



**\*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: Nick Jackman**

Nick Jackman has joined Majestic Wine as their new Marketing Director.



### **Movers & Shakers: Will Lockie**

Will Lockie has joined NOBLE PANACEA as their new Digital Director.

## **Insights**

[A new era for digital advertising beckons](#)

[Why adaptability is the new digital transformation](#)

[How BMW is using digital to target next generation of customers](#)

[Achieving balance through mindfulness](#)

[Launching Gen Z cult brands to new markets – how to get it right](#)

[How to be successful as a digital nomad](#)

**The latest blog posts by Endless Gain**

Endless  
Gain

## **How Simplicity Will Reduce Cognitive Load and Increase E-Commerce Sales**

In the crowded e-commerce marketplace, simplicity stands out. It facilitates a better user experience, increases conversion rates, and builds trust. And the key to simplicity is reducing cognitive load.

[Read the blog](#)

## The latest news

[Winner of the inaugural Talent Trailblazer Award revealed](#)  
[UK's Ascential to sell digital commerce, product design units in \\$1.70 billion deal](#)  
[3D simulation unlocks digital manufacturing transformation](#)  
[Xbox Game Pass Release Exoprimal Gave Capcom A 'Large' Digital Revenue Boost](#)  
[Sustainable population health requires getting “everyone in the same room”](#)  
[McDonald's CEO: 'Innovating and reinventing' brand even when successful is crucial](#)  
[Western Digital to split flash memory unit, refinance debt](#)  
[British Museum Will Make Digital Copies of Its Objects](#)  
[BT's new home phone service, Digital Voice, to be rolled out across Greater London](#)  
[Atari enters into an agreement to acquire Digital Eclipse](#)  
[New £28m Centre to forge the next generation of AI digital healthcare innovators](#)  
[Nationwide achieves 'exceptional' short-term brand uplift score for relaunch ad](#)  
[Boots' Pete Markey named Marketer of the Year](#)

## Ecommerce news

[Online commerce helped boost digital ad platforms like Meta and Google](#)  
[BMW Group U.K. selects BigCommerce for its ecommerce store](#)  
[Shein buys UK brand Missguided](#)  
[Two-thirds of Brits drop online account or service when faced with frustrating log-in process](#)  
[UK freight specialist launches parcel delivery service for SMEs](#)  
[Zilch valued at £1.65bn after investment from eBay](#)  
[Amazon named as one of the top UK employers in the Social Mobility Employer Index 2023](#)  
[Nokia sues Amazon, HP for patent infringement over video streaming technology](#)

## Social Media news

[UK tech firm takes on \\$150bn US social media giant](#)

[Why Meta is getting sued over its beauty filters](#)

[Facebook and Instagram to Offer Subscription for No Ads in Europe](#)

['Takeover' warning issued to anyone with Snapchat, X and Tiktok accounts](#)

[Inside the Jury Room at The Drum Awards for Social Media](#)

[More Than 40% of Consumers Use Their Social Media Feeds to Find Products](#)

## Recent Polls

# 50%

of LinkedIn respondents say Trustpilot is their favourite review platform.

[View Poll](#)

# 64%

of LinkedIn respondents do not feel valued by the leadership above and are not provided with the tools to achieve.

[View Poll](#)

# 39%

of LinkedIn respondents want higher pay as a job perk in 2024.

[View Poll](#)