

Fluid
COMMERCE

adyen

Health & Beauty Top 50: Ecommerce Report

2021 Adobe Commerce Edition

 Adobe
Solution Partner
SILVER



Health & Beauty Top 50: Ecommerce Report

A benchmark report of 50 health & beauty ecommerce retailers. Featuring hair & grooming, cosmetics & makeup, vitamins supplements, body & skincare and fragrances & perfume

Discover how Adobe Commerce health & beauty retailers are performing in speed & security, trust, search & navigation, payment & checkout, community & loyalty, delivery and returns and more

If you wish to use any of the data contained in this report, please credit the agency by citing 'Fluid Commerce' with a link to www.fluidcommerce.co.uk

A word from Fluid Commerce

“ Welcome to the second edition of our annual Health & Beauty Ecommerce Report, a benchmark report analysing 50 of the sector’s leading retailers. The primary aim of this report is to analyse the industry and identify key trends that other retailers can benchmark against.

The secondary aim of this report is to understand which Health & Beauty retailers are performing well at ecommerce by meeting the latest in best practice guidelines.

Retailers were marked against the following themes:

- Speed & Security
- Trust
- Navigation
- Product Page
- Checkout & Payment
- Delivery & Returns
- Community

Inside, you will discover the top scorers, the top scorers by theme, plus best-in-class examples.

Covid 19 and Ecommerce

It would be remiss to not discuss the impact of Covid 19.

The data for the 2020 report was collected in May 2020, and the data for this report was gathered in August 2021. This means our report not only gives a benchmark score, but also demonstrates how retailers have reacted since the pandemic began.

One indication of this is a few notable entries in our top ten. These retailers have made considerable improvements to their online stores in the last 12 months:

- Cytoplan - #1 in 2021, up from #17 in 2020 (+15 points)
- Executive Shaving - #2 in 2021, up from #16 in 2020 (+14 points)
- Bodybuilding Warehouse - #4 in 2021, up from #26 in 2020 (+14 points)

Akoma Skincare made the largest improvement. It moved up 16 points from #43 in 2020 to #18 in 2021 with a score of **65 (out of 100)** in 2021.

Broken down by sector, hair & grooming has made the largest improvement. The industry average score in 2020 was **55**, and in 2021 this has shot up to **66**. With hair salons closed for large chunks of the past 18 months, it is perhaps no surprise that retailers have invested in their online stores to soak up the demand from DIY hair stylists.

With life almost back to normal, the impact of the pandemic on ecommerce will not fade quickly. Customers are ever more savvy and demanding of a slick, smooth and speedy shopping experience.

Many of the retailers in the 2021 Health & Beauty Report have risen to the challenge, but many more have a lot of work ahead of them if they wish to remain competitive in an increasingly crowded market.

We hope you find the 2021 Health & Beauty Report from Fluid Commerce and Adyen useful. If you have any questions, our contact details are available on the back page of this report.



Adam Hindle
Managing Director - Fluid Commerce

A word from Adyen

“ The UK is once again open for business. But is it business as usual? As Health & Beauty retailers begin to plan for 2022, they may be asking themselves: What's next? What do shoppers expect now? What's changed forever? And what do I need to prepare for?

Health & Beauty retailers continue to lead the way in digitising their channels. From consolidating technologies such as payments and unifying experiences, they continue to ensure that as they innovate, digital is recognised as their largest shop window.

Connecting channels means you can provide a cohesive experience whether your shopper is on your website, on Instagram, or phoning your call centre. This unified commerce approach is a lot easier if all your payments feed into the same system. It not only makes reconciliation easier but gives you useful insights into shopper behaviour and preferences.

Another important consideration is loyalty. At a time when shoppers are becoming more discerning and selective, securing their loyalty is key. But plastic loyalty cards are no longer cutting it. They're rarely to-hand when needed and mostly they just serve to clog up people's wallets. A more elegant approach is to connect your loyalty program to your shopper's payment card. In this way, your program can follow your shoppers from channel to channel without requiring any further action from them.

By consistently rewarding your customers, you'll increase the stickiness of your program. Plus, you'll learn a lot more about them so you can be sure your offers are relevant. Payment-linked loyalty is growing in popularity and consumers increasingly expect it. Our latest research found that 63% want retailers to adopt this method.

And finally, the peak sales period is almost upon us. And, of course, with the rise of transaction volume comes the rise in payment fraud. That, coupled with the pending PSD2 mandates, means more and more retailers are investing in strong customer authentication (SCA). In this world of digital wallets and biometrics, SCA is no longer the conversion-killer it used to be. And, as consumers wise-up to the threats of fraud, many will find it a comfort. So, now's the time to ensure you're up-to-date and offering the most frictionless authentication experience possible.

Congratulations to everyone who has made the top 50, showcasing great examples of businesses offering outstanding and innovative customer experiences through their ecommerce solutions. We'd be happy to chat to you to explore how you might be able to future-proof your payment setup and reach new customers - do get in touch using the contact details at the back of this report. ”



Colin Neil
Managing Director, UK - Adyen

Contents

Overview

| | |
|-------------------|----|
| Benchmarking | 7 |
| Retailer Overview | 7 |
| Top 20 Retailers | 9 |
| Lower Rankings | 12 |

Ecommerce Trends

| | |
|---------------------|----|
| Speed & Security | 15 |
| Trust | 18 |
| Navigation | 21 |
| Product Page UX | 28 |
| Payments & Checkout | 30 |
| Delivery & Returns | 33 |
| Community & Loyalty | 36 |

Scoring

| | |
|------------------|----|
| Scoring Criteria | 39 |
|------------------|----|





Benchmarking

How the Industry Compares



Benchmarking

61/100
Average Score

The average score for all health and beauty retailers is 61 out of 100.

66%

Hair & Grooming

62%

Vitamins & Supplements

60%

Body & Skincare

60%

Cosmetics & Makeup

61%

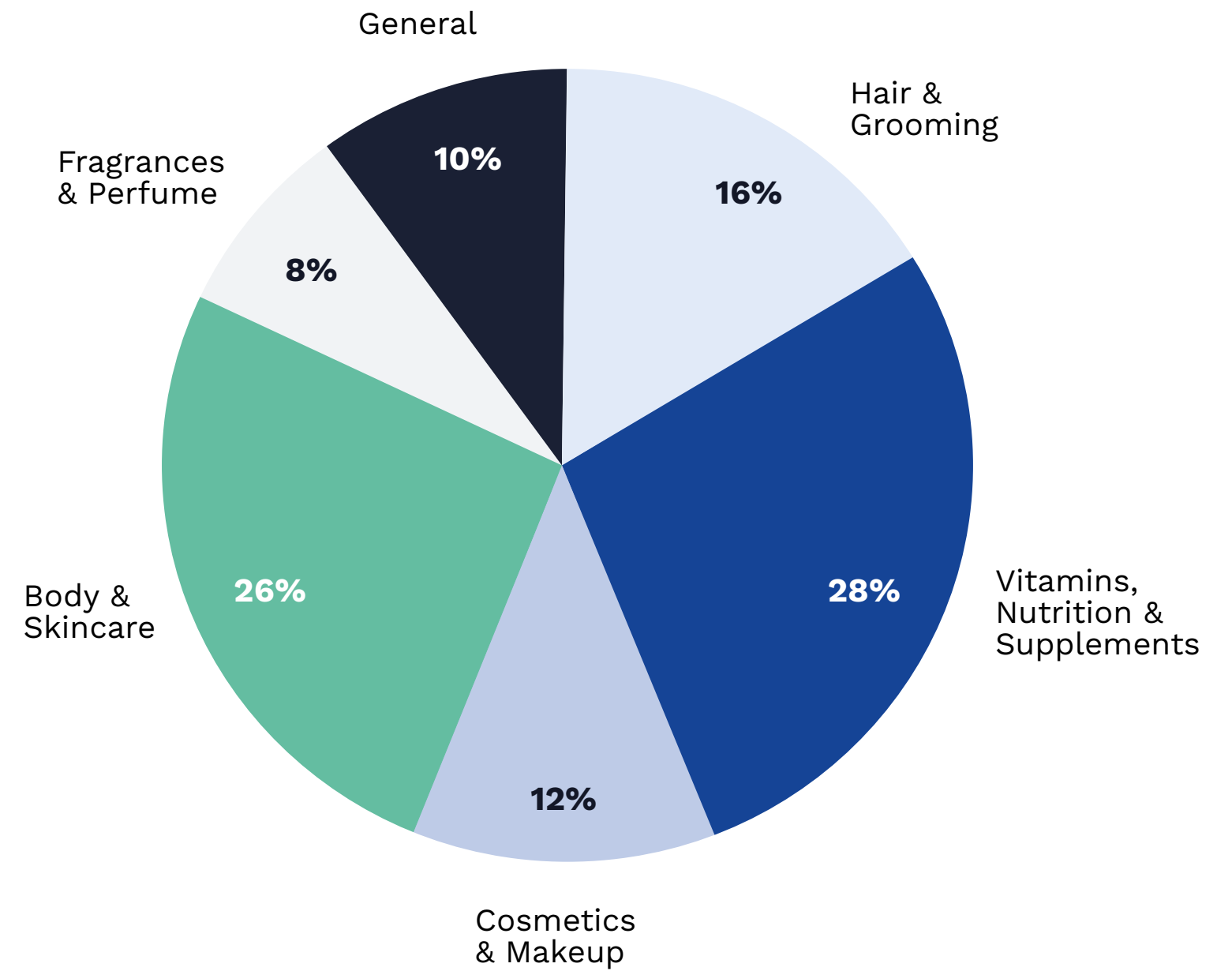
Fragrances & Perfumes

54%

General

Retailer Overview

We included a broad range of health & beauty ecommerce stores in this report to ensure a diverse yet fair representation of the sector in the UK.















Health & Beauty

Top 20 Retailers













Top 20 Retailers

| | | 2021 Score % | 2020 Score % |
|---|-----------------------------|-----------------|-----------------|
|  | cytoplan.co.uk | 78 | ↑ 63 |
|  | executive-shaving.co.uk | 77 | ↑ 63 |
|  | beautyworksonline.com | 76 | ↑ 67 |
|  | scienceinsport.com | 74 | ↓ 76 |
|  | bodybuildingwarehouse.co.uk | 74 | ↑ 60 |

| | | 2021 Score % | 2020 Score % |
|---|--------------------------------|-----------------|-----------------|
|  | dermacaredirect.co.uk | 73 | ↑ 59 |
|  | lullabellz.com | 73 | ↑ 63 |
|  | advancednutritionprogramme.com | 71 | New entry |
|  | philipkingsley.co.uk | 70 | New entry |
|  | phd.com | 68 | ↓ 72 |

Top 20 Retailers

| | | 2021 Score % | 2020 Score % |
|--|---------------------|-----------------|-----------------|
|  Augustinus Bader | augustinusbader.com | 67 | Non mover |
|  | bulk.com | 65 | ↑ 55 |
|  | uk.caudalie.com | 65 | New entry |
|  | edwinjagger.co.uk | 65 | New entry |
|  | akomaskincare.co.uk | 65 | ↑ 49 |

| | | 2021 Score % | 2020 Score % |
|---|------------------------------|-----------------|-----------------|
|  C O D E 8 | codeeight.com | 64 | New entry |
|  | aromatherapyassociates.com | 63 | Non mover |
|  | zipvit.co.uk | 63 | ↓ 66 |
|  | thegroomingclinic.com | 63 | New entry |
|  | theenglishshavingcompany.com | 63 | New entry |



Health & Beauty

The Lower Rankings



Lower Rankings

| | 2021 Score % | 2020 Score % |
|-------------------------|-----------------|-----------------|
| Alyaka | 63 | ↓ 74 |
| SkinSpirit | 62 | New entry |
| HD Brows | 62 | ↑ 60 |
| BYREDO | 62 | New entry |
| Salons Direct | 62 | New entry |
| Blackburn Distributions | 61 | ↑ 54 |
| ELEMIS | 61 | ↓ 67 |
| Perfume Plus Direct | 61 | ↑ 59 |
| SARAH CHAPMAN London | 61 | New entry |
| Swisse Me | 60 | ↓ 62 |

| | 2021 Score % | 2020 Score % |
|-----------------|-----------------|-----------------|
| PANACHE LONDON | 58 | New entry |
| Unineed | 57 | ↓ 61 |
| Creed | 57 | New entry |
| Dr Sebagh | 55 | New entry |
| AURELIA LONDON | 55 | New entry |
| Bad Norwegian | 55 | New entry |
| (MALIN+GOETZ) | 54 | New entry |
| PowerBody.co.uk | 54 | New entry |
| TEMPLESPA | 54 | New entry |
| Fushi Wellbeing | 54 | ↓ 60 |

Lower Rankings

| | 2021 Score % | 2020 Score % |
|-----------------------------|-----------------|-----------------|
| VIEVE | 53 | New entry |
| Color Wow | 52 | New entry |
| Functional Self | 52 | ↓ 62 |
| Clamanti Cosmetics | 52 | ↓ 60 |
| Hellenia Healthfoods | 51 | ↓ 56 |
| MUA Makeup Academy | 51 | New entry |
| IL MAKIAGE | 51 | New entry |
| Zest Beauty | 50 | ↓ 56 |
| 4Beauty Group | 49 | ↓ 50 |
| Bens Natural Health | 48 | ↓ 50 |

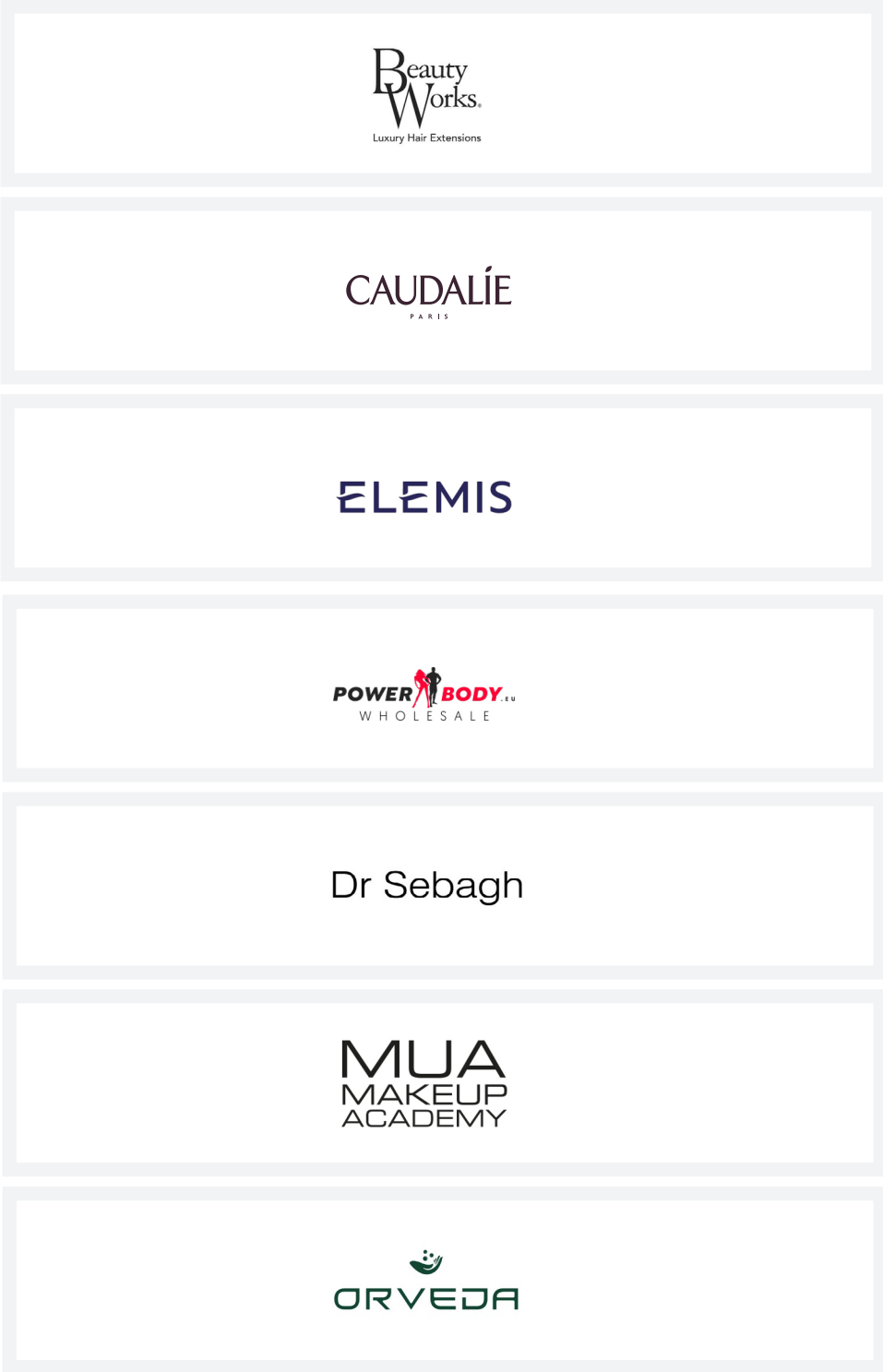




Speed & Security



Speed & Security: Top Brands



Speed & Security

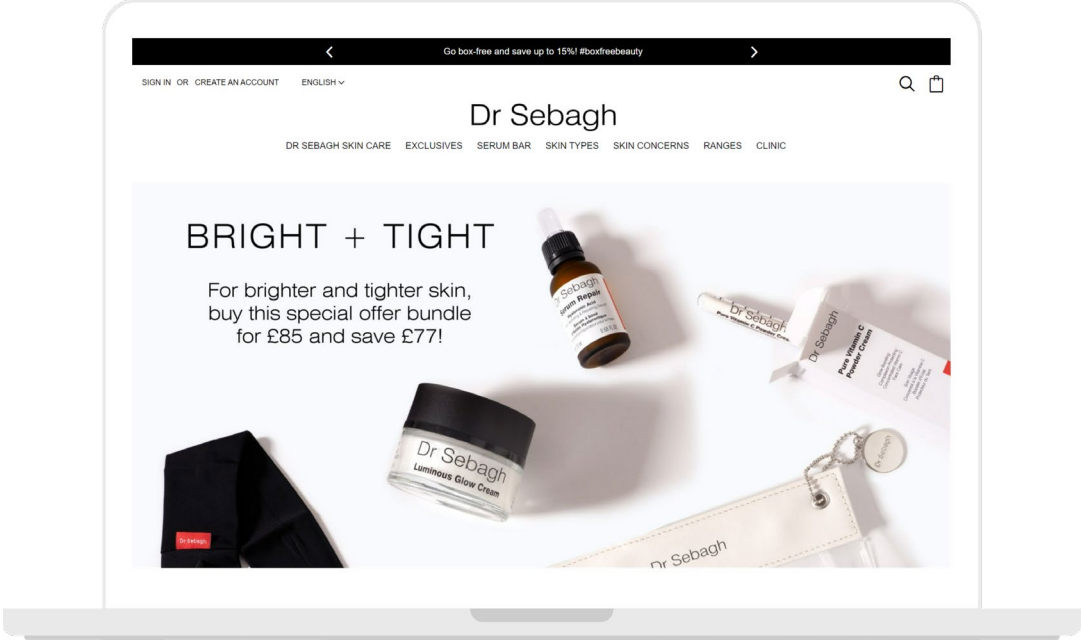
Busy customers need a fast site to make sure they can make their purchases as quickly as possible. A site that takes too long to load will lead to frustrated users giving up and shopping elsewhere.

We measured retailers' site speed scores using Google PageSpeed Insights, which provides a score out of 100 for mobile speed and desktop speed. In general, Health & Beauty retailers performed well for speed on desktop but mobile was a struggle for most.

- The average score for desktop speed was **57**
- The average score for mobile speed was a low **18**

Security is also an important factor to consider when optimising user experience. **100%** of the retailers included in this report had invested in SSL certificates.

However, no retailers had an EV (Extended Validation) SSL, the highest form of SSL certificate available.








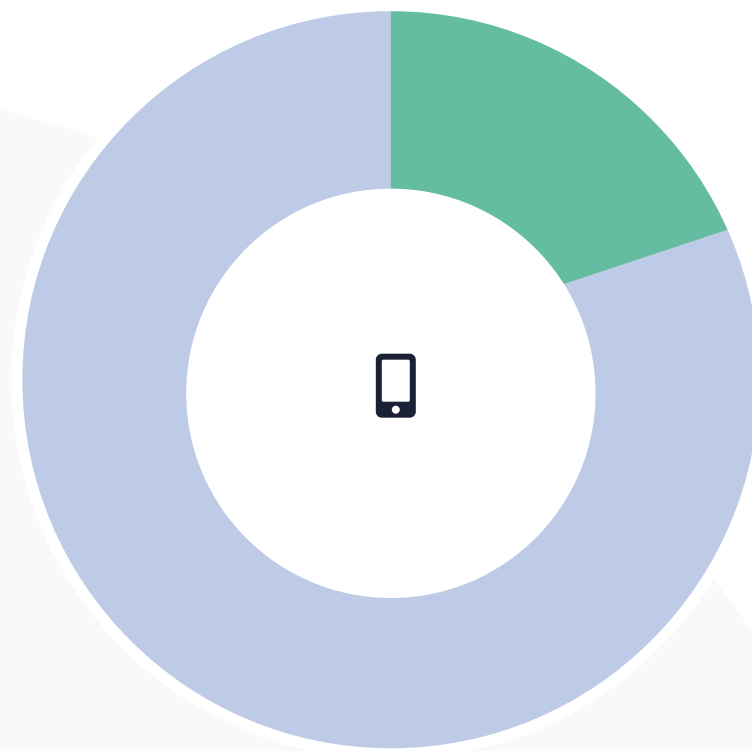
Dr Sebagh was the fastest on desktop, with a near-perfect score of **98**. Its mobile score, **31**, was also among the highest

Key Takeaways: Speed

 **18**
Average Mobile Speed

Fastest on Mobile





-  Beauty Works
-  Advance Nutrition Programme
-  Programme
-  SkinSpirit
-  Dr Sebagh

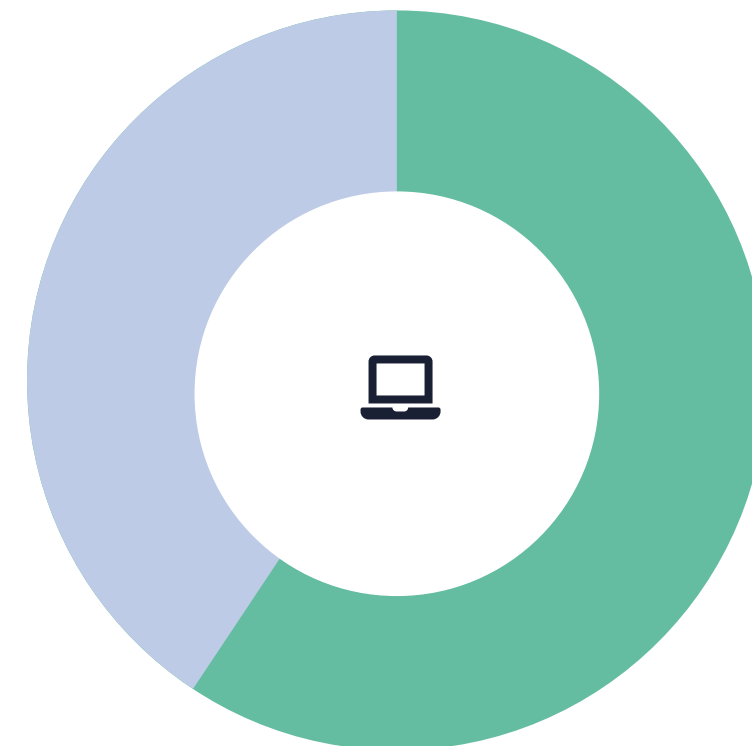


10% of retailers had a mobile speed score above 30

 **57**
Average Desktop Speed

Fastest on Desktop

-  Dr Sebagh
-  ELEMIS
-  Caudalie
-  MUA Makeup Academy
-  Beauty Works



57% of retailers had a desktop speed score above 50

Note: Page speed times change at different times of the day and week. Retailers were tested on two occasions for an average score.

Trust



Trust

The mark of a good website is its trust factor - a UX element looked for, valued and ranked by Google. Customers look for and appreciate trust signals such as reviews, money-back guarantees and other reassurance messaging.

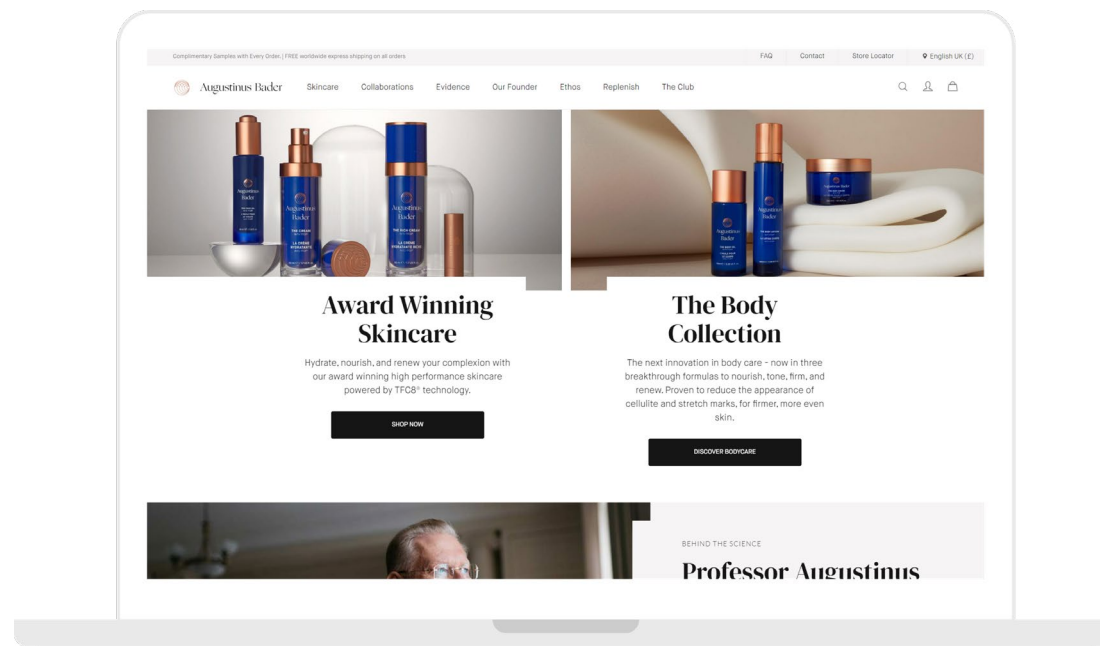
Positioning trust signals clearly across your website gives consumers confidence in a brand, particularly if it is one that they are unfamiliar with. A well-placed review can help tip the shopper from a casual browser to an active buyer.

This was understood by most of our health & beauty retailers:

- **98%** had some form of trust signalling
- **38%** scored the maximum points

We scored for:

- Reassurance icons or messaging on the homepage header
- Reviews on the home page
- Reviews on the product page



Augustinus Bader highlights its various awards across its homepage to demonstrate its trustworthiness. It also showcases founder Augustinus Bader's credentials, how the skincare works, customer reviews and delivery information

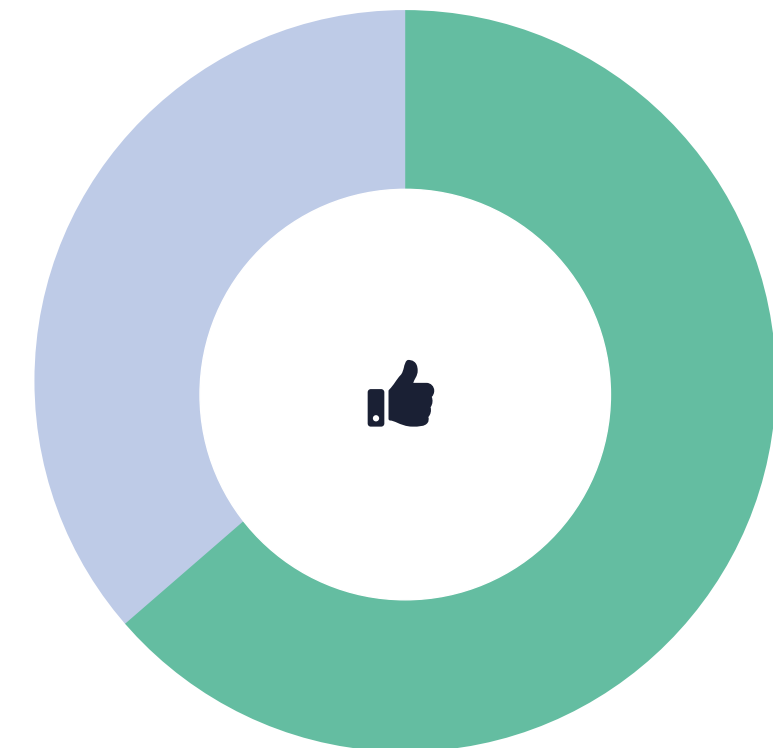
Key Takeaways: Trust



94% reviews on product page



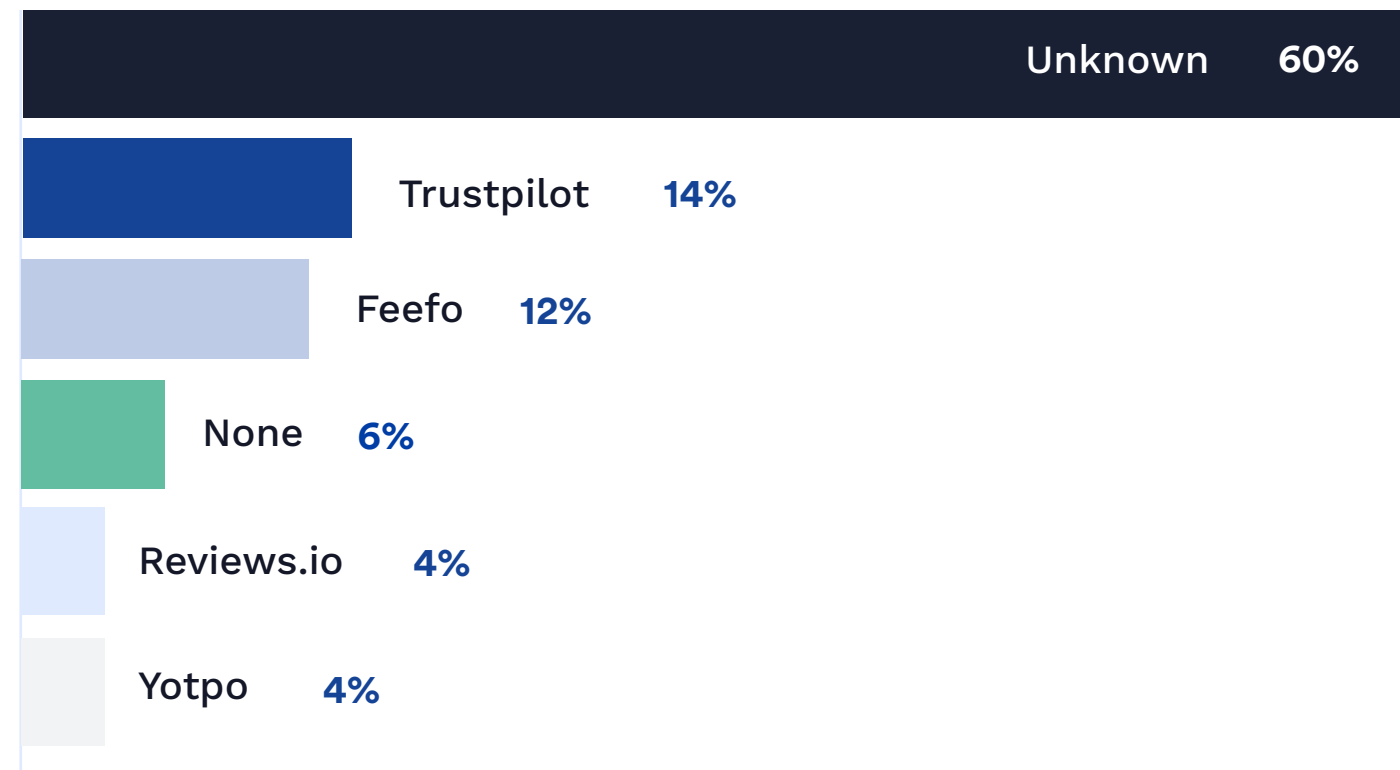
44% reviews on homepage



66% reassurance messaging on homepage

Trust

Review Platforms





Navigation



Navigation: Top Brands



Navigation

Being able to locate the products you want easily and quickly is a fundamental part of UX. It is the ecommerce store's job to help customers find what they are looking for with the minimal amount of effort - navigation must be intuitive, fast and helpful.

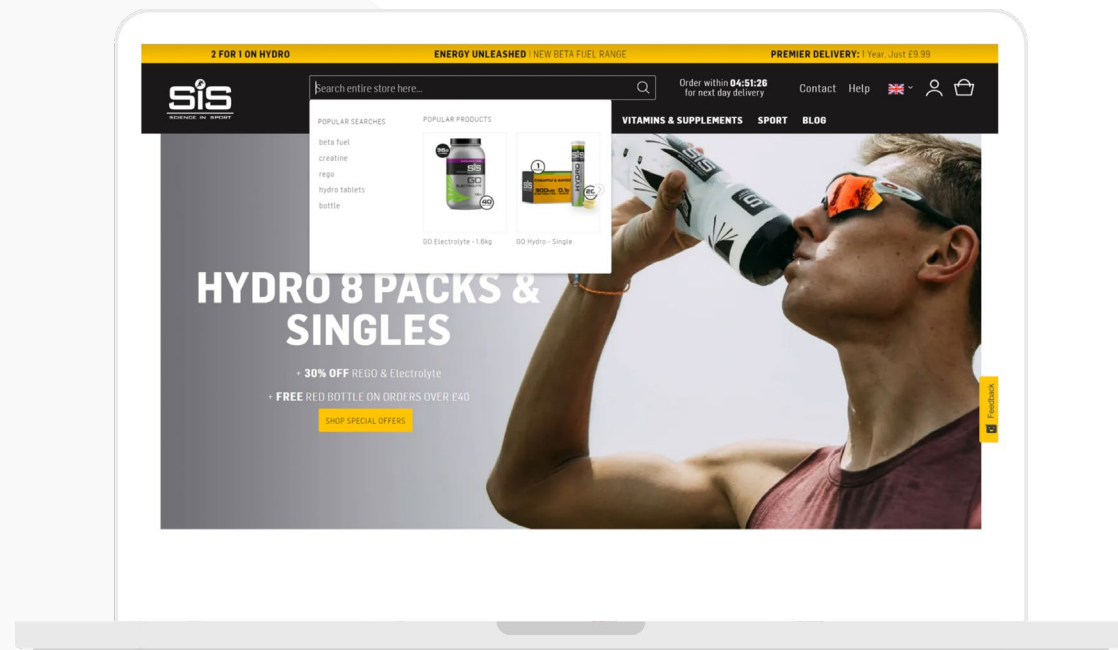
We scored brands on:

- Site search and live chat
- Breadcrumbs on category pages and product pages
- Sorting and filtering tools

Site Search

Search is an area where ecommerce stores can really excel and set themselves apart. **100%** of our retailers offered a search function.

However, a few stores pulled ahead by offering a more sophisticated site search, such as returning specific products.



Science in Sport offers product suggestions even before you start typing. It gives a range of suggestions, offering category suggestions and specific products

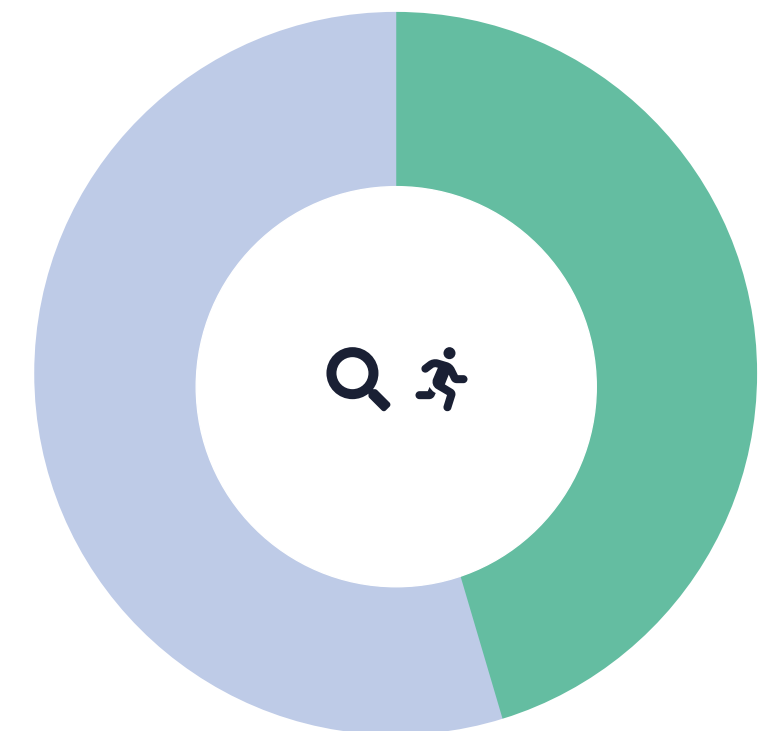
Key Takeaways: Site Search



100% site search



72% dynamic search with product suggestions



48% dynamic search

Filter & Sort

Filtering and sorting are standard UX elements, however the Health & Beauty sector was a little reluctant to use them.

Two thirds, **66%**, of brands offer a filter option on their category pages.

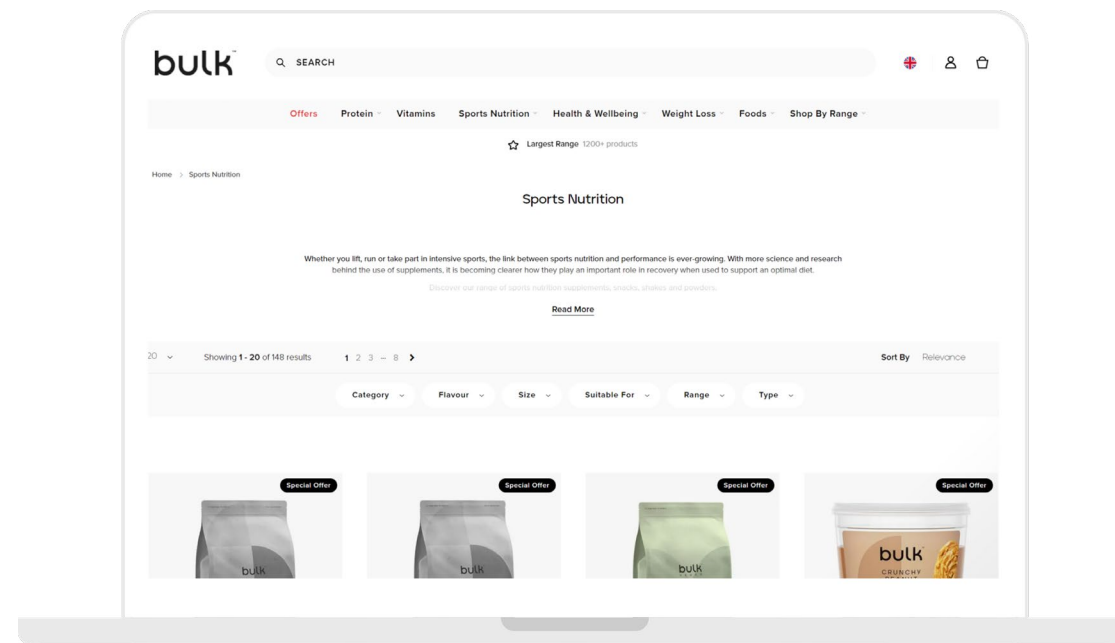
In contrast, our other 2021 reports found that **92%** of Jewellery & Accessory brands and **93%** of Home & Garden retailers offer shoppers a filter.

One explanation is product range: several of the Health & Beauty merchants had a limited product range, particularly those with a higher price point. Due to this, a filter is not strictly necessary.

The use of sort was slightly higher, with **70%** allowing customers to sort by price, relevance, popularity, name and so on.

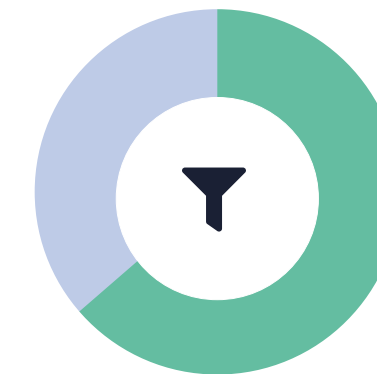
Of those retailers who included a sort option:

- **66%** offered 'sort by price'
- **16%** allowed users to sort by 'best seller', 'most popular' or 'top picks'



bulk allows users to filter by category, size, flavour and range. Customers can also sort products by popularity, price and name

Key Takeaways: Filter & Sort



66% filter



70% sort



66% sort by price



16% sort by popularity

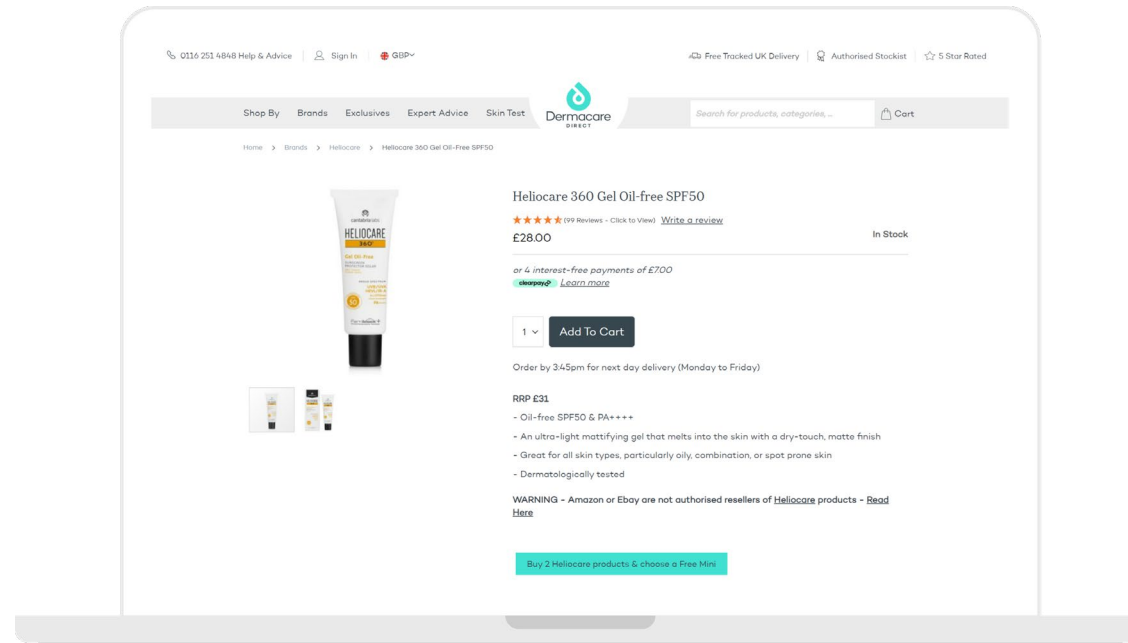
Breadcrumbs

Essential for navigation, breadcrumbs help users move around easily on a site - going back multiple steps or skipping to a subcategory in a single click if required.

If there are no breadcrumbs, it can be tricky for a user to move around a website. Without a clear path to the previous page or category page, shoppers can end up feeling frustrated or lost. And if a shopper gets irritated with the user experience, this increases the likelihood that they will bounce away without making a purchase.

Most Health & Beauty merchants employed breadcrumbs on their category pages, however this dropped to just half on the product page.

- **70%** of merchants included breadcrumbs on their category pages
- **50%** used breadcrumbs on product pages

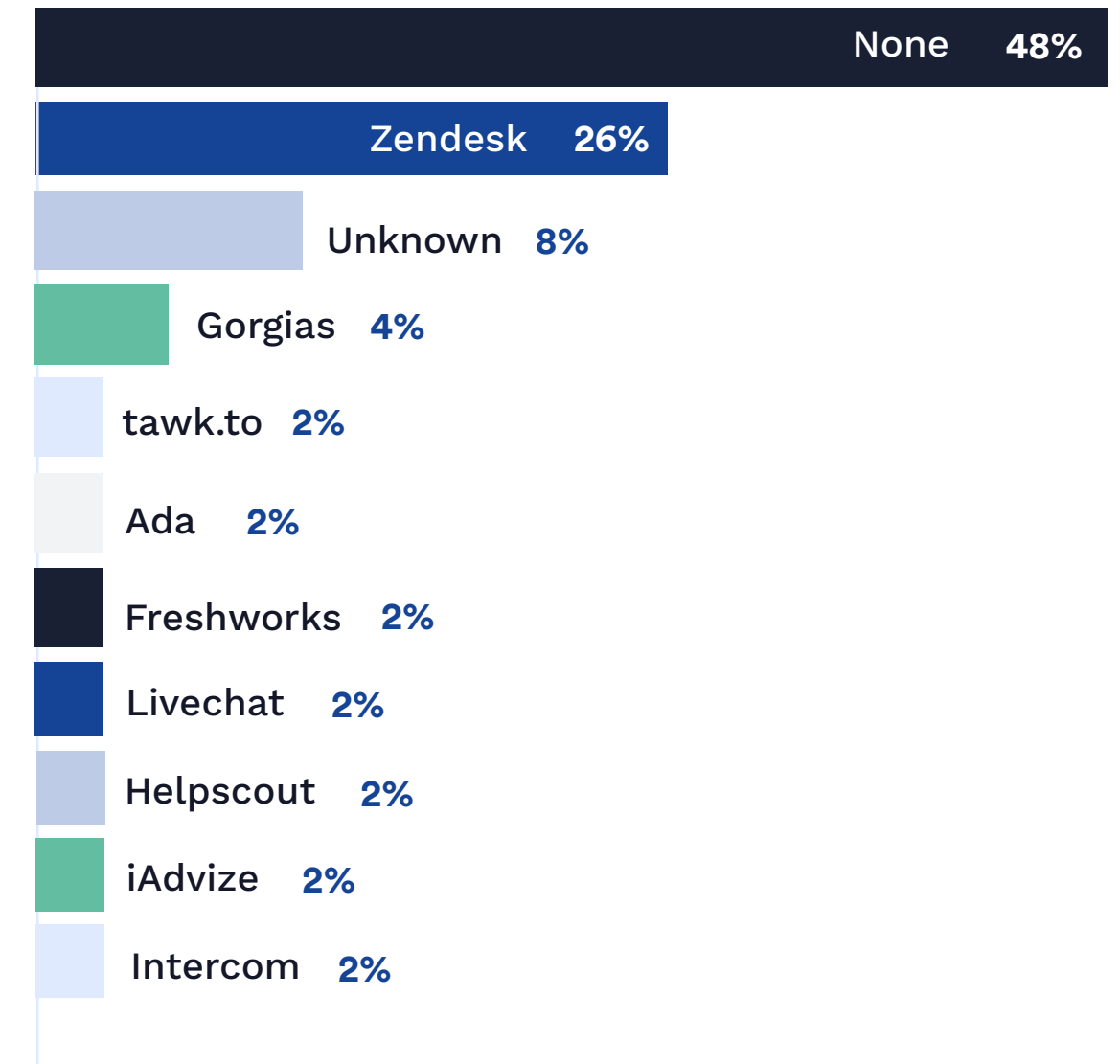


Dermacare DIRECT has clear, easily navigable breadcrumbs across its site on both its category pages and product pages

Live Chat

A live customer service is an excellent way to help users by answering their questions on demand. If a shopper can't find what they need, then a visible Live Chat option, or one that pops up at well-timed moments, can encourage sales.

Just over half, **(52%)**, of our retailers offered a live chat option.

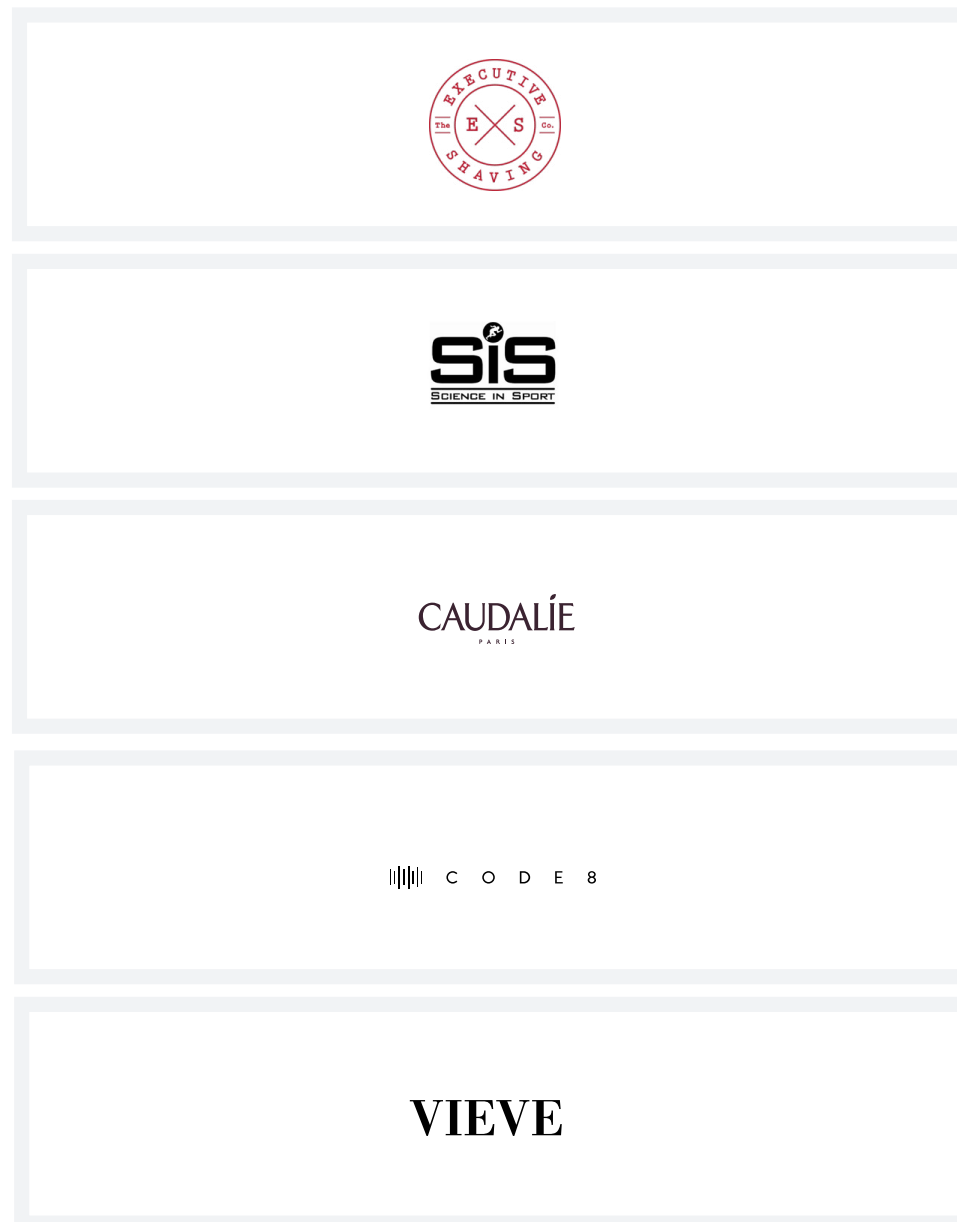




Product Page



Product Page: Top Brands



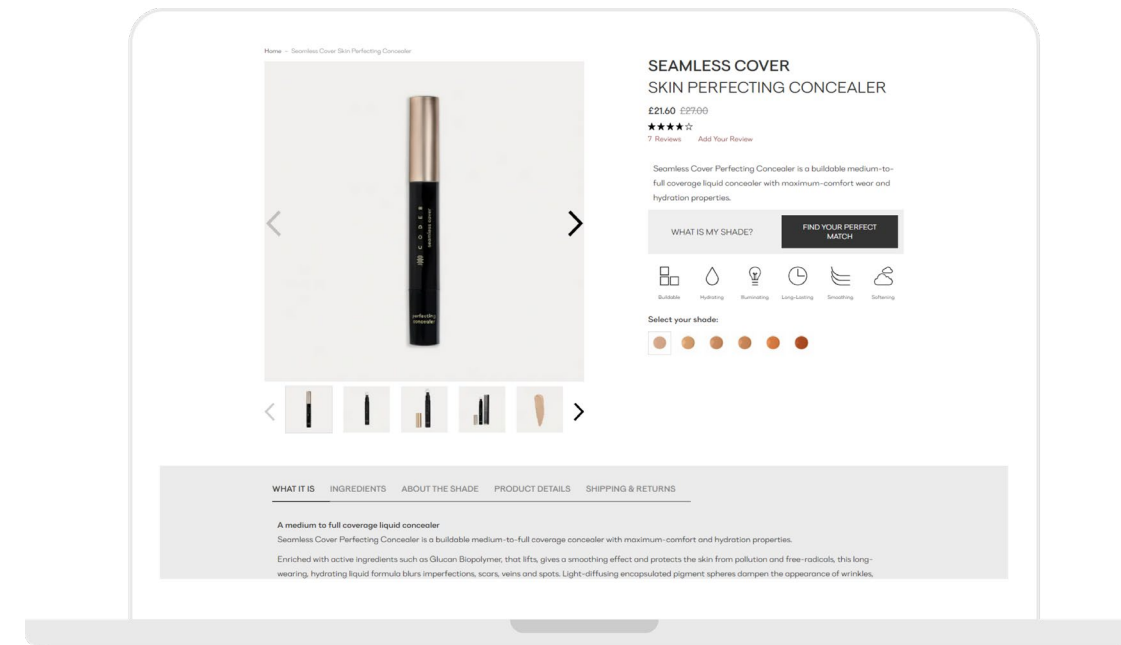
Product Page UX

Product pages are where the buying and selling happens. A well designed, UX-optimised product page can make a dramatic difference to your conversion rate and average order value, as well as your overall sales and revenue.

Merchants who got it right offered a range of high-quality imagery to help shoppers visualise what the product would be like in real life. This was supported by controllable zoom options - **52%** of retailers offered this on desktop, and **88%** offered it on mobile.

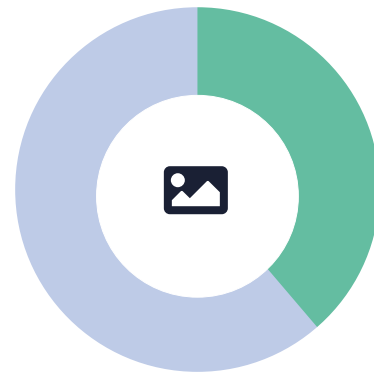
In addition, their product pages were information-rich, answering any questions and preempting any objections a customer might have.

Finally, exemplary stores maximised sales by presenting further product recommendations. Health & Beauty retailers were excellent for this, with **88%** offering recommendations such as 'You Might Also Like', 'Customers Also Bought' or 'Complete Your Kit'.

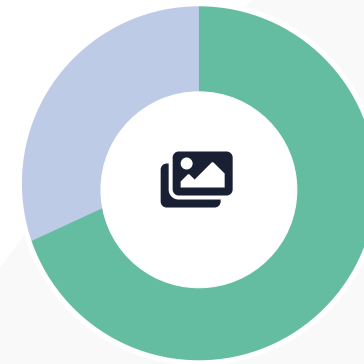


Code8 offers a large range of images, with controllable zoom on desktop and mobile, so shoppers can easily see what they're buying. It also included reviews, a list of ingredients, shipping & returns information, and a video on how to apply the product

Key Takeaways: Product Page

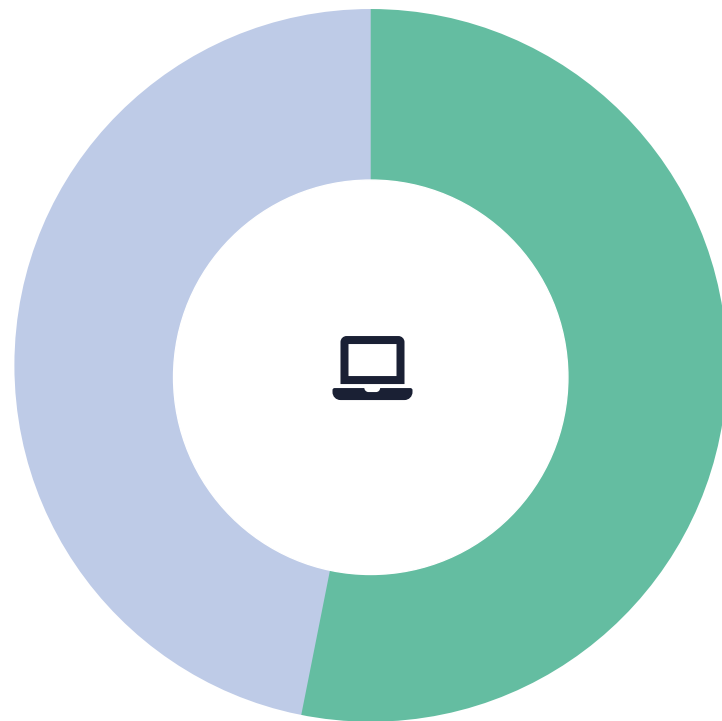


40% lifestyle imagery

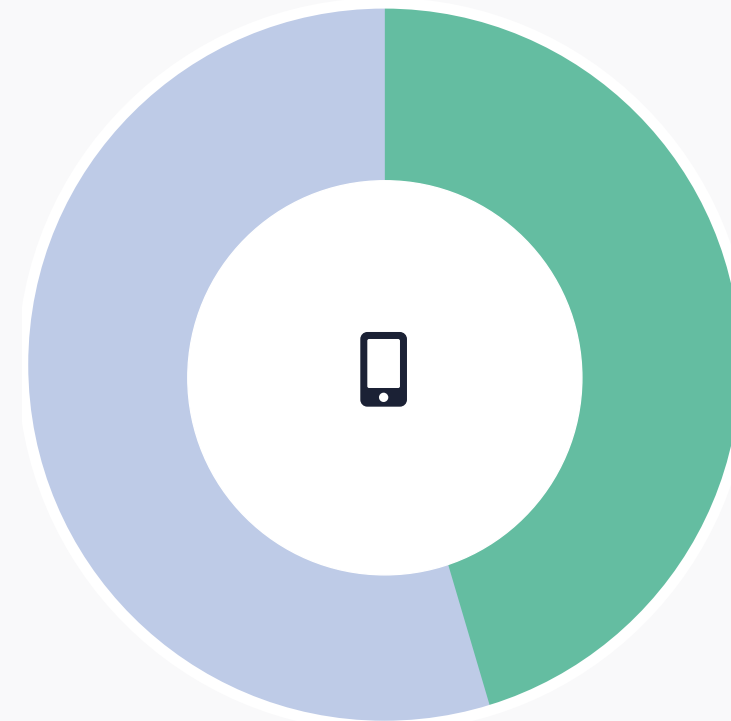


78% multiple images

52% controllable zoom on desktop



88% controllable zoom on mobile



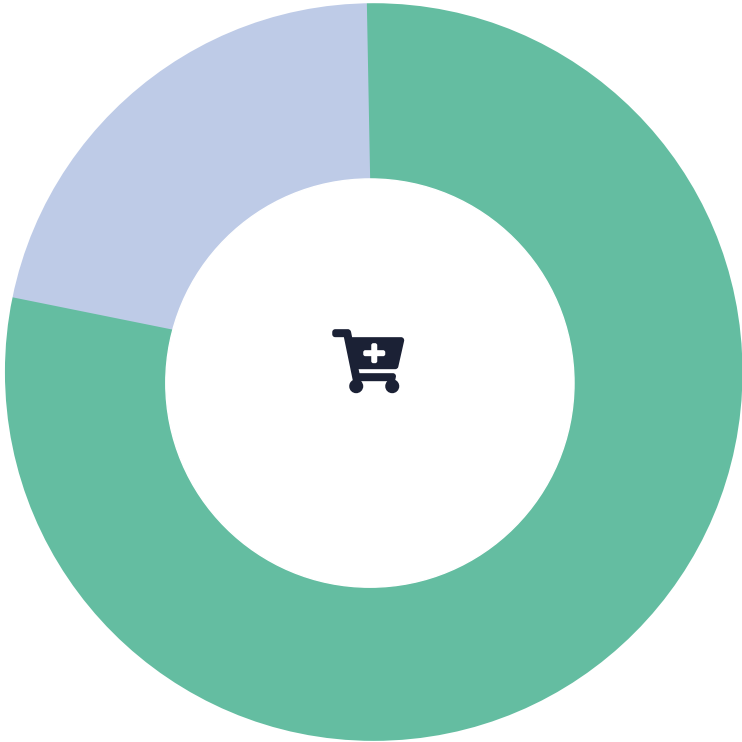
Key Takeaways: Checkout

Product Page



92% stay on product page after adding to cart

78% add to cart confirmation messaging

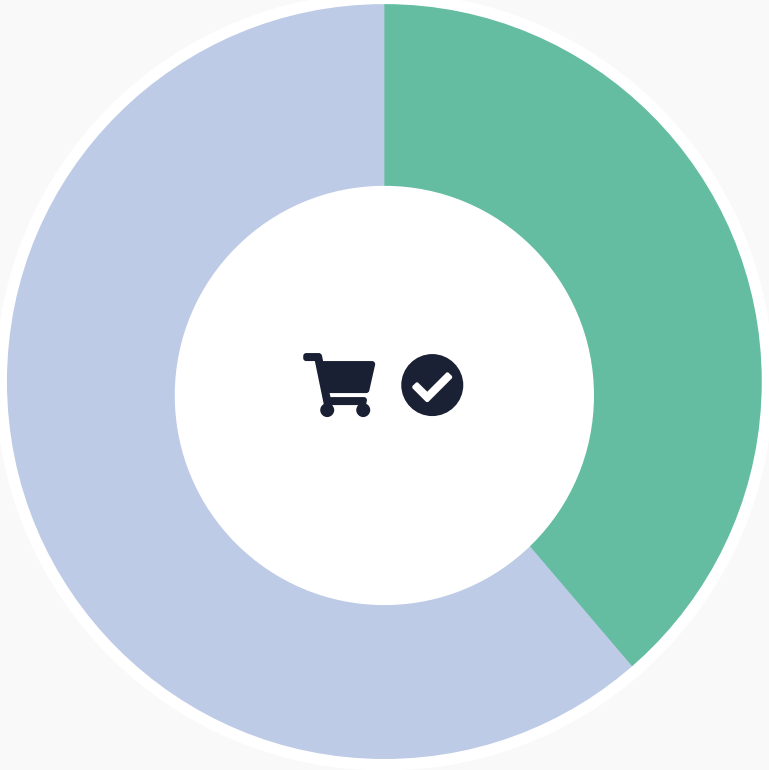


Cart



100% product imagery in cart

42% product recommendations in cart

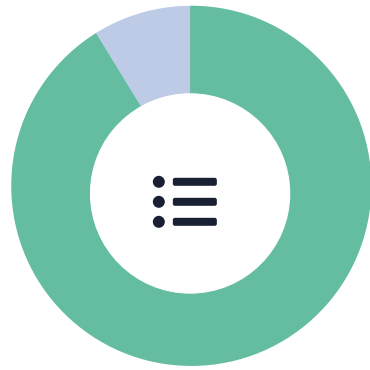


Checkout & Payment



Key Takeaways: Checkout

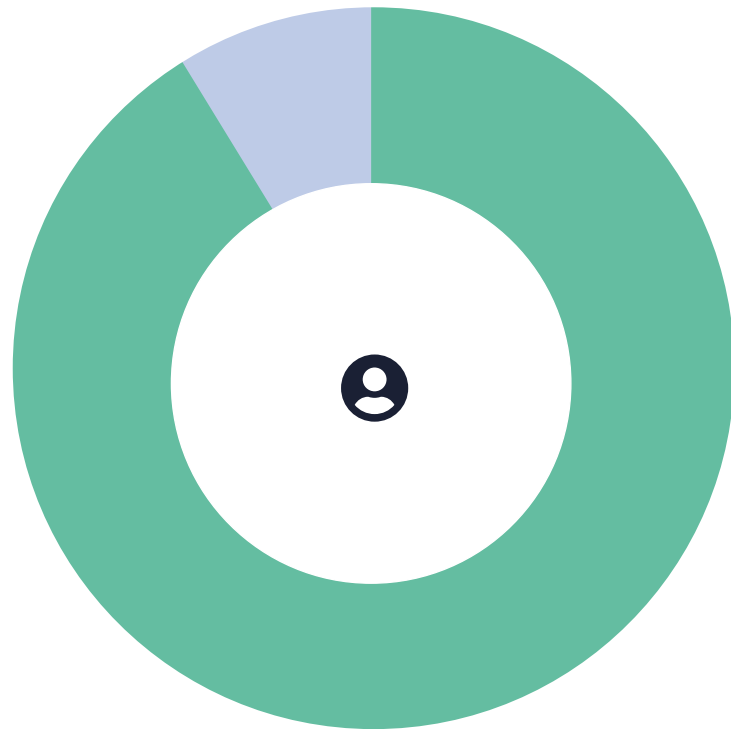
Checkout



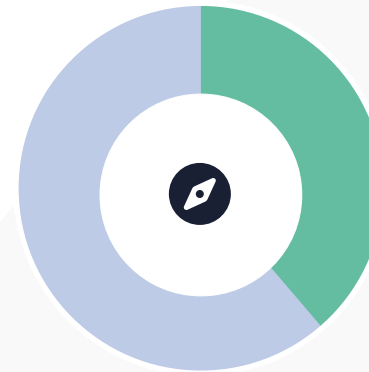
90% removed navigation



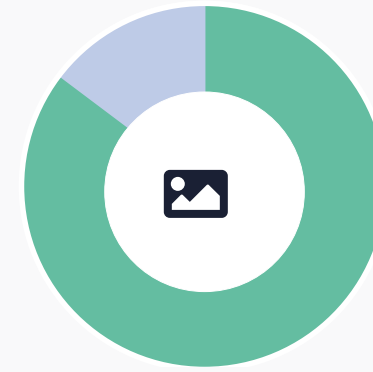
80% multi-page checkout



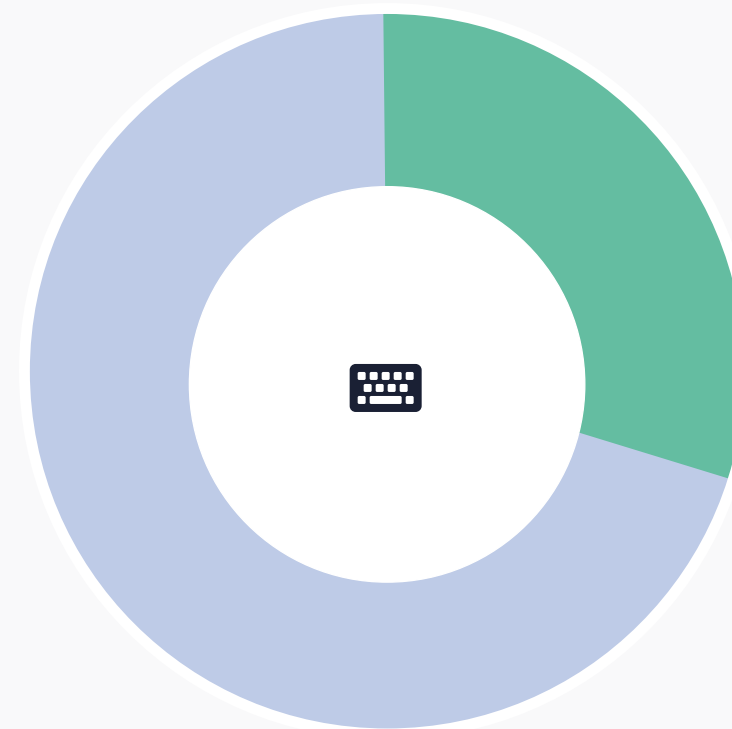
90% guest checkout



38% postcode search



86% product imagery



28% number-input keyboard on mobile

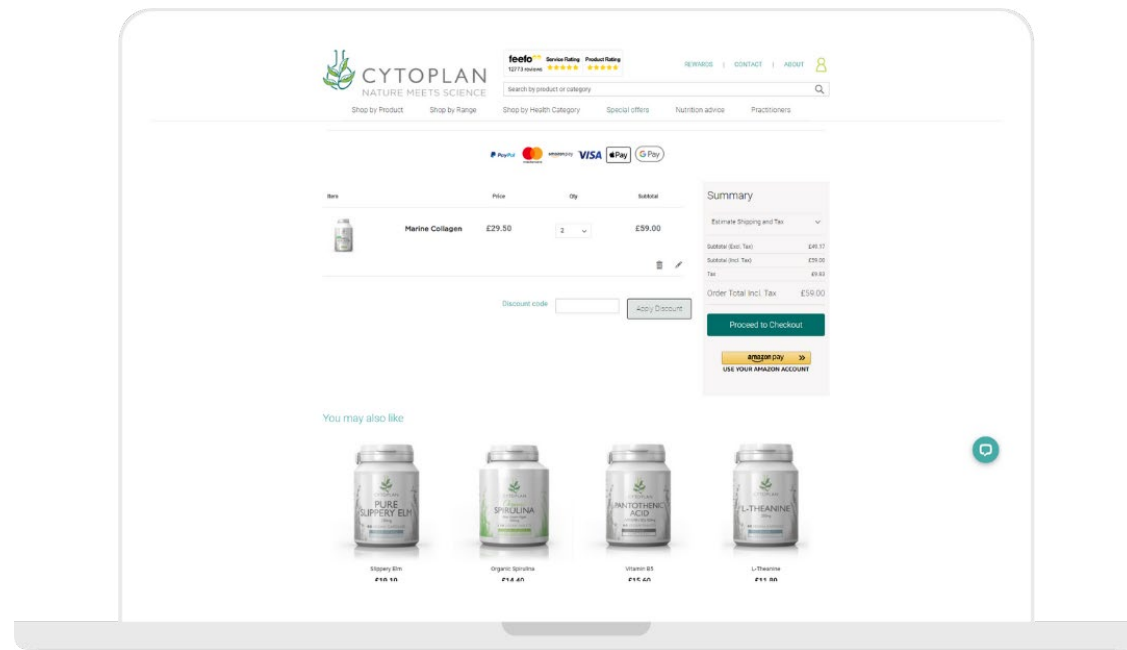
Payment

Payment is the critical point of any sale. However, optimising the payment process is often overlooked by merchants. Shoppers require the payment transaction to be easy, quick, and entirely secure.

As such, **64%** wisely chose to display their payment options on their sites before users even arrive at the checkout.

In addition, the boom in payment options means that customers now expect to be able to pay with their preferred method. This could be instant pay with Google Pay, Apple Pay and Amazon Pay, or the option to spread payments using a solution like Klarna or Clearpay.

Both types of payment tick all of the right boxes by offering convenience, speed and security.

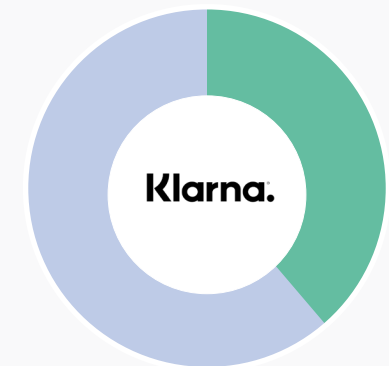


Cytoplan came out on top as it offers the largest range of payment options, including Amazon Pay, Apple Pay, Google Pay and Paypal

Key Takeaways: Payment



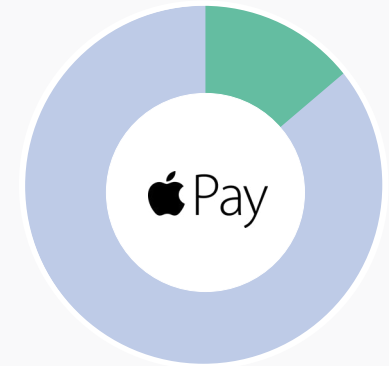
94%



34%



12%



10%



4%

Delivery & Returns



Delivery & Returns: Top Brands



LullaBellz



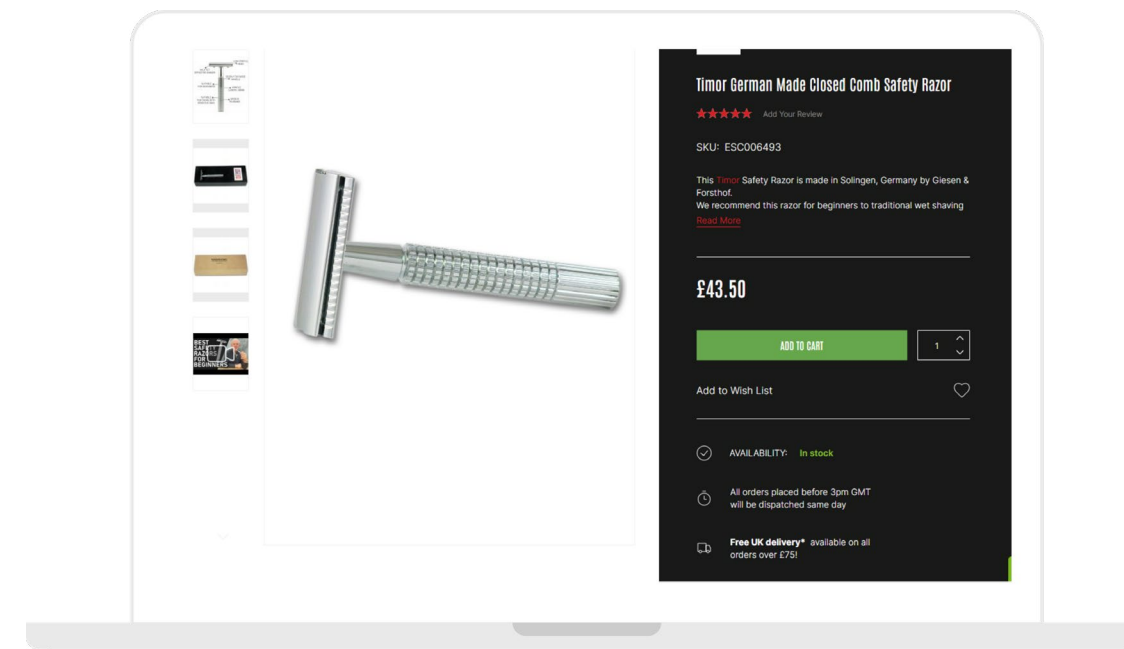
Delivery & Returns

Over the last 12 months, delivery has been a challenge for many. While online shopping boomed, many retailers struggled to keep pace with demand. When coupled with supply issues caused by Brexit, merchants have had to double their efforts to keep customers happy.

None of the reviewed merchants scored the maximum amount of available points. However, our four top brands came very close.

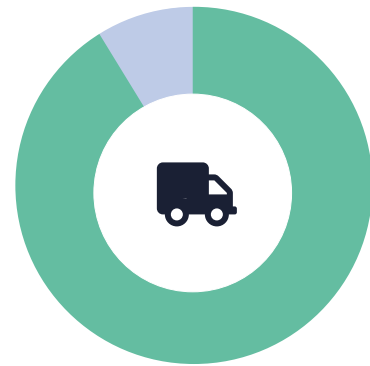
Transparency and communication have never been more important and so we looked for clear and easily-accessible delivery information. While nearly all (**94%**) had a dedicated delivery page, only **30%** had delivery information on the product page.

We also scored brands highly for offering a range of delivery options that allow the customer to pick and choose according to their needs and budget.



Executive Shaving clearly displayed delivery information on the product page. It also offered free delivery, as well as next day and nominated-day delivery

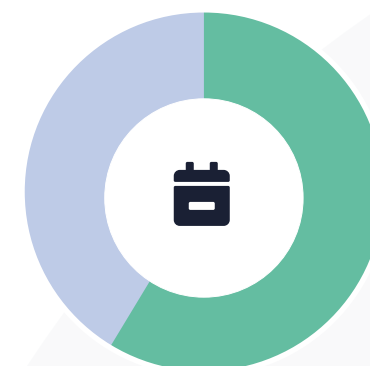
Key Takeaways: Delivery & Returns



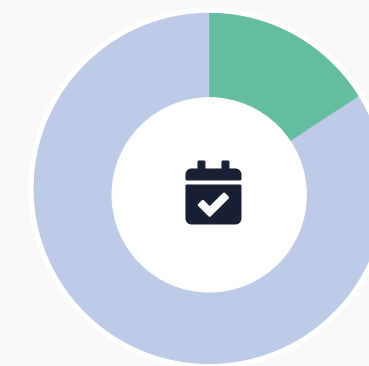
94% dedicated delivery page



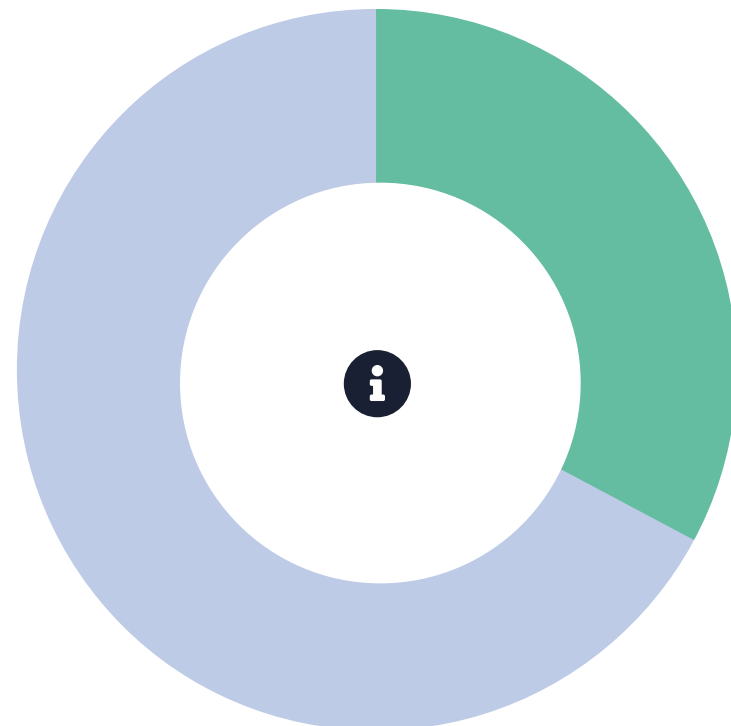
90% dedicated returns page



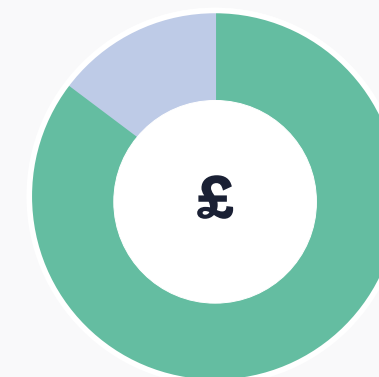
58% next day delivery



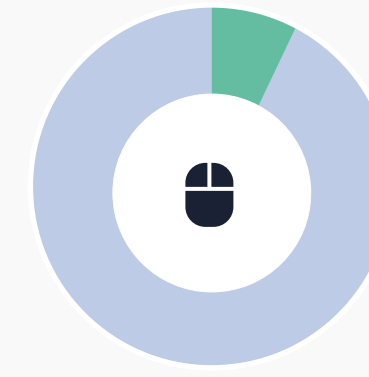
20% nominated day delivery



30% delivery information on the product page



90% free delivery



4% click & collect



Community



Community: Top Brands

Beauty Works.
Luxury Hair Extensions

PHILIP
KINGSLEY

LullaBellz

SIS
SCIENCE IN SPORT

PhD

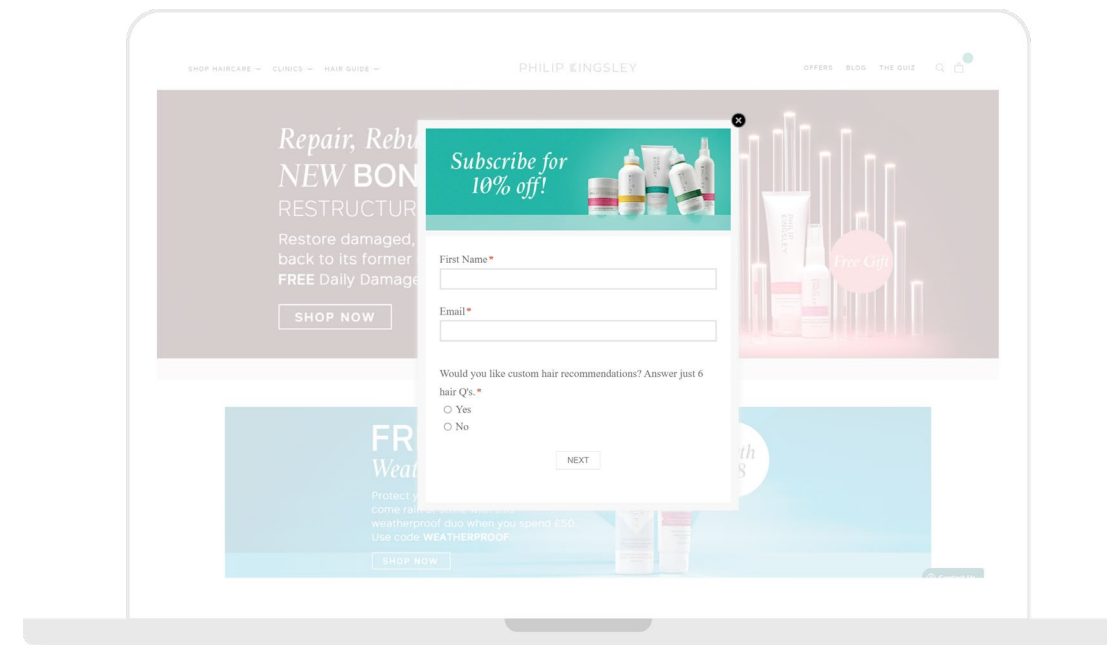
AROMATHERAPY
ASSOCIATES
LONDON

Community

With shops shut intermittently over the past 18 months, ecommerce retailers have gone the extra mile to build and maintain an engaged community of customers. Loyal brand ambassadors are fantastic for making repeat purchases and in advocating for a store and its products.

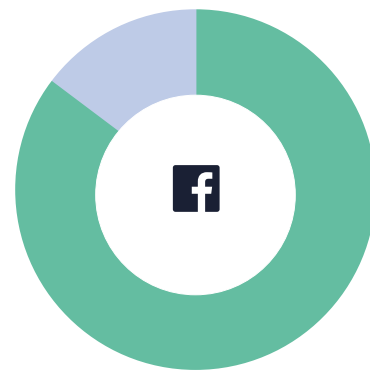
Most of our retailers rose to this community challenge through the use of their social media accounts. Facebook and Instagram were the most popular channels, with **82%** of health & beauty merchants sharing content on them regularly.

Nearly all (**92%**) offered a newsletter sign up form, however only **42%** used a newsletter pop up to encourage shoppers to sign up. Considering that email marketing is a huge driver of revenue, this is a big missed opportunity.

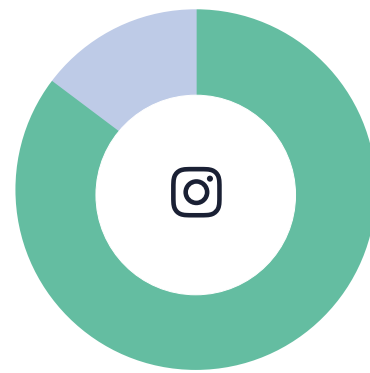


Philip Kingsley displays an newsletter pop-up form soon after the user lands on the site with a 10% off discount offered as incentive

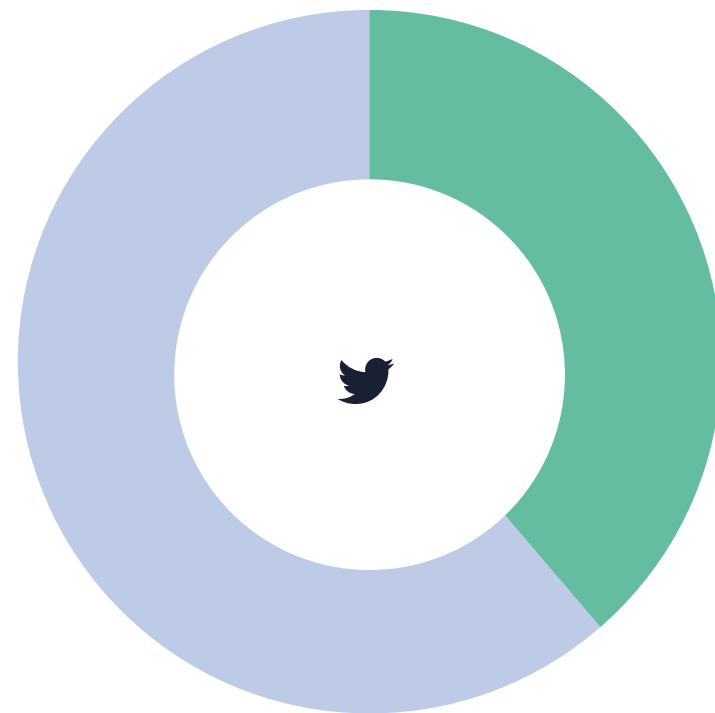
Key Takeaways: Community



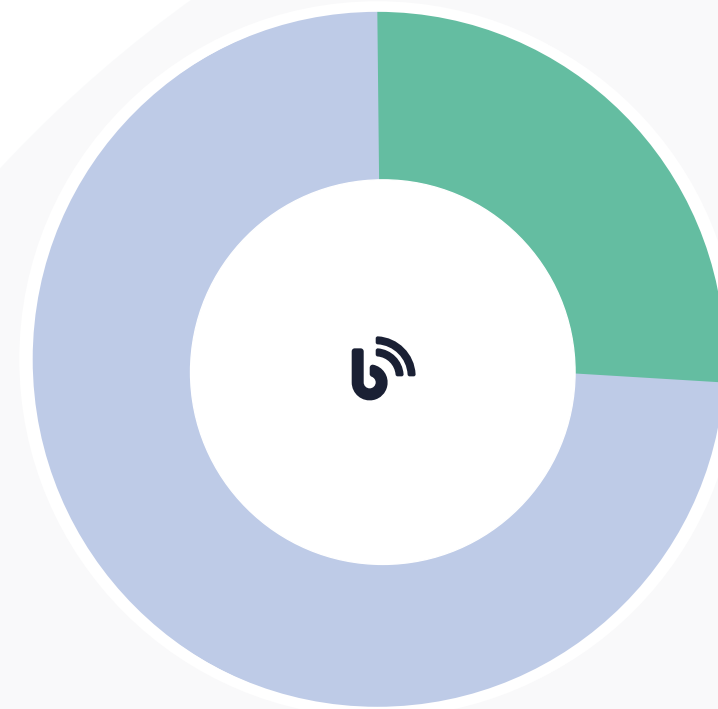
82% Facebook



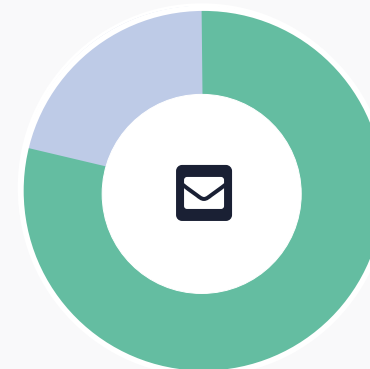
82% Instagram



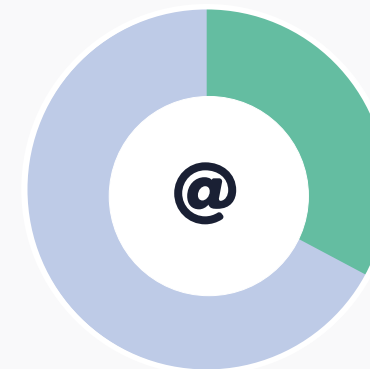
42% Twitter



26% blog or guides



78% clear newsletter sign up form



38% email signup pop-up form



Scoring Criteria



Scoring Criteria

The Health & Beauty merchants were chosen to represent the average ecommerce retailer in this sector. The final list of fifty merchants gives us a useful insight into the industry that other retailers can benchmark themselves against. The scoring system is based on Fluid's view of ecommerce best practice, covering speed and security, user experience, search and navigation, community and loyalty, payment and checkout, and delivery and returns.

Scores are weighted across 57 criteria with 23 scoring points available. Retailers' final scores are converted to a percentage using the formula: $=100/23*(Score)$.

Speed

Using Google PageSpeed Insights score (out of 100)

Mobile speed:

- **0.25 pts** if scored between 25 - 50
- **0.5 pts** for 50 - 75
- **0.75 pts** for 75 - 100

Desktop speed:

- **0.25 pts** if scored between 25 - 50
- **0.5 pts** for 50 - 75
- **0.75 pts** for 75 - 100

Security

- 0.25 pts** for SSL
- 0.75 pts** for EV SSL

Trust

- 0.5 pts** for reviews on the homepage
- 0.5 pts** for reviews on product page
- 0.5 pts** for reassurance icons or messaging on homepage
- 0.5 pts** for live chat

Navigation

- 0.25 pts** for breadcrumbs on category page
- 0.25 pts** for breadcrumbs on product page
- 0.5 pts** for filter on category page

- 0.25 pts** for a sort function
- 0.25 pts** for sort by price
- 0.25 pts** for sort by popularity

- 0.5 pts** for on-site search
- 0.25 pts** for dynamic search with suggestions
- 0.25 pts** for dynamic search with product suggestions
- 0.5 pts** for live chat

Product Page

- 0.5 pts** for product imagery
- 0.5 pts** for lifestyle product imagery
- 0.5 pts** for multiple product images
- 0.5 pts** for product recommendations on product pages

Desktop

- **0.5 pts** for product zoom
- **0.5 pts** for controllable zoom

Mobile

- **0.5 pts** for mobile-responsive website
- **0.5 pts** for product zoom
- **0.25 pts** for Double Tap zoom
- **0.25 pts** for Pinch zoom

Delivery & Returns

- 0.25 pts** for easy-to-find delivery information
- 0.25 pts** for easy-to-find returns information
- 0.5 pts** for delivery information on the product page
- 0.5 pts** for next day delivery
- 0.5 pts** for named day delivery
- 0.5 pts** for free delivery

- 0.25 pts** for click and collect
- 0.25 pts** click and collect to store or warehouse

Community

- 0.25 pts** for an active Facebook, updated within the last two weeks
- 0.25 pts** for an active Twitter, updated within the last two weeks
- 0.25 pts** for an active Instagram, updated within the last two weeks
- 0.25 pts** for a clear email newsletter signup
- 0.25 pts** for email newsletter signup pop up
- 0.25 pts** for a blog or helpful guides section

Checkout & Payment

- 0.5 pts** for staying on page after adding to cart
- 0.5 pts** for add-to-cart messaging
- 0.5 pts** for product imagery in the cart
- 0.5 pts** for product recommendations in the cart
- 0.5 pts** for product imagery in the checkout
- 0.5 pts** for a multi-page checkout
- 0.5 pts** for removed navigation in the checkout
- 0.5 pts** for postcode lookup
- 0.5 pts** for guest checkout
- 0.5 pts** for visible payment icons before the cart
- 0.5 pts** for Klarna, Clearpay or similar
- 0.25 pts** for PayPal
- 0.25 pts** for Amazon Pay
- 0.25 pts** for Google Pay
- 0.25 pts** for Apple Pay
- 0.25 pts** for secure payment provider, e.g. Adyen, Stripe or Opayo
- Mobile**
 - **0.25 pts** for email-input keyboard
 - **0.25 pts** or numeric keyboard

This report was created by Fluid Commerce in partnership with Adyen.

All research was conducted in August 2021.

Analysis and scoring was based on the researcher's judgement, but does relate to documented guidelines. If a policy was unclear, no scoring point was awarded.

Your Score

Discover your score by using the Fluid Commerce Ecommerce Excellence Calculator:

www.fluidcommerce.co.uk/ecommerce-excellence-calculator



Adyen is the payments platform of choice for many of the world's leading companies, providing a modern end-to-end infrastructure connecting directly to Visa, Mastercard, and consumers' globally preferred payment methods.


Adyen delivers frictionless payments across online, mobile, and in-store channels. With offices across the world, Adyen serves customers including Lush, Skinlove, L'Oreal, Rituals, L'Occitane and SpaceNK.

Say hello

Brain Mapley, Head of Mid-Market UK Sales

 Brian.Mapley@adyen.com

 0203 936 4029

 adyen.com

Manchester

Bonded Warehouse (Suite 414), 18 Lower Byrom Street, Manchester, M34 AP

 Adyen  AdyenPayments  Adyen




Fluid Commerce is a multi-award-winning ecommerce growth agency.

Specialists in Adobe Commerce, PPC, Paid Social and Amazon Marketing, we offer ambitious brands the insight, skills and tech solutions required to become market leaders.

Say hello

Adam Hindle, Managing Director

 hello@fluidcommerce.co.uk

 0161 258 4311

 fluidcommerce.co.uk

Manchester HQ

1st Floor, 18 Hilton Street, Manchester, M1 1FR

London HQ

White Collar Factory, 1 Old Street Yard, London, EC1Y 8AF

 fluid_commerce  wearefluidcommerce  fluidcommerce

Fluid
COMMERCE

www.fluidcommerce.co.uk

adyen

www.adyen.com

© Fluid Commerce 2021