



Movers & Shakers: John Sadeghipoor

John Sadeghipoor has joined URBN as their new Director of Marketing, Free People Europe.



Movers & Shakers: Melan Shah

Melan Shah has joined TotalJobs Group as their new Head of Ecommerce.



Movers & Shakers: Emma Gibbins

Emma Gibbins has joined The AA as their new Group Digital Marketing Director.

Insights

Marketers have a duty to please suppliers as well as customers
Next Level Digital Transformation: How CMOs Can Break Down Organisational Silos.

Why we need to regulate digital identity in the metaverse

How charities are working to improve the digital world

News

Firms make four-day week permanent

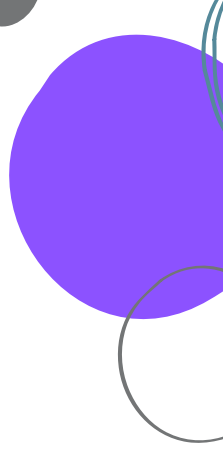
Tech world goes crazy for new chatbot

Community and specialist radio stations go digital

UK carrier Vodafone reaches a significant milestone in its fight against the digital divide

Loob Holdings looks for head of digital amidst major expansion of brands

Plugging skills gap is key to public sector's mass digital potential



[UK steers towards digital banking with decline of cash machines](#)
[Teaching staff satisfaction with digital support dropping](#)
[Top CMOs discuss how to become 'future facing leaders'](#)
[New plans to strengthen tech ties between UK and Japan](#)
[Nelson to get £2.29m advanced digital skills academy](#)
[JD brings TV commercial to life using AR to turn Oxford Street store into giant arcade game](#)

Ecommerce

[Payments Orchestration Helps Smaller Merchants Compete With eCommerce Giants](#)
[Coveo Relevance Cloud™ Named Winner for Ecommerce Innovation by the UK Ecommerce Awards](#)
[eBay Partners with Used-Clothing Reseller in UK](#)
[Adidas Puts Best Shoe Forward With Personalized Digital Payments](#)
[Amazon Ecommerce as a service receives investment](#)
[Nestlé projects ecommerce will be 25% of sales by 2025](#)

Social Media

['The metaverse will be our slow death!' Is Facebook losing its \\$100bn gamble on virtual reality?](#)
[Twitter's iOS app is riddled with privacy settings glitches](#)
[Revealed: The UK's 10 most popular TikTok videos of 2022](#)
[Snapchat Announces Paid Add Ons for AR Lenses, New AR Initiatives at Lens Fest 2022](#)
[Google Launches New Add-On Prompts to Guide Discovery in Search](#)
[Meta Adds More Avatar Usage Options as it Looks to Guide Users Towards the Metaverse Shift](#)