

## Insights

Is working from home environmentally friendly?

What marketers need to know about attention metrics

How to crack first-party data collection

## News

Governments look to digital ID for modern services and economic growth

PepsiCo hires Mars Pet Nutrition CMO Jane Wakely for key marketing role

Apple digital ID scheme comes with conditions and costs

Airbnb Launches Digital Gift Cards for UK Customers

CBDCs will dominate the future of digital payments – Credit Suisse

Clyde & Co launches new digital platform for casualty claims

Digital detox and post-pandemic catch-ups fuel board game boom

New plans to boost cyber security of UK's digital supply chains

Almost half in UK would welcome digital health passes for public events

Call for minimum digital living standard - by professional body for IT

Digital and tech business 'Co-Lab' hub set to open in Harrogate

Glasgow pupils inspired to consider career in digital

'Bitcoin' digital currency risks run on the banks, warns Treasury mandarin

London-based digital identity provider Yoti enters into two new partnerships

SMBs 'anxious' about post-pandemic digital investment

Tesco's Christmas campaign becomes most complained about ad of 2021

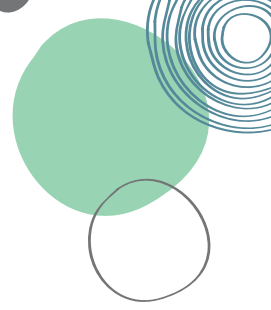
## Ecommerce

OnBuy posts 224% revenue growth

Secret Sales poaches Asos senior merchandiser as new head of trading

BoohooMAN unveils first augmented reality campaign for Black Friday

Amazon won't take Visa credit cards



## Social Media

Contra partners with TikTok to add a little LinkedIn flavor to the social video app

Cybercriminals Take Aim At High-Profile TikTok Influencers

Time well spent: TikTok ushers in a new era of entertainment

Instagram to shut down Threads as Meta consolidates its messaging platforms

Twitter acquires Threader, an app that compiles and shares threads

Facebook and Instagram gathering browsing data from under-18s, study says

New Report Suggests TikTok Will Surpass 1.5 Billion Users in 2022