanding the importance of the product details page in the shopper's buying journey and optimising this page can accelerate revenue growth for online retailers. It can also boost the efficiency of paid media channels by delivering increased sales from the same investment. Perhaps most importantly, it can enhance your customers' overall shopping experience, which may increase customer loyalty and lead to more repeat purchases.

[Read the blog](#)

The latest news

[HUAWEI eKit makes digital business easy for distributors](#)

[West Leeds groups net £10k to tackle digital exclusion](#)

[Marketing Delivery crowned best automotive digital marketer](#)

[DVLA signs Deloitte for digital services delivery](#)

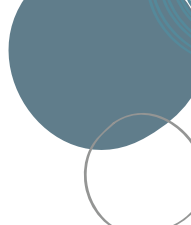
[UK must level up digital economy to become tech superpower](#)

[Digital Poverty Alliance hosts UK discussions on inclusive technology future](#)

[Digital marketing agency opens new Manchester office amid team expansion](#)

[Vehicle data can become a turbo for the European digital economy](#)

[Digital exams to be introduced within years - AQA](#)



Birmingham Digital Futures inspires children and young people at Tech Week's Digital Skills Day

Senceive Launches Digital Interface Node

UK's first digital proof of age card set to be trailed at c-stores

TotallyMoney launches open banking powered tool to help UK's 20 million financially under-served adults manage their money.

Bridging UK digital gap worth £4.8bn to economy – report

Ki expands digital follow capacity through new collaborations

Power of digital marketing helps children understand coastal erosion

Holroyd wins Siemens' global award for digital transformation at EMO Hannover PTG

Marketing budget growth slows amid uncertainty over UK economic prospects

P&G: Increasing price remains 'core' part of strategy as volumes recover

Ecommerce news

UK e-commerce firm THG keeps outlook after September recovery

Signifyd Study Predicts a 5% Rise in Holiday Ecommerce This Season, as Consumers Battle Inflation and an Uncertain Economy

Krispy Kreme boss on 20 years in the UK and ambitious expansion plans
Shopify: two thirds of shoppers plan to spend as much, or more, during Black Friday

Hannah Fox starts as Homes Ecommerce Editor at Hearst UK

Amazon Plans South African Online Store for 2024

Former THG execs' ecommerce group appoints new MD ahead of debut partner meet-up

Leeds Ecommerce Agency Launches Men's Bathing Brand Sento

Strong beauty performance helps THG return to revenue growth

Staggering 85% of European online retail visits to marketplaces, new report finds



Social Media news

[Celeb YouTubers to invest in startups](#)

[Instagram Updates: Changes That Affect Marketers](#)

[Instagram head says Threads' blocking of 'covid' and related terms is temporary, to lift in 'weeks or months'](#)

[Disney and TikTok strike a major advertising, and content deal that hints at new ad formats](#)

[TikTok will automatically enable captions on every video uploaded](#)

[Meta Brings More Personal Data Control Elements to Its 'Accounts Center' Tool](#)

[YouTube Rolls Out a Range of UI Updates, Including Improved Scrubbing and Song ID Elements](#)

[X Launches Pink App Icon as Part of Paris Hilton Partnership](#)

[New Report Highlights Threads Q3 Rise and Broader App Download and Usage Trends](#)