



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: India Plumbly

India Plumbly has joined Trinny London as their new Marketing Director.



Movers & Shakers: Gill Smith

Gill Smith has joined Charles & Ivy as their new Marketing Director.

New Members



Angelique Scott

Digital Director at Shiseido UKI



Guljeet Samra

Chief Commercial Officer at PERCIVAL Menswear



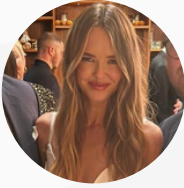
George Clark

Ex Technology and Customer Experience Director at Mulberry England



Steph Dawson

Head of Customer/Growth Marketing at MISSOMA



Stacey Smith

Head of Ecommerce at Belstaff



Lucy Joseph

Marketing Director at Social Pantry



Martin Bell

Director of Ecommerce at Elemis



Adam Heslop

Global Head of Brand Marketing and E-com
Controlling at COS

Latest Insights

[Hyperrealistic AI-generated avatars](#)

[Startups take on AI's climate impact](#)

[The right to play with distinctive assets first requires ruthless consistency](#)

[Why the Global Digital Compact's focus on digital trust and security is key to the future of internet](#)

[How fintech innovation is driving digital transformation for communities across the globe](#)

[How tech giants are using AI to find talent](#)

[How to build rock-solid brand foundations](#)

[Merseyside PCC candidates discuss policing in a digital age](#)

[What The World's Biggest Digital Camera Will Image In 3.2 Gigapixels](#)

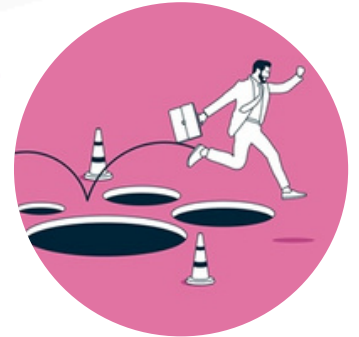
[Why the UK's quest to boost digital surveillance in 2024 isn't over](#)

The latest blog post by Endless Gain

Endless
Gain

10 mistakes to avoid when running e-commerce experiments

Running experiments is the best way to get the data you need to boost e-commerce sales and revenue. Data collected from experiments can be fed into a machine learning algorithm to predict the outcomes of future tests so you can concentrate your efforts in the right areas.



[Read the blog](#)

Latest news

[Digital bank Monzo expands fundraising to £500m in deal with top tech investor](#)

[FG, Bill Gates propose digital identity platform to ease tax collection](#)

[Public could benefit from £30bn a year windfall from digital pound](#)

[Shein hit by EU digital services rules](#)

[68% girls had at least basic digital skills in 2023](#)

[Marathon Digital reveals plan to double its Bitcoin mining capacity this year](#)

[Nestlé steps up innovation after 'less energy' devoted to it during inflation](#)

[Confused.com appoints CMO to drive 'new era' for the brand](#)

[Eight Group swoops for London digital marketing agency](#)

[Heavy vehicle annual test pass certificates complete digital shift](#)

[Digital Pound Could Be a Fiscal Game-Changer for the UK](#)

[Digital Video Ad Spend to Grow 16% in 2024](#)

[Apple's iPadOS will have to comply with EU's Digital Markets Act too](#)
[FT strikes deal with OpenAI](#)

[CMOs urged to use latest cookie phase-out delay as a reminder to get 'on track'](#)

[Digital marketing start-up wins government funding](#)

[dentsu launches digital destination Pringles Poptopia](#)

[Membership of the SME Digital Adoption Taskforce Announced](#)

[McDonald's CEO: Personalisation is key in driving greater frequency and spend](#)

Ecommerce news

[New business development lead at Manchester ecommerce specialist](#)

[How Babor used personalisation to boost e-commerce conversions by 82%](#)

[India to become world's third-largest ecommerce market by 2030](#)

[BoschTools.com builds a fresh take on B2B ecommerce](#)

[Industry expert urges Shropshire businesses to take advantage of demand for online shopping.](#)

[Barclay family's Abu Dhabi backers eyes Very Group sale](#)

[Toys R Us seeks partner for eCommerce site](#)

['Temu is as addictive as sugar': How the ecommerce retailer drives a shopping frenzy.](#)

[Drop supports global eCommerce with Avalara Tax Calculations and Returns](#)

[Online sales help Next exceed expectations](#)

CRM news & insights

[How can a wealth manager's CRM platform keep relationships thriving?](#)

[Creatio partners with Synolia to automate CRM with no-code platform](#)

[How Modern CRM Systems Transform Businesses](#)

[Holland & Barrett's former CRM chief on standout loyalty programmes](#)

[Barchart Announces producerView\(SM\) CRM for Grain Merchandisers and Originators](#)

Analytics news & insights

[Visa Launches Onchain Analytics Dashboard For Monitoring Stablecoins](#)

[AI is Redirecting Data and Analytics Strategy](#)

[Acquisition combines IoT with vessel analytics](#)

[Salesforce details the next wave of AI-Powered Analytics for Tableau](#)

Social media news

[TikTok Shares New Insights into the Growth of TikTok Shops](#)

[Pinterest Sees Solid User Growth in Q1](#)

[Meta confirms launch of a bonus program for creators on Threads](#)

[Twitter hiding likes and re-tweets in next update](#)

[TikTok blocks 37million suspicious listings from shop and deactivates accounts](#)

[Snap says total watch time on its TikTok competitor increased more than 125%](#)

YouTube Music app revamps its 'Cast' menu with a new look

WhatsApp bug breaks ability to send video from Android devices



DLC SUMMER PARTY



The Digital Leaders Club will be hosting an unforgettable soirée in the heart of London on Wednesday, May 15th! Members will enjoy a delicious three-course meal that will satisfy their taste buds while enjoying an evening of entertainment. This is an opportunity to mingle, connect, and celebrate our shared passion for all things digital in a vibrant and dynamic atmosphere.

To register your place, contact:
jack.johnson@blu-digital.co.uk

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