

Fluid

COMMERCE



Adobe
Solution Partner
SILVER



PREMIER
Google
Partner

Fluid Commerce is an award-winning ecommerce growth agency that partners with ambitious retailers to strategically upscale their business.

As an Adobe Solution Partner, we build, migrate and support Adobe Commerce and Magento Open Source websites.

Focused on delivering maximum growth, our award-winning development team work with you to produce development roadmaps focused on improving your key site metrics to achieve your online growth targets.

Our Google and Amazon accredited performance marketing team drive customer acquisition and continuously identify new growth opportunities within your accounts.

One of the UK's leading Amazon agencies, we also offer content optimisation and managed Brand Stores for the marketplace. With more than 10 years in delivering sustainable ecommerce growth, you can expect advanced insights, innovative solutions, exceptional results and an unrivalled service.

Adobe Commerce / Magento



- Adobe Commerce Cloud
 - Adobe PWA
 - Magento 2 Open Source
 - Magento Migrations
 - Adobe Commerce / Magento Support
 - UX / UI Design
-

Paid Media



- Google Ads
 - Microsoft Ads
 - Facebook Ads
 - Instagram Ads
 - Pinterest Ads
-

Amazon Advertising



- Amazon Advertising
 - Amazon Content Optimisation
 - Amazon Brand Stores
-

Usability & Conversion



- Conversion Rate Optimisation
- Usability Testing
- UX / UI Design
- Ecommerce Consultancy

Adobe Commerce Solution Partner

All Adobe partners must have shown demonstrable success in using Adobe Commerce (formerly Magento) applications and resources. When you work with an official Adobe partner, you can be certain that you are working with a fully-committed, Adobe vetted and approved partner who has been trained in all aspects of Adobe Commerce design and development.



Product Specialisation

Adobe Commerce Cloud
Adobe PWA Studio
Adobe B2B

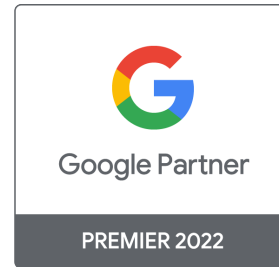
Industry Specialisations

Fashion & Apparel
Jewellery & Luxury Goods
Home & Garden
Health & Skincare
Small & Medium Business (SMB)

“Fluid Commerce has been a strong partner of Adobe for the last 5 years. They have extensive experience in B2C & B2B and are trusted by us and many customers. Fluid Commerce successfully helps their clients achieve their digital goals and that is why they are such a regarded partner of ours. It is a pleasure to work with the team at Fluid Commerce.”

Steph Kershaw - Partner Sales Manager UK, Nordics and Middle East, Adobe

Partners



Recent Awards



Grow with us

What do you want from an ecommerce agency? At Fluid, you'll receive everything you'd expect from an award-winning agency: senior development team, stringent processes, 24/7 support, QA, marketing experts, SLA and more. But what really sets us apart is our growth strategies, proactivity and client-first focus.

Proactive Account Management

Many online retailers come to us having had little proactive from their existing development agency. The agency sees their role as to fix bugs, and that's about it. With Fluid, you will get a real partnership. Our role is to act as an extension of your team, to be forthcoming with new ideas, honest feedback and direct solutions.

Driving value

A partnership with Fluid provides real value for your business. Our team is here for the day-to-day support, but helping you grow as a business is our main focus. With us, you'll hit your key objectives and metrics, stay ahead of the competition, gain access to the latest technologies and see year-on-year growth

Development Roadmaps

Most online retailers have marketing strategies but don't have a clear development strategy. Retainers are then often spent on tasks without a clear objective or ROI in mind.

Dedicated account manager

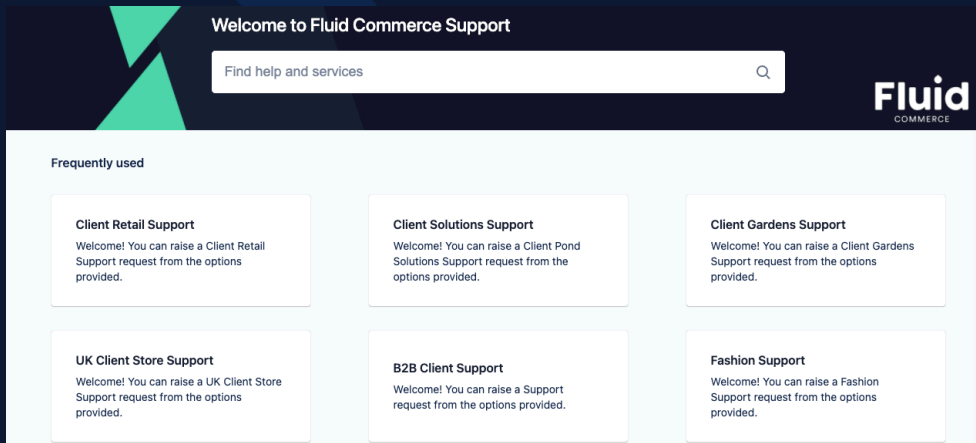
This is where we come in, your dedicated account manager will understand your objectives, learn your challenges and work closely with you to form a development roadmap where the changes we make are focused toward achieving those goals.



Support, Maintain and Monitor

With Fluid, you will receive traditional core hour support along with 24/7 support for urgent matters. Maintenance and support go hand-in-hand and our team will work with your third-party systems and hardware providers to ensure any necessary maintenance is taken care of.

Utilising monitoring tools like New Relic to monitor application performance and setup automatic notifications to alert you and us of any potential or existing issues. All of this is fed into our Support Service Desk which you will have full visibility of to manage and discuss tickets.



The screenshot displays the Fluid Commerce Support portal. At the top left is a teal logo consisting of two overlapping triangles. The header text reads "Welcome to Fluid Commerce Support". Below this is a search bar with the placeholder text "Find help and services" and a magnifying glass icon. The Fluid Commerce logo is positioned in the top right corner. The main content area is titled "Frequently used" and contains six support category cards arranged in a 2x3 grid. Each card has a title, a bold sub-header, and a brief description of the support service.

Welcome to Fluid Commerce Support

Find help and services

Fluid
COMMERCE

Frequently used

- Client Retail Support**
Welcome! You can raise a Client Retail Support request from the options provided.
- Client Solutions Support**
Welcome! You can raise a Client Pond Solutions Support request from the options provided.
- Client Gardens Support**
Welcome! You can raise a Client Gardens Support request from the options provided.
- UK Client Store Support**
Welcome! You can raise a UK Client Store Support request from the options provided.
- B2B Client Support**
Welcome! You can raise a Support request from the options provided.
- Fashion Support**
Welcome! You can raise a Fashion Support request from the options provided.

Integrations

Having provided ecommerce solutions for over 10 years, we have been involved in the scoping and build of countless integrations involving the transfer of complex customer group and pricing structures, with some instances totalling over 300m SKUs. We also work with retailers to improve their ecommerce operations by integrating with various WMS and logistics systems.

Adobe B2B

In order to create such customised integrations, an experienced development team is necessary. Thanks to Adobe Commerce having extensive API's and pre-built connectors, we are able to share data with any backend system and curate solutions that meet your business requirements.

Who have we integrated with?

We are partners with many ERP, WMS, ROS, CRM and OMS platform providers but we are not limited to working with any. Here is a selection of popular integrations:



Progressive Web Apps (PWA)

Progressive Web Apps are being hailed as the future of ecommerce due to the performance benefits, lower maintenance costs and ability to combine the best of web and mobile app functionality.

What is a PWA?

The easiest way to describe a Progressive Web App is as a theme. A PWA theme will look and function the same as any other website on the front, but underneath they are built differently which allows for many benefits.

What are the benefits?

- Significant speed improvements
- Improved Core Web Vitals
- Your site can be saved to a phone like a native app
- Ability to work offline or areas with poor reception
- Ability to send push notifications
- App-like look and feel with no updating restrictions
- Lower maintenance costs

PWA Demo

To learn more about PWA, the benefits they have and to see a PWA in action please get in touch.






Augustinus
Bader

THE BODY OIL
WITH TFC8®

L'HUILE CORPS
AVEC TFC8®

100ml e / 3.38 US fl. oz.


Augustinus
Bader

THE BODY LOTION
LA LOTION CORPS

100ml e / 3.38 US fl. oz.


Augustinus
Bader

THE BODY CREAM
Cellular Renewal Body Cream

THE BODY CREAM

Augustinus Bader



Augustinus Bader

Augustinus Bader is an internationally recognised luxury skincare retailer, with a dedicated fan base within the high-end skincare sector.

What we did

- Shopify Plus to Adobe Commerce migration
- Continuous development & support
- Custom loyalty integration with Loyalty Lion
- Subscription platform development
- Multi-Currency and Language

To handle the demand Augustinus Bader was generating, the ecommerce team knew they needed a more flexible and stable enterprise platform that allowed for further internationalisation. We migrated the brand's seven Shopify Plus sites over to one Adobe Commerce site and took advantage of key features that have empowered the team to focus on this growth.

“We felt Fluid understood the brief well and had experience of delivering similar projects that have generated excellent results. They were the natural choice to instruct and had a clear passion for what we wanted to achieve.”

**Increase in
revenue
+313%**

**Increase in
conversion
rate +10%**

**Increase in
transactions
+171%**



Moda Furnishings

Moda Furnishings is one of the leading rattan garden furniture retailers in the UK. They sell their luxury furniture through regional showrooms and their online store.

What we did

- Magento 1 to Adobe Commerce Migration
- Continuous Development & Support
- UX Research & UI Design
- Google Ads & Microsoft Advertising
- Paid Social

Moda Furnishings have worked with Fluid for over seven years to develop their Magento platform and deliver paid media campaigns to achieve their objective of fast growth.

“We’ve worked with Fluid since the launch of the business and they have been instrumental in the growth we have seen over the last five years. Their Magento expertise combined with PPC know-how means we can always rely on them to deliver and they regularly exceed the targets we set them.”

Jonathan Brierley - CEO

Increase in
revenue
+304%

Increase in
conversion
rate **+84%**

Increase in
AOV
+17%



Chlobo

Chlobo are an online retailer of distinctive hand-crafted 'bo-ho-luxe' jewellery.

What we did

- Magento 1 to Magento 2 Migration
- Magento 2 Commerce Cloud
- Magento 2 Support
- UX Research & UI Design

We fully redesigned the new site in order to match Chlobo's new brand guidelines and to give the site a fresh, modern look. The new design is light and metallic and complements the stunning Chlobo photography.

Alongside integrations with Dotdigital, Klevu and Klarna, we also integrated a number of new features from Magento 2 for the site, including Business Intelligence, Page Builder and related products.

This helped the Chlobo team unlock their next phase of e-commerce growth with added features and ecommerce functionality.

Increase in
revenue
+104%

Increase in
conversion
rate **+13%**

Increase in
transactions
+101%



Lakeland Leather

Lakeland Leather are renowned specialists in luxury leather and sheepskin garments based in the heart of the Lake District.

What we did

- Magento 1 to Magento 2 Migration
- Magento 2 Commerce Cloud
- Magento 2 Support
- UX Research & UI Design
- Magento PWA Theme
- Amazon Ads, Social & PPC

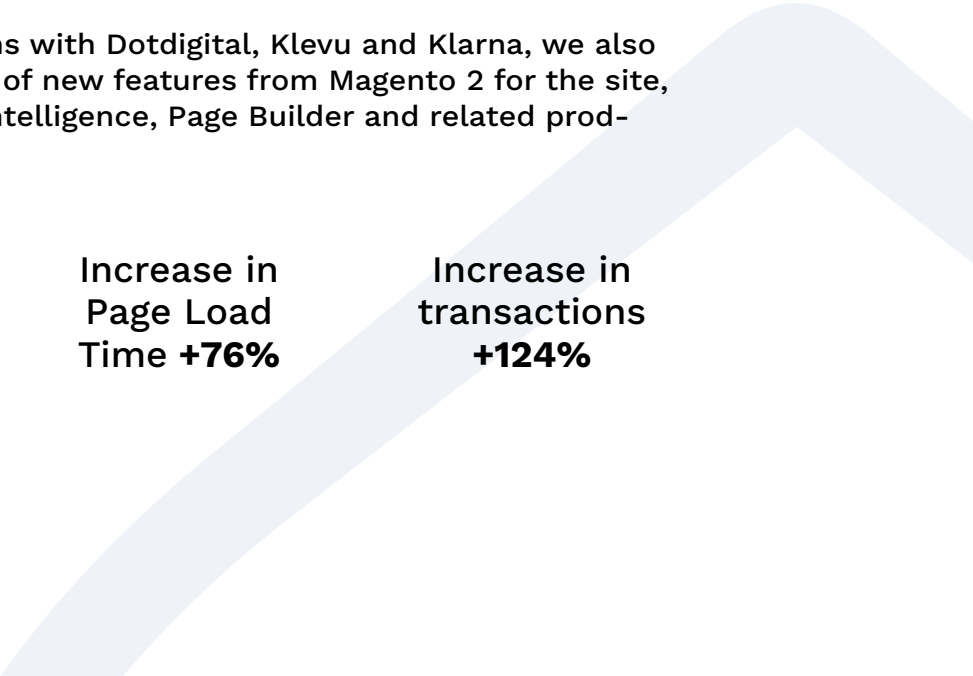
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Alongside integrations with Dotdigital, Klevu and Klarna, we also integrated a number of new features from Magento 2 for the site, including Business Intelligence, Page Builder and related products.

Increase in
revenue
+168%

Increase in
Page Load
Time **+76%**


Increase in
transactions
+124%





Fluid

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ECOMMERCE & BEYOND

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