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Progressive Web Apps (PWA)

Early adopters of Progressive Web Apps are hailing them 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?
Progressive Web Apps are a combination of a fast, reliable and engaging website with the benefits of native app functionality like offline working, save-to-home screen and push notification functions.

Put more simply, PWAs are still websites, but the frontend theme is built in a way that allows you to reach anyone, anywhere, on any device with a single codebase.

Instead of having a website, an Android app and iOS app to maintain, you'll have a single website codebase. This will dramatically reduce your maintenance time and costs. In addition, the PWA will automatically update, meaning your phone users won't have to manually update their app every time you make a change on the site.

So, for online merchants who have always wanted an app for their store, a PWA is the perfect solution.

PWA Benefits

Speed Improvements
PWA is a sure fire way to improve your site speed. The way in which caching works, allows for PWA sites to load in less than a second

Core Web Vitals
A bugbear of many online merchants is their CWV scores. After implementing PWA on Lakeland Leather, their performance score on Desktop increased by 50% on Desktop and 272% on Mobile without additional optimisation.

Native app-like functionality
Users can install web apps to their devices home screen like an app. You can push notifications to them which is great for marketing and order updates. The user can interact with data stored on the device like contacts, calendar events and take pictures. Platform-specific applications feel like part of the device they run on.

Work Offline
Installed Progressive Web Apps run in a standalone window instead of a browser tab. They can be launched from the user's home screen and users can jump between them with the app switcher, making them feel part of the device they're installed on.

Cross-platform

As a PWA is built using web technology, it means PWAs work anywhere the web does - on desktop, tablets and phones.

No updating restrictions

Native Apps require the user to update them regularly. Web apps break away from this and update automatically based on your last release.

Lower maintenance costs

You don't need to manage development costs for Android and iOS apps significantly reducing cost of ownership.

The numbers

Companies that have launched Progressive Web Apps have seen impressive results:

- ELEMIS saw 137% increase in mobile sales and 85% growth in mobile conversion rates

- Eleganza saw a 76% increase in page views and 23% average page load time

- Nikkei saw 2.3 times more organic traffic, 58% more subscriptions, and 49% more daily active users.

Summary

Progressive Web Apps provide you with a unique opportunity to deliver a web experience your users will love. Using the latest web features to bring enhanced capabilities and reliability, Progressive Web Apps allow what you build to be installed by anyone, anywhere, on any device with a single codebase.

Installed web apps are ever present, on home screens, docks and taskbars. They work regardless of network connection and the features offer unique marketing experiences not available to traditional ecommerce stores. They transform how users interact with your store and think about your brand.

Progressive Web Apps are still in the early adoption phase which presents early adopters an advantage to get ahead of their competition. With new and upcoming API's, web applications are more capable than ever, and those capabiities are only growing.

Lakeland Leather - PWA

Lakeland Leather are renowned specialists in luxury leather and sheepskin garments based in the heart of the Lake District. We have worked with Lakeland Leather for a number of years taking them from Magento 1 to Magento 2 Commerce Cloud. Creating a PWA was a natural progression step for them.

What we did
Retaining the existing look and feel of their current site we used Adobe PWA Studio and the Venia theme framework to create a new PWA theme.

Due to PWA technology still being in it's infancy stage some third parties have not yet released their modules or software as PWA ready, meaning customisations were required to their existing payment methods, personalisaton software, analytics tracking and search.

How long did the process take?
The project lasted 6 months from start to live including the required customisations to third party modules. Ongoing optimisations continue to be made to improve performance ever further. We expect similar projects going forward to take around 4 months.

Improvements (Jan 21 v Jan 22)

Pingdom Page Speed
A comparison of page speed before and after the implementation of PWA frontend.

	Home	Category	Product
Before	2.16s	2.86s	1.89s
After	0.45s	0.31s	2.16s
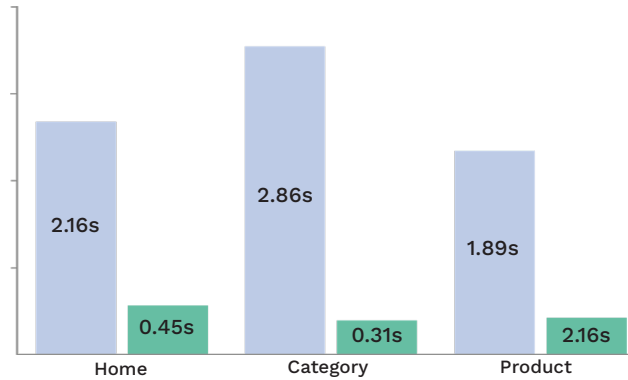
Core Web Vitals
A comparison of CWV performance scores before and after the implementation of PWA frontend.

Home
47
75

After
Before

Category
38
81

After
Before

Product
17
85

After
Before
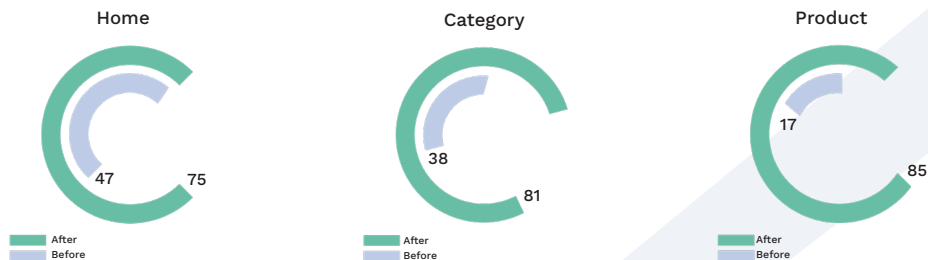
Adobe PWA adoption

There are over 140 stores built using Adobe PWA Studio with many early adopters taking advantage of this new opportunity to gain an advantage over their competion and provide a more seamless experience to their users.

ELEMIS
LONDON

LAKELAND
LEATHER

JOMASHOP

YAMAHA

selco BUILDERS WAREHOUSE

TWB | THE WHISKY BARREL

SHOEBACCA

Workwear Express
Trust us with your name

Source: Adobe Commerce

Start your PWA journey

Fluid are one of only a handful of Magento/Adobe Commerce specialist agencies in the UK who have sucessfully launched a PWA website using Adobe Commerce PWA Studio.

The initial results of that sucessful launch speak for themselves and we are already working with several retailers to build their PWA sites.

Demo
A PWA demo and an open conversation about our experience is the best place to get started. It is new technology and it is likely you have a lot of questions.

Don't play catchup
Reach out to our Ecommerce Director, Carl Walker or Managing Director, Adam Hindle to find out more and schedule a demo.

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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 Adobe Commerce B2B 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 B2B
- Adobe PWA
- Complex Integrations
- 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.

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Product Specialisation
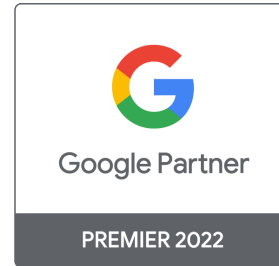Adobe Commerce Cloud
Adobe B2B
Adobe PWA Studio

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

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