

Movers & Shakers: Laura Bailey

Laura Bailey has joined D.M.C. Group as their new Group Head of Digital.



Movers & Shakers: Danny Clay

Danny Clay has joined Ryman as their new Director of Ecommerce.



Movers & Shakers: Lauren Juster

Lauren Juster has joined The Folio Society Ltd as their new Marketing Director.

Insights

[How to build enduring brand equity in 2023 and beyond](#)

[Making career choices with confidence](#)

[Will Apple tout feature it resisted?](#)

[Digital skills shortage: How can local authorities level up digitally?](#)

[Why are cyber-attacks increasing?](#)

[Statement - We are on the cusp of a digital health revolution yet millions risk being left behind](#)

[How bank closures are widening the digital divide](#)

[Ritson and Edwards on why learning a shared business language matters](#)

[Lessons for successful Digital Twin implementation in operations](#)

The latest news

[NHS workforce to surge by 2036: IFS](#)

[Shoppers want Ikea to be a maze](#)

[LSEG explores blockchain for cross-asset digital 'ecosystem'](#)

[London Stock Exchange plans blockchain digital asset exchange](#)

[Digital phone calls only for new customers of BT](#)

[Digital identification startup OneID raises £1m](#)

[Publishers want IP protected from AI](#)

[Total Fitness commits to the 'power of brand' with hire of first brand director](#)

[£400M Police Scotland Digital Strategy Approved](#)

[Three quarters of marketers' positive outlook holds steady amid rapid digital acceleration](#)

[EE and Vodafone: Technical bug hits mobile networks](#)

[BT launches new AI and digital diagnostics services to support NHS](#)

[Infinum acquires digital creative agency ExpandTheRoom](#)

[Mace appoints new digital engineering head](#)

[Apple says it remains worried about risks of EU Digital Markets Act](#)

[Digital Schoolhouse teams up with Nintendo for Splatoon 3 tournaments across schools](#)

[Google faces multibillion-pound lawsuit from UK consumers](#)

The latest blog posts by Endless Gain

Endless
Gain

How to Nurture Intrinsic Motivation Among E-Commerce Customers

By gradually shifting customers from extrinsically motivated to primarily intrinsically motivated purchases, e-commerce retailers can cultivate a community of loyal customers who are driven by their inherent desire to engage with the brand – not by the desire to get a discount, leading to long-term sustainability and profitability.

[Read the blog](#)

Ecommerce news

[Salesforce steps up with Vibram's AI-first ecommerce platform](#)

[SEKO Logistics Appoints Seasoned Logistics & Ecommerce Leader, Maxime Bessiere](#)

E-commerce packaging reinvented: UK-based Penny Black conceals £1.5M boost

Personalised packaging startup 'rides high on e-commerce' with £1.5m investment

Network tokenisation to drive 85% of all global ecommerce transactions by 2028

Social Media news

Meta's next Quest Pro might be a team-up with LG

Meta considers ad-free paid services for Facebook, Instagram in EU

YouTube Moves Into Mobile Games With 'Playables'

X Adds More Refinements to Community Notes

New Report Finds That Investment in Influencer Marketing is Rising Faster Than Traditional Ads

TikTok aims to allay privacy concerns

Recent Polls



52%

[View Poll](#) of LinkedIn respondents would manage affiliates internally.



86%

[View Poll](#) of LinkedIn respondents have recruited talent that wasn't the best candidate on paper, but was a better culture fit.



78%

[View Poll](#) of LinkedIn respondents believe that sustainability concerns will significantly impact the way e-commerce operates in the coming years.




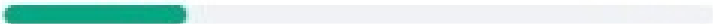

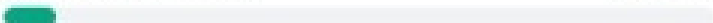

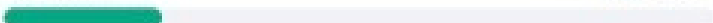

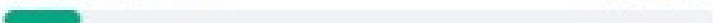
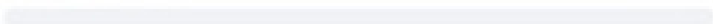

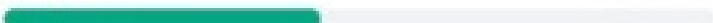
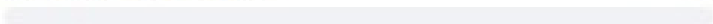
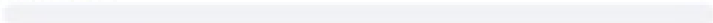



70%

[View Poll](#) of LinkedIn respondents check their emails and work whilst they are on holiday.

What eCommerce platform(s) are you using today?

 Select one or more

- Shopify  27

- Salesforce  7

- CommerceTools  2

- Hybris  6

- BigCommerce  3

- ElasticPath 0

- Magento  12

- Commerce Layer 0

- Fabric 0

- Other?  7
