



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: Gary Wells

Gary Wells has recently joined Pure Electric as their new Chief Marketing Officer.

New Members



George Holroyd

Ex Digital Director of Deliveroo

Latest Insights

[Can behavioural science help us save the planet?](#)

[Inside Aston Villa's top to bottom club rebrand](#)

[Primark marketing boss on Greggs, social media and breaking America](#)

[Countries wooing corporate digital nomads hope to make them stay](#)

[Digital twins drive new opportunities for start-ups](#)

[Why the global economy may find ally in AI](#)

The latest blog post by Endless Gain

Endless
Gain

Understand “the voice of the customer” to create great customer experiences

Creating a great customer experience is crucial to e-commerce success. According to a survey conducted by PwC, 32% of online customers say they will no longer do business with a brand after just one bad experience.



[Read the blog](#)

Latest news

[Birds Eye, Boots and EasyJet sign up for marketing's charity 'Sprintathon'](#)

[E45 launches award winning campaign highlighting skin changes for trans people](#)

[NHS Lanarkshire trials Patientrack digital patient observation system in ED](#)

[BT delays new digital network switchover timetable](#)

[38% of decade old webpages suffer from digital decay](#)

[Universities UK partners with Sensu Insight on digital tool](#)

[Visa unveils suite of new products for the digital age](#)

[42% of Companies Ready to Adopt Digital ID, New Regula Study Shows](#)

[BT Group extends deadline for digital switchover](#)

Portsmouth Distillery director toasts to Solent Partners' digital marketing bootcamp

Stockport manufacturer honoured for digital transformation during 60th anniversary year

BT Updates UK Digital Voice Switchover Plan After Deadline Extension

Digital marketing agency doubles turnover

Ahrend UK Ltd renews digital automation deal with Intoware

Preservica Expands Availability of its Microsoft 365 Archiving and Digital Preservation Solution to the UK

Ecommerce news

Shein faces new abuse allegations

Quantia raises \$1.2M for e-commerce analytics

The role of packaging in fashion's e-commerce transformation

JD Sports loyalty app approaches one million users

28% of consumers don't expect retail tech to be available anytime soon

Ordergroove Announces Strategic Expansion to the UK

Saudi Arabia makes ambitious plans to expand ecommerce

Kingfisher records positive sales in UK while sales in France fall

Mountain Warehouse Extends Partnership with Metapack to Lead Shipping Services Across the UK and Canada

M&S profits skyrocket as reshaping strategy pays off



Analytics news & insights

[Camwood and Pentaho team up to enhance data analytics capabilities](#)

[How to archive your Universal Analytics historical data](#)

[Unlock real-time insights with AI-powered analytics in Microsoft Fabric](#)

[How Data analytics is shaping the future of banking](#)

CRM news & insights

[Hubspot names UK leader as it commits to EMEA expansion](#)

[PropTech: Agency launches custom-made AI-powered CRM system](#)

[planetRE Announces AI Video Generation and Marketing inside CRM](#)

Social media news

[WhatsApp makes new change to Status videos](#)

[Meta, Match, Coinbase and others team up to fight online fraud and crypto scams](#)

[TikTok Launches Fan Spotlight To Boost Music Promotions](#)

[LinkedIn Adds Labels for AI Generated Content](#)

[TikTok turns to generative AI to boost its ads business](#)

Event: Summer Party '24

Exclusive snaps from our Summer Party in the heart of London on the 15th of May.



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