DIGITAL ⓟ LEADERS
CLUB
Powered by BLU.

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 as well as promoting yourself or anyone else for career opportunities.

Movers & Shakers: Charlotte Clutterbuck
Charlotte Clutterbuck has joined RIXO as their new Trding Director.

Movers & Shakers: Simon O'Mahony
Simon O'Mahony has been promoted to Director of Marketing Communications at Screwfix.

Movers & Shakers: Phil Davies
Phil Davies has joined Virginia Hayward Ltd as their new Head of Ecommerce.

Movers & Shakers: Simon Rowlands
Simon Rowlands has joined MERKUR Casino UK as their new Head of Digital Marketing.

New Members

May Pan
Global Director - Digital Commerce & Omnichannel at Diageo

Zoe Eungblut
Global Digital Strategy Director, Beauty & Wellbeing at Unilever

Latest Insights

Who invented bitcoin?

Bluey and Bunnings' tie-up demonstrates all the benefits of co-branding

3 ways the Quest 3 is better than the Vision Pro

Digital Changed How Consumers Bank – Data Will Evolve Them

Why Zoo Digital's recovery could be further delayed

How Adobe is Powering Sustainability with Digital Innovation

Euroviews: We deserve better than the digital euro

Digital Changed How Consumers Bank – Data Will Evolve Them

Why Zoo Digital's recovery could be further delayed

How Adobe is Powering Sustainability with Digital Innovation

Euroviews: We deserve better than the digital euro

The latest blog post by Endless Gain

Endless Gain

How to optimize your e-commerce website for international sales

There aren't any easy short cuts to optimising your e-commerce website for international sales. You must get your fundamentals right for the market and then use research to understand who your audience is and how their online behaviour is both different and the same.

Read the blog

New Episode: The Digital Leaders Podcast

Series 3: Episode 5 - Lessons learned throughout my career in retail: Sarah Shakery

Sarah Shakery joins the Digital Leaders Podcast to discuss her extensive career journey in the retail sector and the lessons she's learned; as well as insight on Conversion and A/B Testing.

Listen to the podcast

The latest news

Google's AI chatbot gets a rebrand

Unilever outlines plan to tackle 'unacceptable' competitiveness

Demand for communication skills in marketing increasing 'exponentially', data suggests

Virgin Media probed over digital switchover rules

NELFT NHS to deploy digital system for virtual wards

Works starts on £1.5m digital and creative hub in Merseyside

Digital Markets Bill can 'level the playing field' for startups

Digital banking giant Revolut is launching phone plans for travelers in the UK

Channel 4: We are 'well ahead' of other broadcasters in the digital race

Over a third of EU companies adopt AI

Managers tap ChatGPT for reviews

Working class marketers face 15.9% pay gap, survey reveals

Super Bowl: Michelob and Messi on target for this year's most popular ad

UK government approves digital pathology for cancer screening programmes

More Banks Embrace Unified Digital Platforms And API Accessibility

Cyber security experts to share insights with Stockport Digital Business Network

Publicis Commerce, Amazon Ads unveil Digital Marketing Playbook

NHS England scraps plans for 20-year digital GP APMS contracts

Digital Health and Care Wales updates licensing agreement with Microsoft

Digital remote monitoring technology in care homes reduces hospital admissions

Experimentation of the first digital twin demonstrator for a ground combat system

Coca-Cola CEO: Innovation is serving as a 'competitive advantage'

Ecommerce news

Shopify and VML back SocialNorth's new ecommerce event series

Co-op and Snappy Shopper trial store-to-door deliveries in Northern Ireland

Bravada Launches Women's Fashion eCommerce Site Promising Fast Domestic Shipping

January Ecommerce sales slow due to weakened demand

ContextLogic to Sell Wish eCommerce Platform to Qoo10

Under Armour ecommerce increases 2% in Q3

3 ways AI transforms the ecommerce customs declaration process

8 in 10 retailers planning for growth but face operational challenges, survey finds

Retail Trust reacts to The Body Shop administration reports

Headed for administration, why did The Body Shop fail?

£1.2bn spent using BNPL services in January, Adobe Analytics reveals

Social media has greater influence on cosmetics purchasers than other groups, report finds

ASDA Selects Accertify for Enhanced eCommerce Fraud Prevention

35% of Boomers Prefer Retailer Sites to Buying Directly from Brands

Analytics news & insights

Google Analytics 4 adds new dimensions for measuring paid and organic traffic

TGS adds well economics to the well data analytics platform

London's Greyparrot snaps $12.8M for AI-powered waste analytics

Motif Analytics brings sequence analytics to growth teams

CRM news & insights

Top CRM resources & support for fundraisers

Salesforce, BridgeFT Integration May Finally Make The CRM Affordable

Is Trending Stock Salesforce Inc. (CRM) a Buy Now?

Suzuki Hands TMW Unlimited Keys to Integrated Creative Account

HubSpot plans to focus on customer value delivery in 2024, but it comes at a cost

HubSpot: Q4 Earnings Snapshot

Social media news

[TikTok Announces New Partnership with the UK Olympic Teams for the Upcoming Games](#)

[LinkedIn Launches New Media Planning API](#)

[Snapchat and Traackr Forge New Paths in Influencer Marketing](#)

[Partial Facebook Marketplace Database Allegedly Leaked by Hackers](#)

[Instagram Adds Video Cutout Option to Create Animated Stickers](#)

[Why Snapchat is pitching its platform as an alternative to social media](#)

[Valentine's Day 2024: Instagram introduces exclusive features to unlocking love](#)

[LinkedIn launches enhanced audience insights and predictive analytics](#)

[Can Pinterest and Snapchat keep up with digital ad titans?](#)