

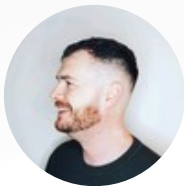


Kind Request / Reminder: Just a quick reminder to keep our group focused on its primary purpose – fostering positive discussions and shared knowledge. Kindly refrain from posting any job opportunities, whether permanent or freelance, in the group.



Movers & Shakers: Vicky James

Vicky James has joined LOOKFANTASTIC (THG) as their new Global Marketing Director.



Movers & Shakers: Matt Holmes

Matt Holmes has joined British Gas as their new Head of Digital Marketing.



Movers & Shakers: Steven Irwin

Steven Irwin has joined Vivobarefoot as their new Chief Commercial Officer.

New Members



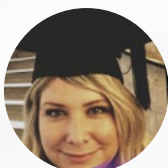
Philip Borthwick

Chief Marketing Officer at FitFlop



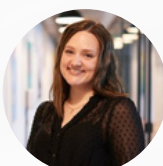
Jeanne Delmar

Ecommerce Director at Nestlé



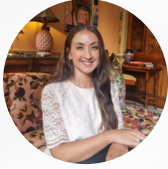
Malina Zarb

Marketing & eCommerce Director at Zone3 Ltd



Carla Griffin

Chief Marketing Officer at David Phillips



Nicola Becerra

Director of Omnichannel at House of Hackney

Latest Insights

Now HMRC misses its own digital tax deadline

Digital 9 Infrastructure proposes managed wind-down following strategic review

Marketers forced to take on more responsibility without an uplift in pay, survey finds

Make this the year you innovate: Helen Edwards

Leadership Spotlight: Jo Button-Card

Are we witnessing the end of the CMO? No, and stop asking: Mark Ritson

How Just Eat's use of 'distinctive assets' helped it boost ad effectiveness on YouTube

The latest blog post by Endless Gain

Endless
Gain

How to Optimize without AB Tests

There are often times for every business when AB testing isn't possible, but there is still a need to optimise the customer journey. We discuss some of the possible routes to improvement and give some example where we have seen it deliver effective improvements for clients.



[Read the blog](#)

The latest news

National cyber-physical ecosystem will align digital and physical infrastructures

Council launches new digital skills programme for residents

Hitachi Digital Services fights wood waste with 'first-of-its-kind' digital solution

UK still undecided on digital cash as privacy concerns persist

79% of CFO are putting digital transformation at the top of their agenda for 2024

Microsoft cuts prompt Xbox digital future questions

Hitachi Digital Services fights wood waste with 'first-of-its-kind' digital solution

Consumer confidence reaches two-year high after 'surprise' boost

Teleperformance launches digital services arm, TP Infinity

Sprite scraps labels from bottles in new trial

Channel 4 CMO Zaid Al-Qassab to depart

Channel 4 shares plans to become digital-first public service streamer by 2030

NHS adds digital prescriptions to app after successful trial

Vodafone issues red alert over Europe's digital future

Anca Marola named global digital director at Sephora

More than a third of Britons now have a current account with digital-only bank

Former student supplies digital screens to college

Diageo: We will not pursue 'short-term' market share growth at expense of brand equity

Chief AI Officer emerges as the 'hottest job title'

Co-op joins retail media network race



CRM news & insights

[56% of Operators Choose Optimove as CRM Marketing Solution](#)

[Scania successfully reboots global CRM program with care](#)

[HubSpot's CRM Suite: An All-In-One CRM Platform](#)

[Salesforce.com \(CRM\) Stock Moves -0.05%](#)

[UserTesting Launches AI Insight Summary and Other Platform Enhancements](#)

Analytics news & insights

[TradeFeedr Launches Buy-Side Advisory Board to Bolster FX Trading Analytics](#)

[Gartner: Data and AI Literacy Is Critical for Data Analytics](#)

[KlariVis revolutionises banking analytics with launch of new data-driven product](#)

[Insurity launches AI-powered solution to revolutionise decision-making for P&C insurance carriers](#)

Ecommerce news

[Southgate launches new water activated tape for e-commerce operations.](#)

[PayPal: Revolutionising E-commerce Using AI](#)

[British E-Commerce: How Technology is Reshaping the Shopping Experience](#)

[Guest Checkout Gets One-Click Boost](#)

[E-commerce agency Reckless wins three new clients](#)

[31% of Consumers Want VR to Recreate Brick-and-Mortar Shopping](#)

[DPD UK rolls out returns portal for retailers](#)

[Rapid prescription delivery introduced by Healthera and Uber Direct](#)

[Leading UK Fashion Brand White Stuff Boosts Customer](#)

[Experience with New Composable Website on BigCommerce](#)

Social media news

[TikTok goes full YouTube](#)

[TikTok Tests Feature That Could Make All Videos Shoppable](#)

[TikTok is Encouraging Some Creators to Post Videos in Landscape Format](#)

[Pinterest Shares Tips to Help Optimize Your In-App Product Listings](#)

[Meta will offer some of its data to third-party researchers through Center for Open Science partnership](#)

[Instagram Threads triples downloads in December, reaching the top 10; X falls to No. 36](#)

[Ultra HDR photos might come to Instagram, Snapchat, and other third-party apps](#)

[Google Splits Up a Key AI Ethics Watchdog](#)

[Google's Q4 Earnings Reveal AI's Growing Role In Search](#)

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