

Fluid
COMMERCE

adyen

Jewellery & Accessories Top 50 Ecommerce Report

2021 Magento Edition

 Adobe
Solution Partner
SILVER

Jewellery & Accessories Top 50

A benchmark report of 50 jewellery & accessories ecommerce retailers

Discover how Magento jewellery & accessory retailers are performing in speed and security, mobile UX, search and navigation, payment and checkout, community and 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 Jewellery & Accessories 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 Jewellery & Accessory 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 2020 report was completed in January 2020, and the data for this report was collected in April 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 new entries to our top 20 who have leapt up dramatically from their 2020 ranking:

- Stephen Webster - #8 in 2021, up from #35 in 2020
- Hersey & Son - #14 in 2021, up from #32 in 2020
- The Jewellery Stop - #19 in 2021, up from #38 in 2020

Many of the brands featured in the top 20 have made improvements to their online store to increase their overall score. This shows the importance of continually investing in your ecommerce store if you want to stay at the top of your game.

It is hard to say for sure that the pandemic encouraged retailers to invest in their online stores, or whether these updates would have occurred anyway. However, it is clear that with brick and mortar stores unavailable for large chunks of the past twelve months, providing an enjoyable, intuitive and fast online shopping experience is now an essential part of a brand’s retail offering.

We hope you find the Fluid Commerce Jewellery & Accessories Report useful in discovering exemplary examples of ecommerce best practice. 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 rollercoaster of the past 12 months has had a huge impact on retailers. I’ve been repeatedly bowled over by the creativity and ingenuity displayed by businesses in order to reach their customers at a time when government restrictions were changing almost by the week. A robust ecommerce offering became essential almost overnight, and it’s impressive to see how many of our customers turned this around in record time.

Now, as the dust settles, is a perfect time to build on your hard work and make sure your ecommerce site is set up for long-term success. Because ecommerce is here to stay. Many customers will welcome the opportunity to shop in store again, but many will prefer the speed and convenience afforded by ecommerce, and many more will want to use both.

Your online checkout is the moment of truth for an ecommerce sale, and a poor experience will cost you. 45% of UK consumers have abandoned a purchase because of a payment issue. This could be a poorly designed payment form, insufficient payment options, too many steps in the process, or redirecting to a third-party site that the customer doesn’t recognise.

On the other hand, a great checkout experience will actively drive sales. Offering a relevant list of payment options based on shopper location, previous purchases, or even the apps installed on their phone helps build trust.

Where possible, it’s best to keep the shopper on your site rather than redirecting them since it makes the process faster and removes a potential point of friction. It’s even possible for your customer’s card to become a loyalty card, making it easy for them to earn points as they shop (online and in-store).

Today, as customers increasingly expect to be able to move seamlessly from online to in-store, a centralised overview of your payments is essential. Your customers can enjoy total flexibility and you can view all their activity in place. It also keeps you agile, so you can respond quickly to external events and ensure you’re always on top of the latest shopper trends.

I hope you enjoy reading the report and discovering plenty of great examples of businesses offering outstanding customer experiences through their checkout and payment 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.



Myles Dawson
Managing Director, UK - Adyen

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Benchmarking

Average Score 61_{/100}

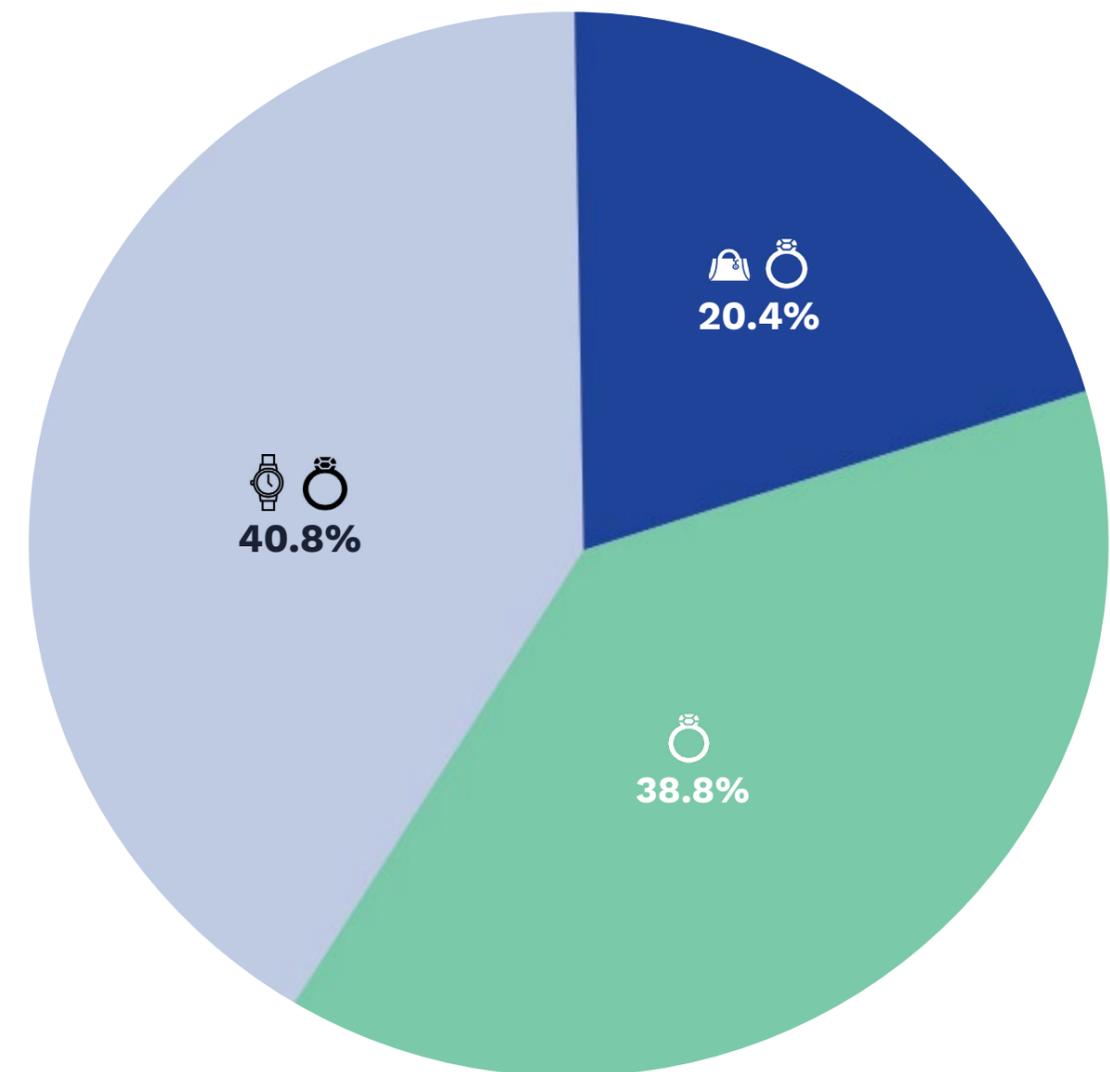
The average 2021 score for all ecommerce retailers in this report is **61 out of 100**

Average Score per Sector

 Jewellery & Accessories	63 /100
 Jewellery & Watches	69 /100
 Jewellery	68 /100

Retailer Overview

We included a range of sub-verticals in this report to ensure a diverse yet fair representation of Jewellery & Accessory retailers.





The Jewellery & Accessory Top 20 Retailers

Top 20 Retailers

		2021 Score %	2020 Score %
	Bloom Boutique bloom-boutique.co.uk	75	New Entry
	Joma Jewellery Jomajewellery.com	75	New Entry
	ChloBo chlobo.co.uk	73	↑ 71
	Annie Haak anniehaakdesigns.co.uk	73	New Entry
	Liberty in Love libertyinlove.co.uk	72	↑ 70

		2021 Score %	2020 Score %
	T. H. Baker thbaker.co.uk	71	↓ 73
	Hugh Rice hughrice.co.uk	71	New Entry
	Stephen Webster stephenwebster.com	69	↑ 57
	The Jewel Hut thejewelhut.co.uk	69	↑ 64
	Shades of Time shadesoftime.co.uk	68	New Entry

Top 20 Retailers

		2021 Score %		2020 Score %			2021 Score %		2020 Score %
	Rox rox.co.uk	68	↑	60		John Greed Jewellery johngreed.com	66	↓	74
	Fraser Hart fraserhart.co.uk	67	↑	65		Ruby & Oscar rubyandoscar.com	65	↑	60
	Alex Monroe alexmonroe.com	67	↓	70		Johnsons Jewellers johnsonsjewellers.co.uk	65		New Entry
	Hersey & Son hersey.co.uk	67	↑	58		The Jewellery Stop thejewellerystop.com	65	↑	56
	Savage & Rose savageandrose.com	67		New Entry		Robert Gatward Jewellers robertgatwardjewellers.co.uk	63	↓	64

Jewellery & Accessory Retailers

The Lower Rankings

Lower Rankings

	2021 Score %		2020 Score %
Gold Boutique	62	↑	60
Liangs	62		New Entry
Rêve	61		New Entry
Jeulia	61		New Entry
Leonard Dewes	61		New Entry
Silver24	60	↑	52
Steffans	60		New Entry
Watches of Mayfair	60		New Entry
Rubicon Watches	59		New Entry
Peter Jackson	59	↓	72

	2021 Score %		2020 Score %
Time 4 Diamonds	58		New Entry
Shining Diamonds	58		New Entry
Scarlet Ocean	58		New Entry
Angels Meadow	58		New Entry
Mallory	57		New Entry
Dalvey	57	↑	49
Merci Mamam	57		New Entry
Winterson	56	↑	51
Azuni	56		New Entry
Asprey	56	↑	55

Lower Rankings

	2021 Score		2020 Score
Jessica McCormack	55		New Entry
Winsor Bishop	55		New Entry
Precious Jewels UK	54	↑	51
Purely Diamonds	53		New Entry
Mikimoto	53		New Entry
Estella Bartlett	53		New Entry
Boodles	52	↓	58
Boodles	51	↑	48
James Porter & Son	49		New Entry
Wave	46		New Entry





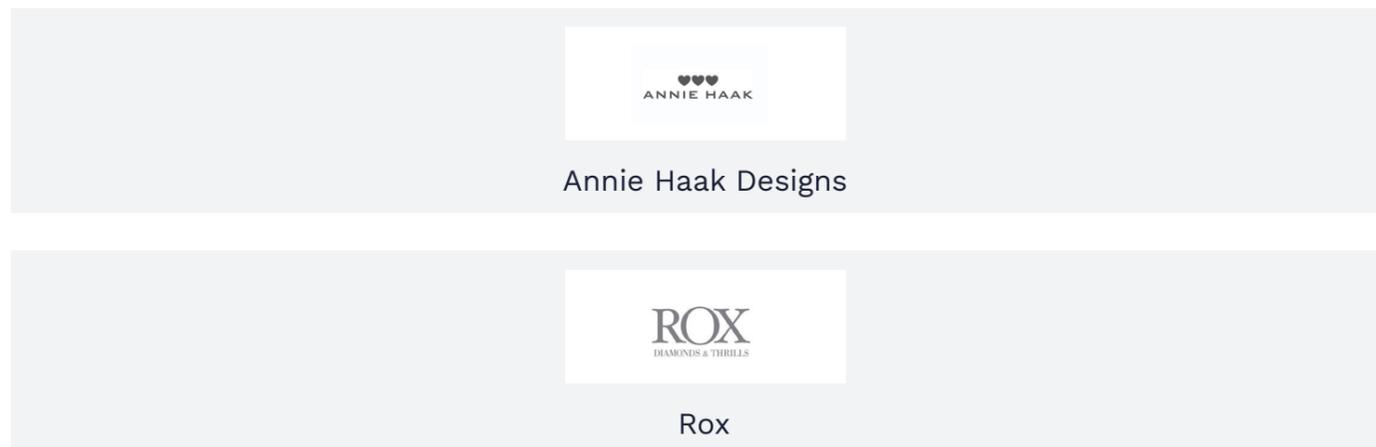
Speed & Security

Speed & Security: Top Brands

Speed

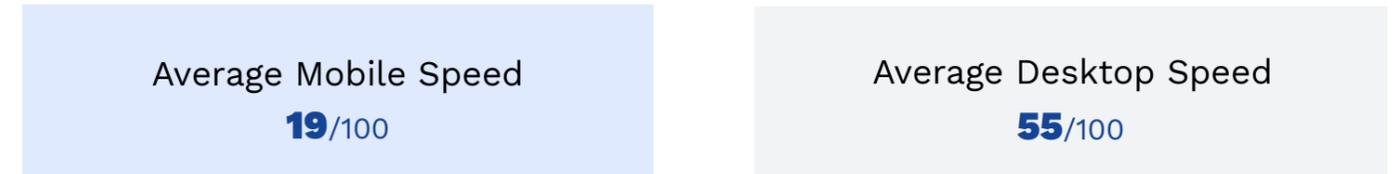


Security



Speed

A fast site is one of those things that if it's there, you don't notice. But if your site is slow, then it can have serious repercussions. 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. In general, Jewellery & Accessory retailers performed well for speed on desktop but mobile was a struggle for most.

Fastest on Mobile

Only four retailers scored over 50 for mobile speed:

- The Jewel Hut
- Dalvey
- The Jewellery Stop
- T. H. Baker

Fastest on Desktop

More than half of merchants (56%) scored over 50 for desktop speed, and six scored over 90:

- Dalvey
- The Jewel Hut
- T. H. Baker
- Orla James
- Watches of Mayfair
- Silver24

The Fastest Overall

The clear leaders of the pack were T. H. Baker, The Jewel Hut and Dalvey, and they should be delighted with their achievement.

	70 /100 Mobile Speed	99 /100 Desktop Speed
	70 /100 Mobile Speed	95 /100 Desktop Speed
	50 /100 Mobile Speed	87 /100 Desktop Speed

Note: Page speed times fluctuate at different times of the day and week - retailers were tested on two separate occasions to gain an average score.

Security

Security is also an important factor to consider when optimising user experience.

However, just two retailers had EV (Extended Validation) SSL, the highest form of SSL certificate available: Annie Haak and Rox.



 **Trust**

Trust: Top Brands



Watches of Mayfair



Time 4 Diamonds



Purely Diamonds

Orla James

Orla James

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 value trust signals like clearly displayed reviews and reassurance messaging or icons.

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

This was understood by most of our jewellery & accessory retailers - **84%**, had some form of trust signalling. Eight stores, **16%**, had no trust signals at all.

Just four retailers, 8%, scored maximum points for Trust:

- Watches of Mayfair
- Time 4 Diamonds
- Purely Diamond
- Orla James

Reviews on Homepage

36%

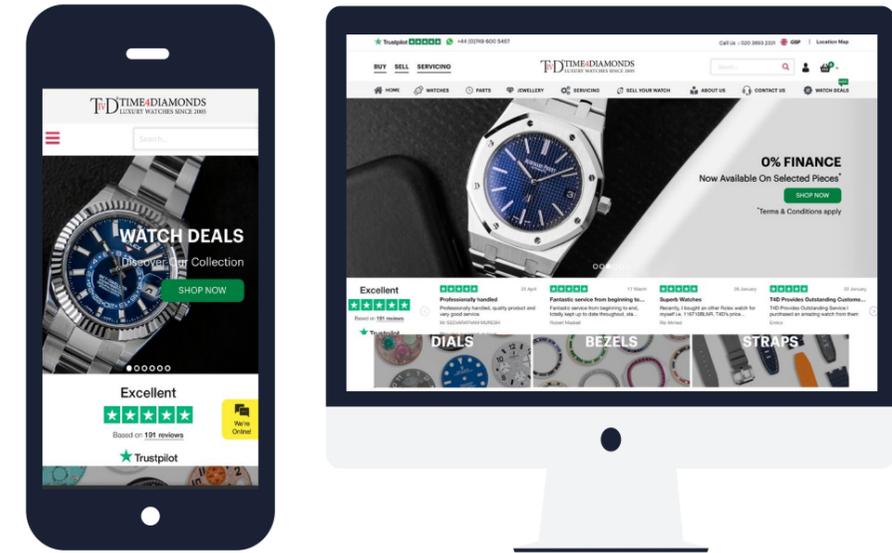
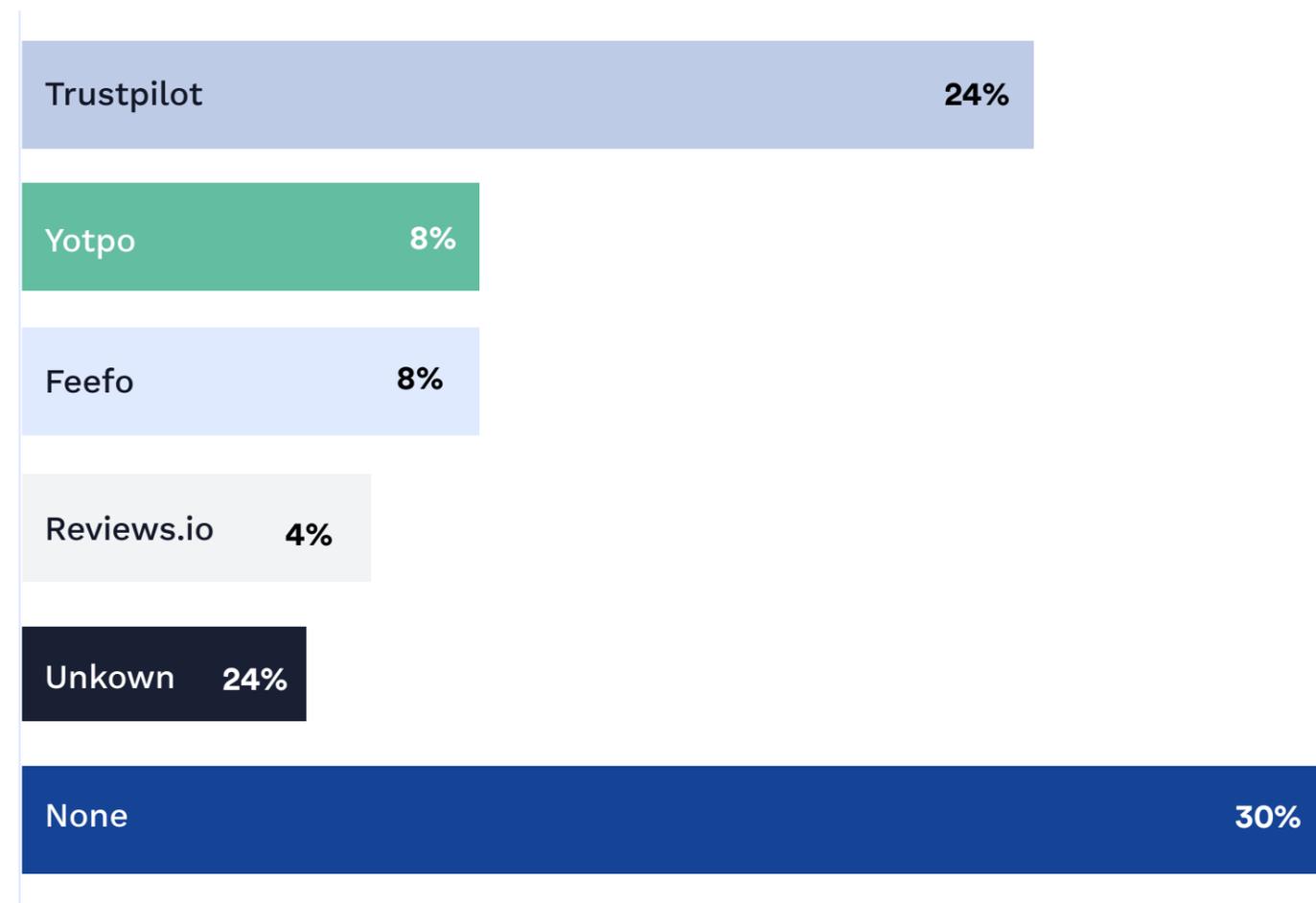
Reviews on Product Page

46%

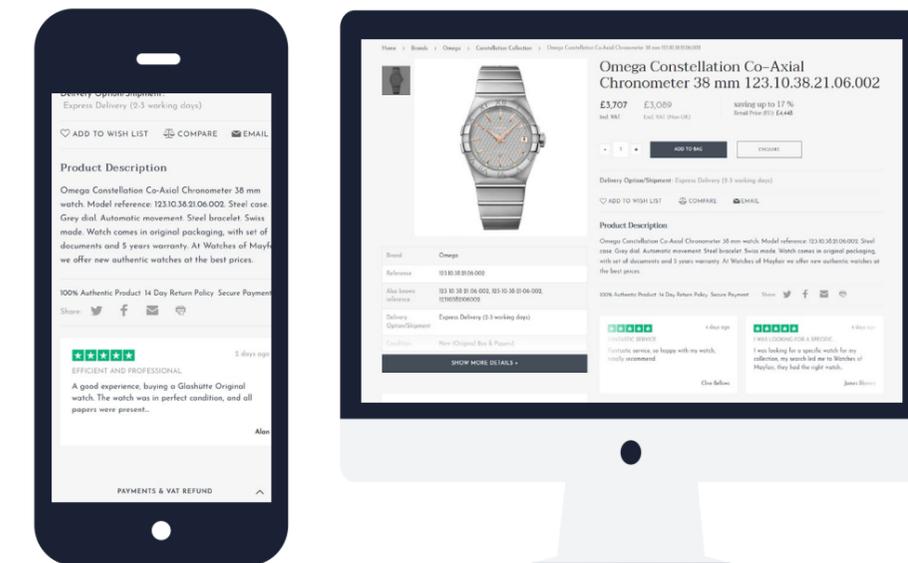
Reassurance Messaging
on Homepage

62%

Review Platform



Time 4 Diamonds delivers a great example of reassurance messaging on their homepage. They display their **0%** Finance offer clearly in the hero banner and amplify their excellent reviews on the homepage, above the fold.



Watches of Mayfair includes a carousel of Trustpilot reviews directly underneath the product description. Shoppers can immediately see the rating of the watch they're interested in - it's both useful and visually impressive.



Navigation

Navigation: Top Brands

Top Brand

FRASER HART

Fraser Hart

Runners Up

ChloBo

ChloBo

BLOOM
BOUTIQUE

Bloom Boutique

SHADES OF TIME
ESTABLISHED 1988

Shades of Time

Alex Monroe

Alex Monroe

R&O
RUBY AND OSCAR

Ruby & Oscar

JOHN
GREED

John Greed Jewellery

SAVAGE & ROSE

Savage & Rose

thejewelhut

The Jewel Hut

ROX
DIAMONDS & THRILLS

Rox

Jeulia

Jeulia

Navigation

Being able to easily find your way around a website to discover the products that you want 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 impediment - navigation must be intuitive, fast and helpful.

We scored brands on:

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

Only one site, **Fraser Hart**, scored the maximum amount of available points.

Site Search

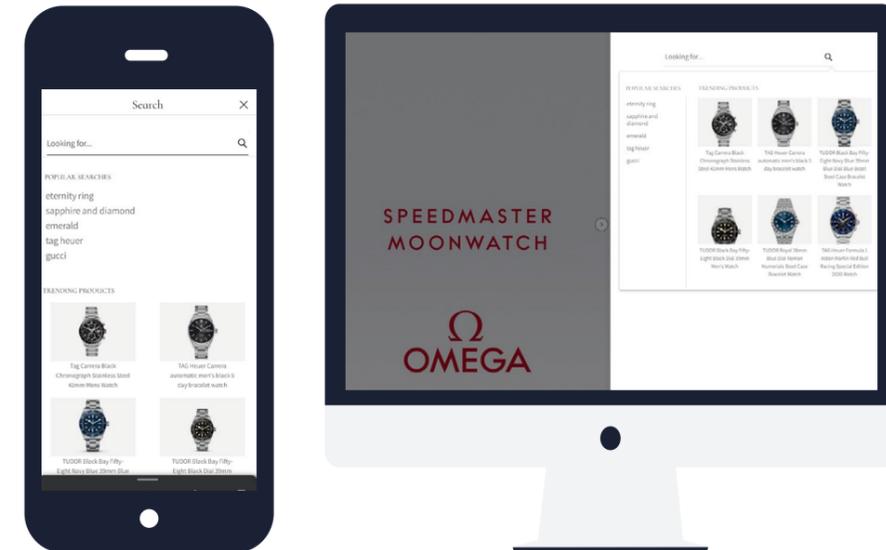
Search is an area where ecommerce stores can really excel and set themselves apart. Apart from one website, all of our retailers offered a search function.

However, there were a few stores that pulled ahead by offering a more sophisticated site search. While many stores offer search term recommendations, other searches provided specific products, and others go even further to offer suggested categories, articles or guides as well as products with product images.



Site Search

- Unknown - **83%**
- Klevu - **8%**
- Algolia - **8%**



Fraser Hart uses Klevu for its site search. The search is powerful, offering product suggestions even before the user types in the search bar. Once the user begins typing, the brand offers suggested search terms, specific products, and category options.

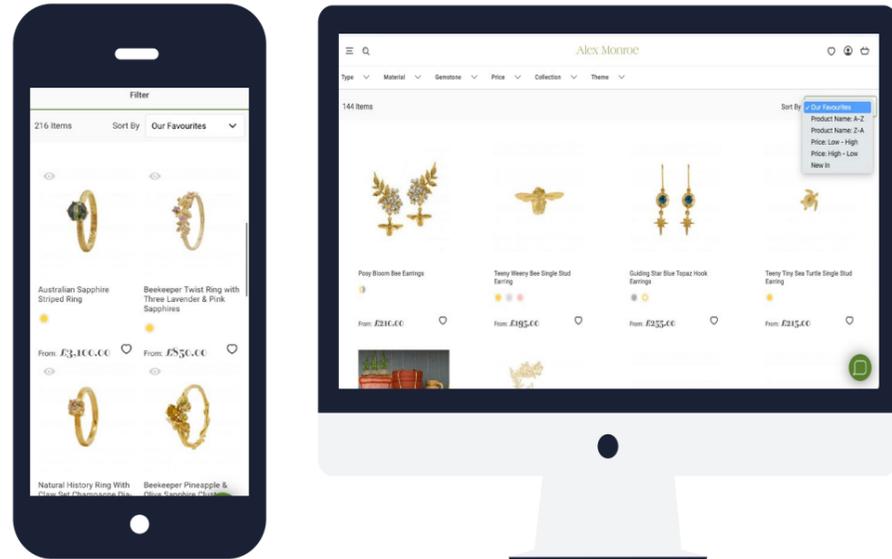
Filter & Sort

The vast majority, **92%**, of brands offered a filter option on their category pages.

Sort, however, wasn't as successful. While **84%** of retailers offered a sort option, less than two-thirds offered 'sort by price' and just nine stores allowed users to sort by 'best seller', 'most popular' or 'top picks'.

Sort

- Sort option - **84%**
- Sort by price - **60%**
- Sort by popularity - **18%**



Alex Monroe offers users a wide range of filter options, plus six ways to sort the products including price, new arrivals and 'our favourites'.

Breadcrumbs

Essential for navigation, breadcrumbs help users move forward and backwards easily on a site - going back multiple steps in a single click if required. Without breadcrumbs, it can be cumbersome for a user to return to the previous page, which can lead to some frustration.

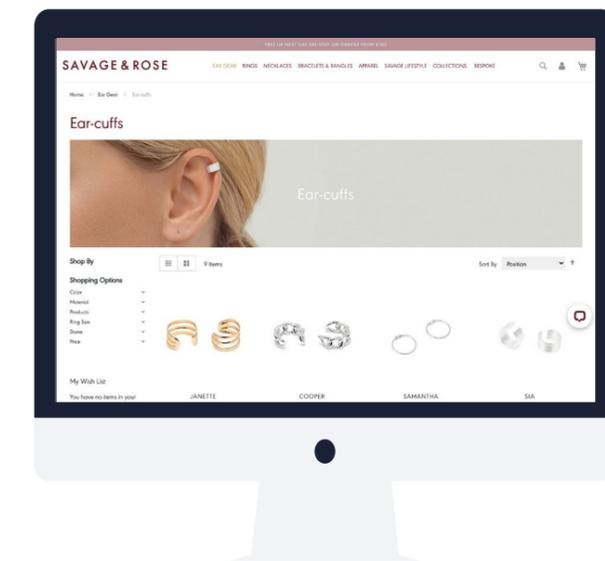
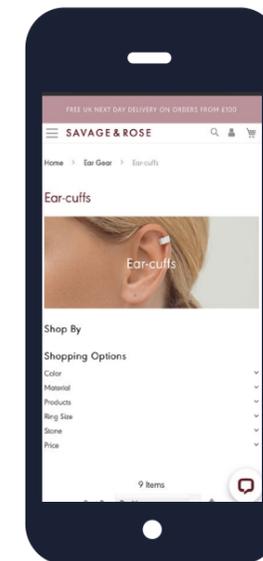
While most of our retailers included breadcrumbs on their category pages, this dropped significantly for product pages.

Breadcrumbs on category page

92%

Breadcrumbs on product page

58%

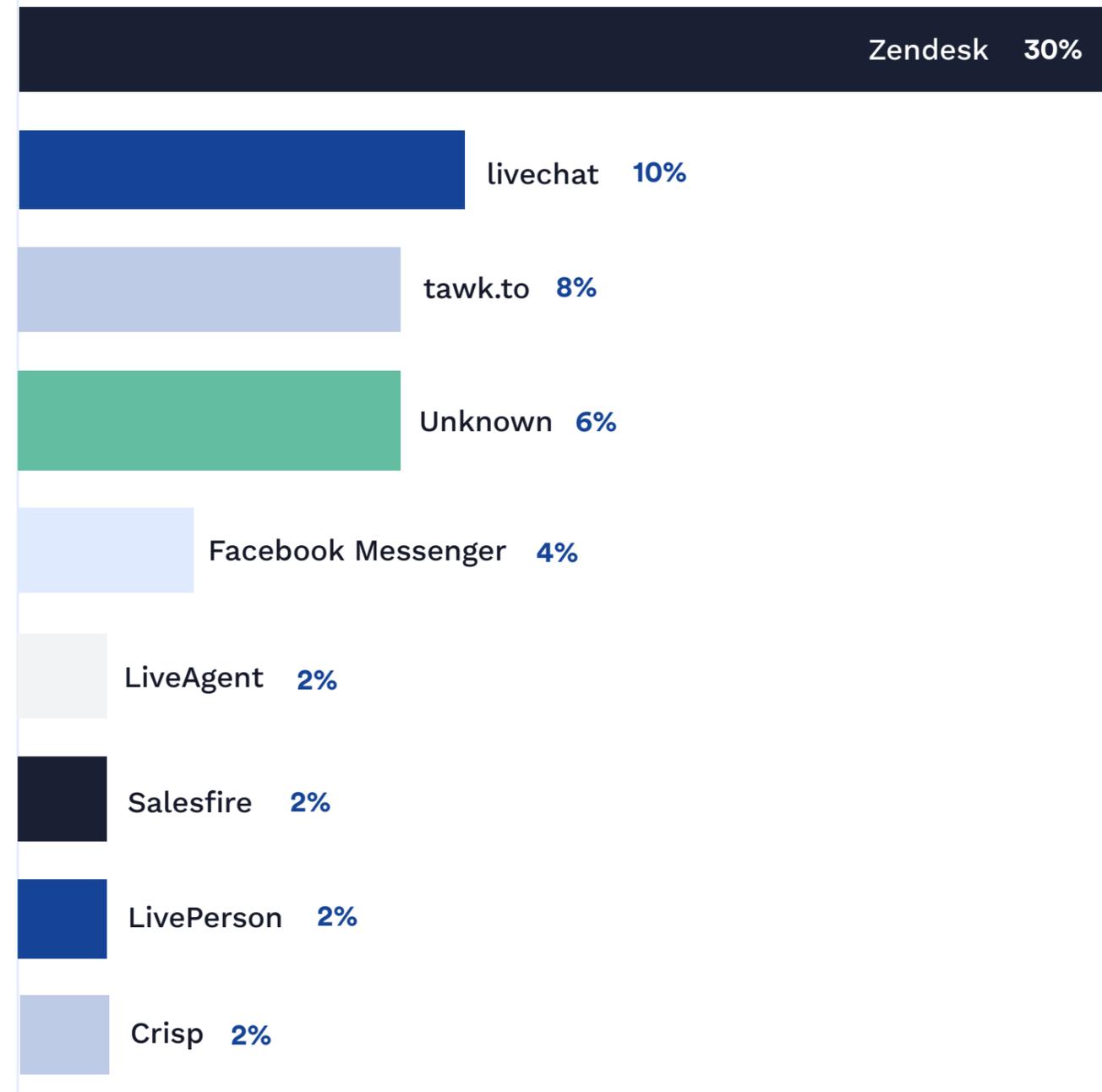


Savage & Rose makes it extremely easy for customers to find what they want with filter and sort options, as well as the ability for users to trace their steps back with breadcrumbs on category and product pages.

Live Chat

Live customer service is an excellent way to help users by answering their questions on demand.

More than two-thirds of our retailers (**66%**) offered a live chat option.





Product Page

Product Page: Top Brands

 ChloBo	 Joma Jewellery
 Hersey & Son	 Silver24
 Liberty in love	 Alex Monroe
 Rêve	 Silver24

Product Page UX

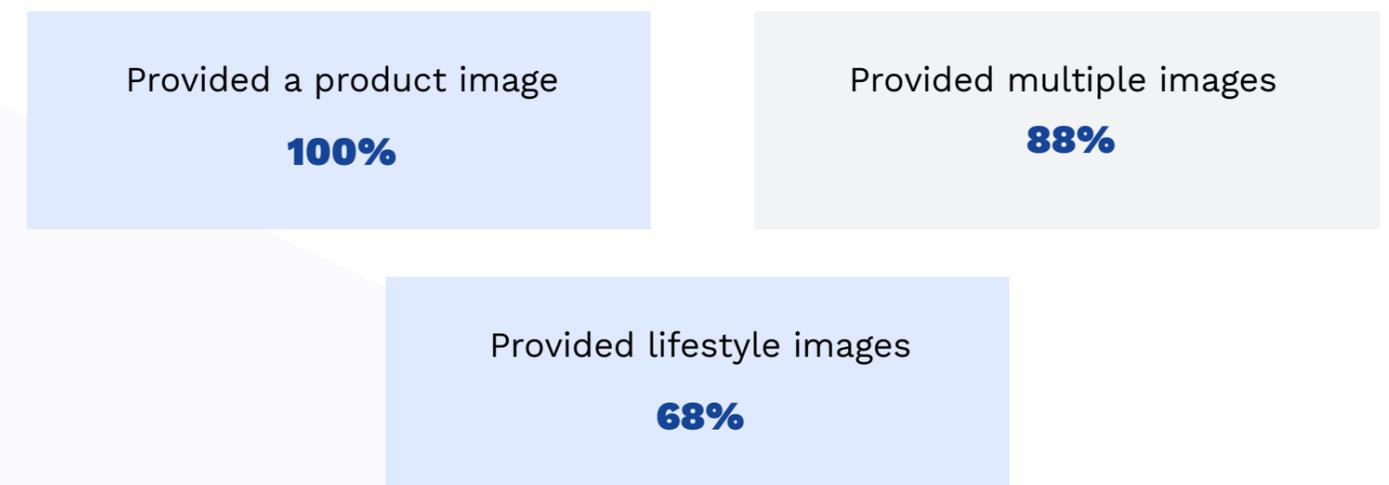
Product pages are where the buying and selling happens. A well designed, UX-optimised product page can make a dramatic difference to your conversion rate and average order value, as well as your overall sales and revenue.

Merchants who got it right offered an attractive and intuitive product page that helped shoppers to visualise what the product would be like in real life. In addition, they used the product pages wisely to answer any questions and preempts any objections a customer might have.

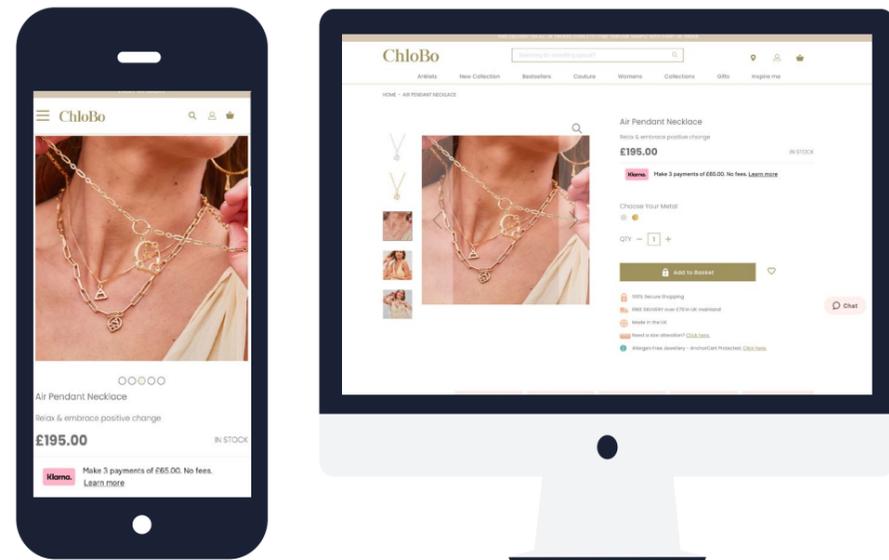
We looked for brands that:

- Offered a range of images, including lifestyle photos
- Recommended other products
- Included zoom functionality on desktop and mobile

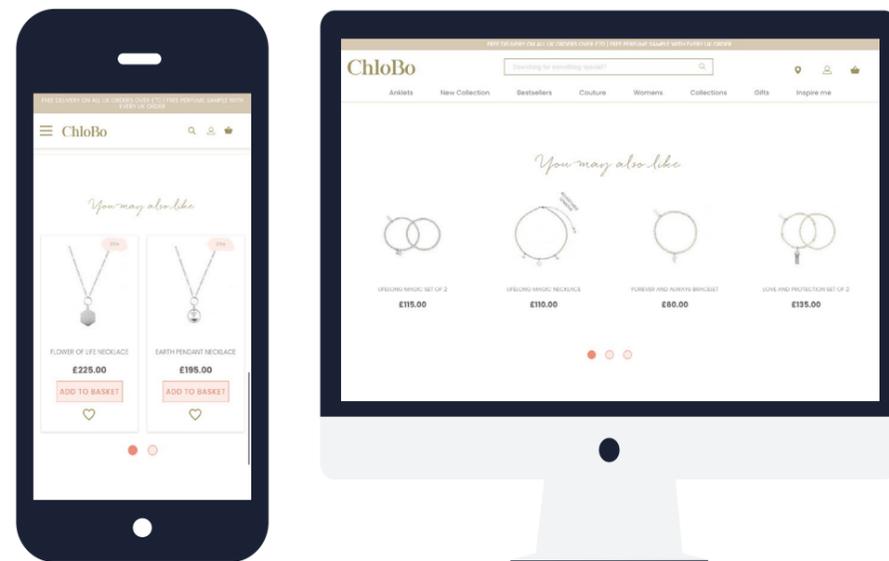
Imagery



Product Page UX



ChloBo scored top marks for its product pages. It showed its jewellery with product images, multiple lifestyle images of the product, and also offered a controllable zoom on both desktop and mobile.



ChloBo included a 'You may also like' selection of recommended products on every product page.

Recommendations

One area that many jewellery & accessory retailers stumbled on was product recommendations. Just **64%** offered product suggestions, such as 'You may also like...' or 'Other customers bought...'

Not only are recommendations helpful to users, but they are a quick and easy way to rapidly increase the average order value of a shopping basket.



Checkout & Payment

Checkout & Payments: Top Brands



Joma Jewellery



Bloom



Annie Haak

Checkout & Payments

Checkout & Payment is the final hurdle to overcome to ensure the customer completes the purchase. Shoppers can be easily spooked or distracted at this stage, and so it is up to the ecommerce retailer to provide a secure, simple and quick process.

Without an optimised checkout, abandoned basket rates can skyrocket.

Like most things that look simple from the outside, checkouts can be surprisingly tricky to get right. That is perhaps why none of our retailers achieved full marks against our scoring criteria. Annie Haak, Bloom Boutique and Joma Jewellery came the closest.

Checkout

- **84%** let customers stay on the page after adding an item to the cart
- **76%** used a pop up to notify customers that their item had been added to the cart

Without the notification that the item has been added to the cart, users can get confused as to whether the 'add to cart' button worked.

More importantly, if stores take shoppers directly to the checkout after they add an item to the basket, then they are missing out on opportunities to increase the average order value. If they are left on the product page then there is a good chance that they will continue to browse and shop around on the site.

Imagery

Though a simple detail, adding the product image to the basket and checkout can help keep customers focused on completing the purchase.

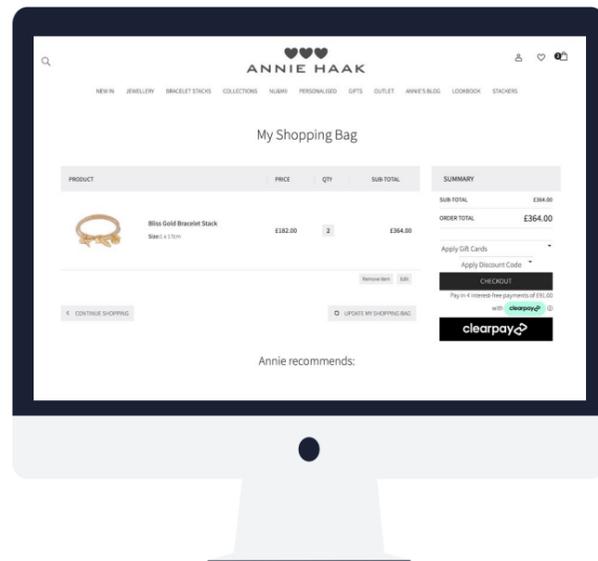
They can immediately refer to the product image to reassure themselves that they are buying the correct item, and will be less tempted to wander away.

Product image in the cart

100%

Product image in checkout

68%

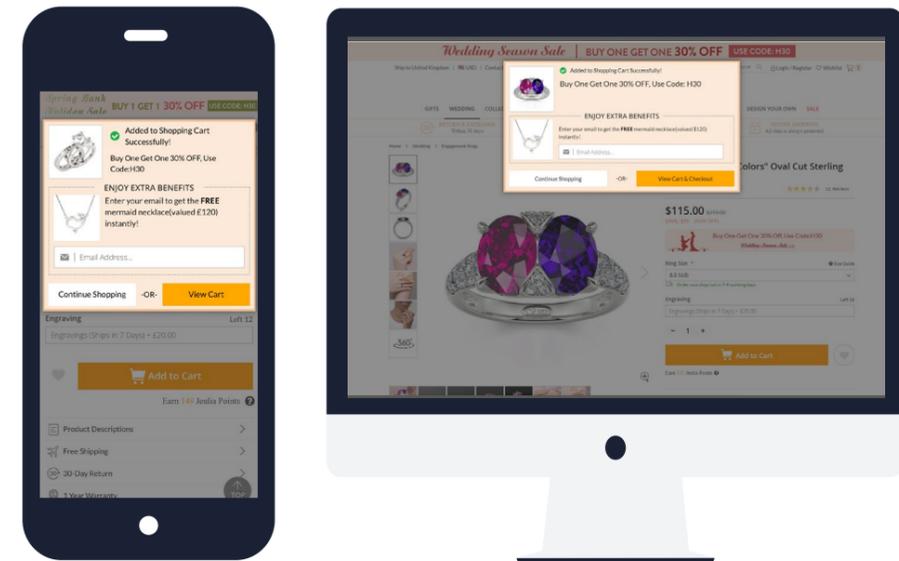


Annie Haak's shopping cart displays the product clearly.

Upselling

We were impressed with the small number of stores (**26%**) that also used the add-to-cart notification, shopping basket and/or checkout as an upselling opportunity to offer additional product recommendations.

Inspired by till points in brick and mortar shops that display tempting treats for impulse purchases, this is a quick and effective way to instantly add value to the cart and increase the average order value.



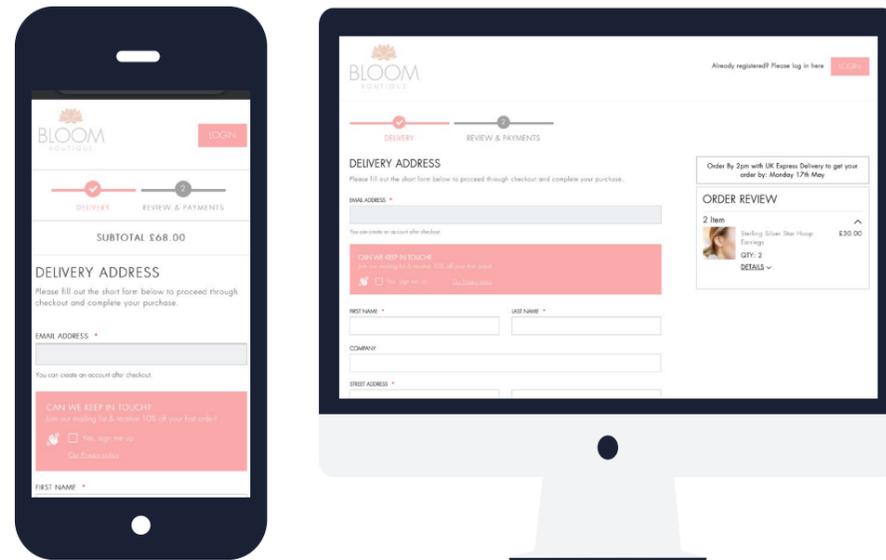
Jeulia provides an excellent example of this technique. When a shopper adds to cart, they are reminded of a discount offer - a great way to upsell.

UX at Checkout

Removing distractions is essential to help customers follow the checkout process smoothly, and prevent them from bouncing away. For example, taking away the main site navigation helps to keep customers focused on the task at hand.

- Navigation removed in checkout - **100%**
- Guest checkout - **94%**
- Multi-Page checkout - **78%**

Spreading the different checkout steps over a few short pages stops the user from being overwhelmed, and also delivers a certain degree of gamification with a progress bar. Finally, we gave marks to merchants who provided a guest checkout. These allow customers to avoid lengthy - and potentially irritating - account set ups, which could see them bouncing away.

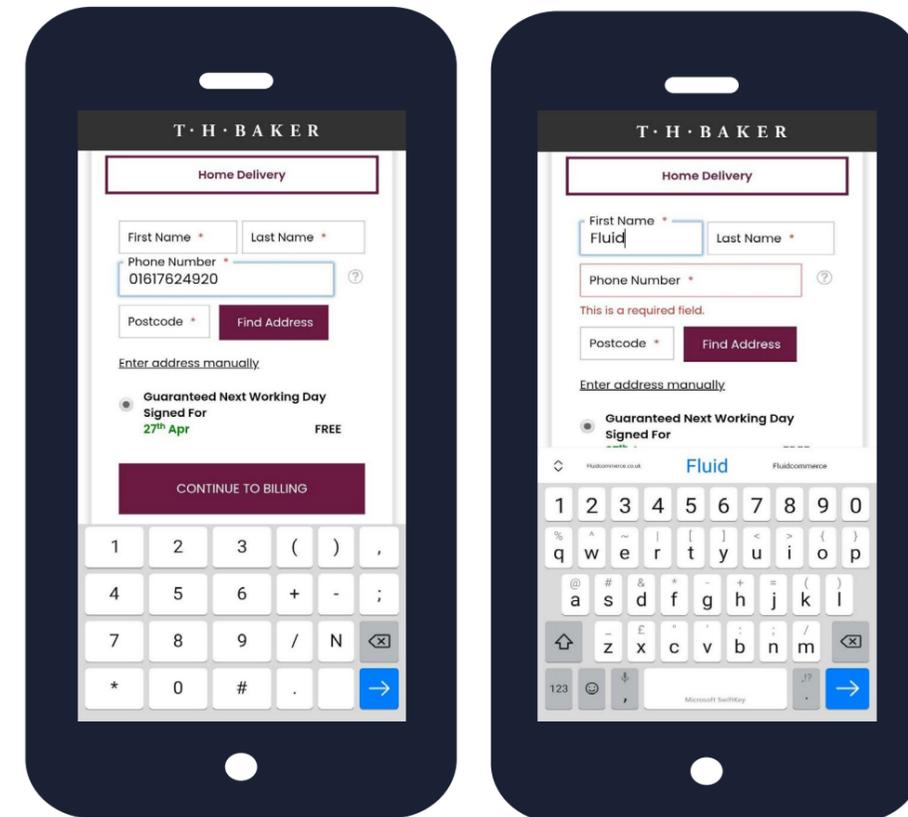


Bloom Boutique's checkout is a perfect example - the navigation has been removed, it offers guest checkout, there is product imagery, and it shows clearly that there are two steps to the checkout process.

Mobile Checkout

As so much of online shopping is now conducted on mobile, providing a mobile-friendly checkout experience is critical. We scored merchants for offering users an email-input keyboard and a numeric keyboard.

100% of our top 50 included an email-input keyboard, but only **26%** followed up with a numeric keyboard.



numeric keyboard

email-input keyboard

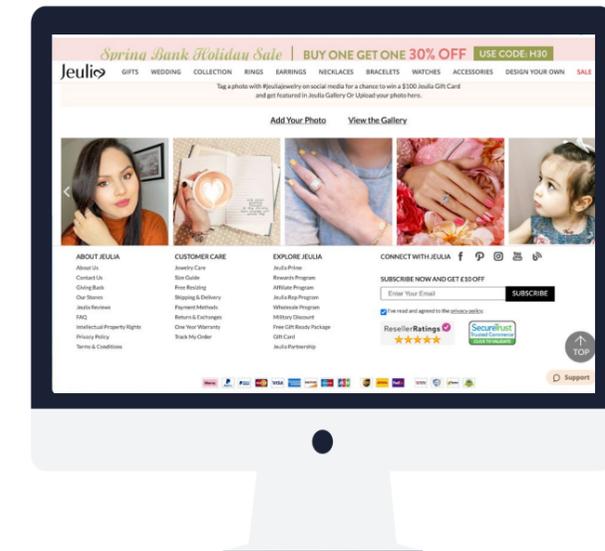
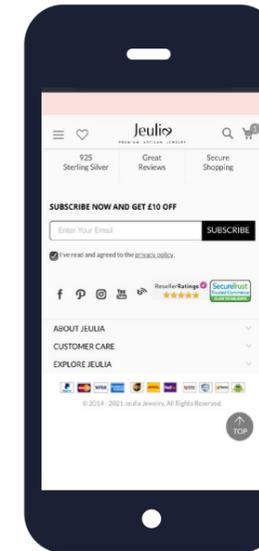
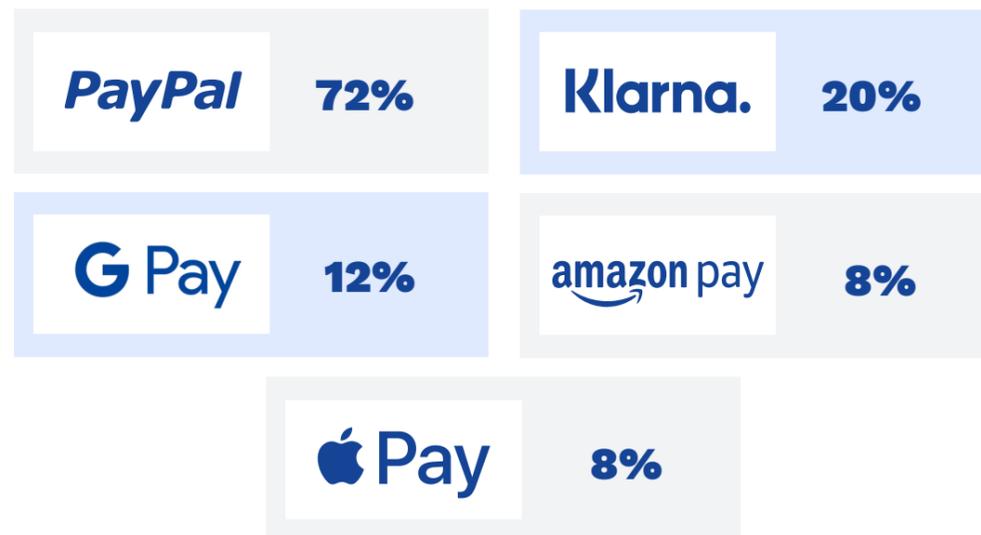
T. H. Baker was one of the few stores to offer both email-input and numeric keyboards during checkout.

Payment

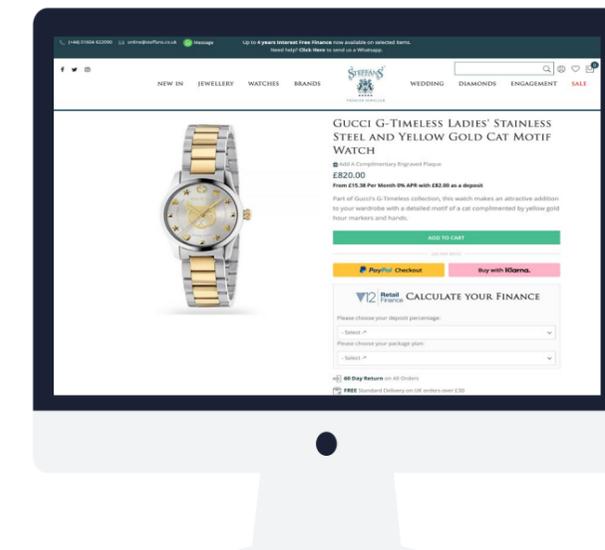
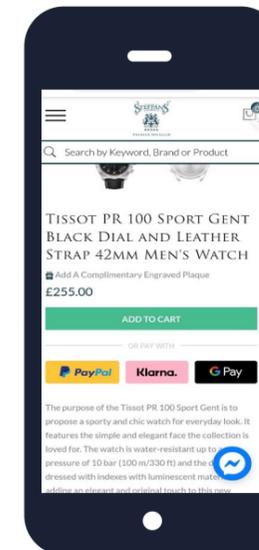
Payment is the critical point of any sale and one often overlooked. But today, shoppers expect a wide variety of payment options, ease, speed, and total security. As such, over three-quarters (**76%**) wisely chose to display their payment options on their sites before users even arrive at the checkout.

PayPal rules supreme as the secure payment offering of choice. But there are two exciting developments. The first is the growth in payment providers such as Klarna that helps customers to delay payment or spread the cost over a number of smaller installments.

The second is the proliferation of instant pay options such as Google Pay and Apple Pay that rapidly speed up the checkout process for the customer.



Jewlia offers a huge range of payment options, and clearly displays these clearing in the global footer along with other trust signals.



Steffans has Klarna and PayPal options embedded within the product pages. This allows customers to skip the shopping cart/checkout process entirely, rapidly speeding up the time between shopping and purchase.



Delivery & Returns

Delivery & Returns

Top Brand



Hersey & Son

Runners Up



Rox



Johnsons Jewellers



Steffans

Delivery

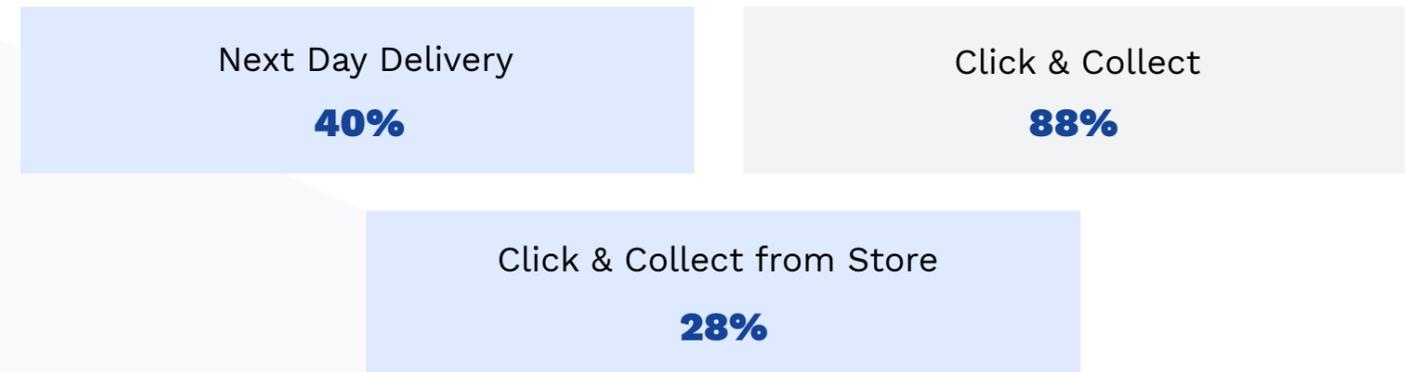
Delivery has been a challenging prospect due to the impact of the pandemic. None of the reviewed merchants scored the maximum amount of available points, although Hersey & Son came the closest with 2.5 out of a possible three points.

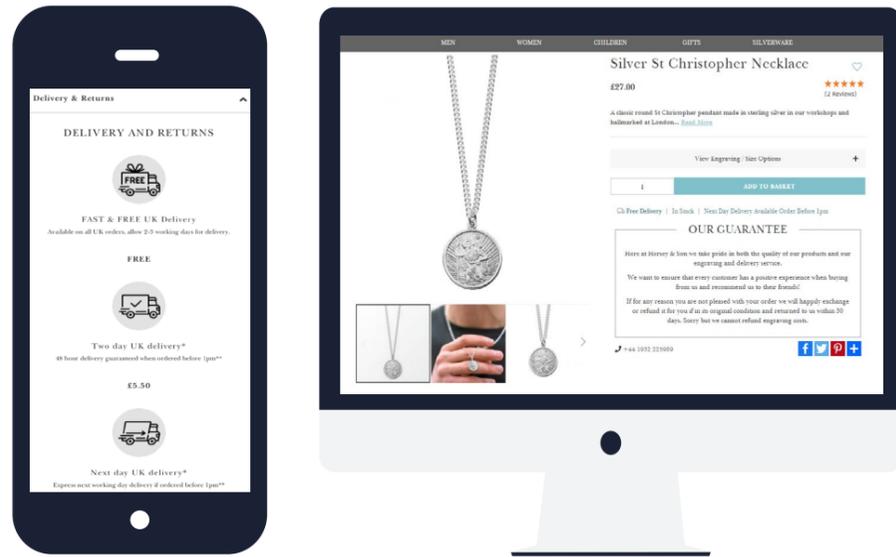
Delays with Royal Mail and overloaded courier services have caused many retailers to remove the option of next day delivery. However, to ensure fair scoring, retailers were given a point if they included clear messaging that stated next day delivery was not currently available due to Covid 19.

In general, most companies were doing a good job in providing a range of delivery options and communicating these clearly on their websites.

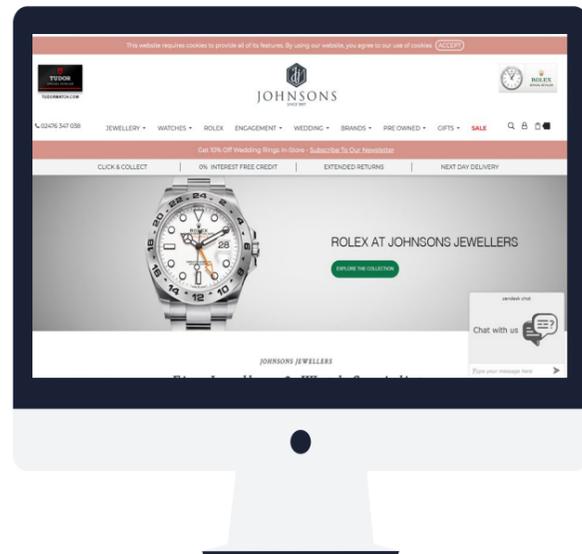
- Dedicated Delivery Page - **88%**
- Dedicated Returns Page - **84%**
- Delivery Information on the Product Page - **56%**

Delivery Options





Hersey & Son provides detailed delivery information on the product page, as well as hosting a dedicated delivery page and returns page.



Johnsons Jewellers includes delivery information in the global header.





Community

Community: Top Brands

HUGH RICE
Family Jewellers Since 1971

Hugh Rice

AZUNI
Between two worlds

Azuni

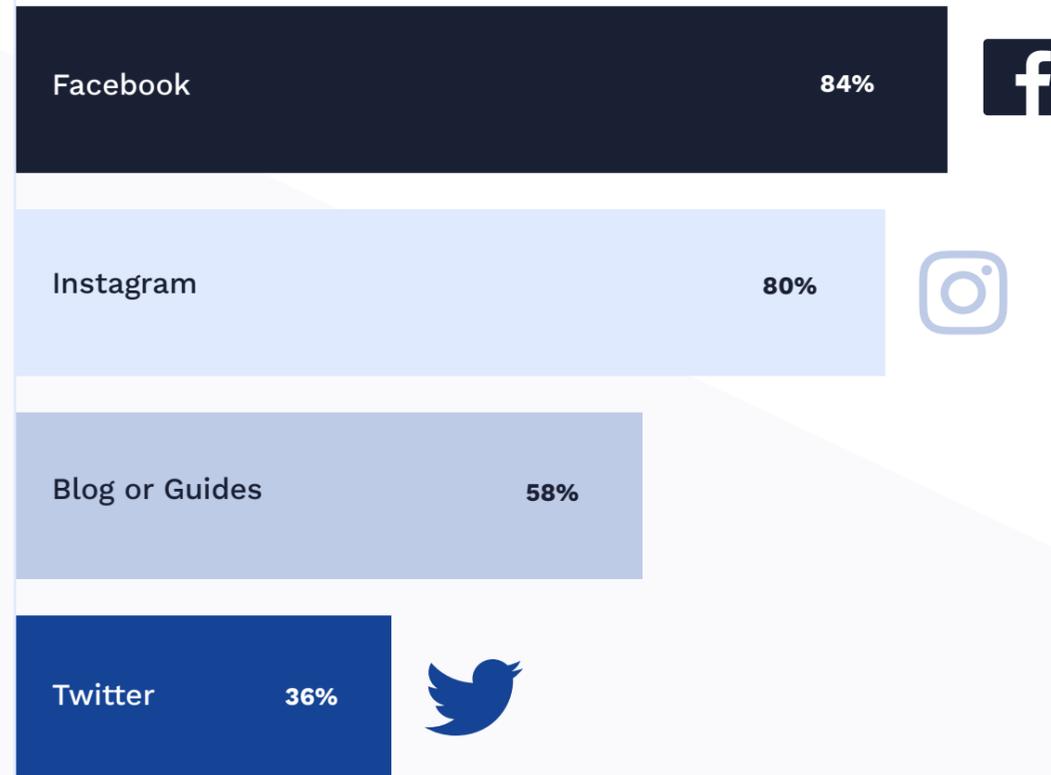
Community

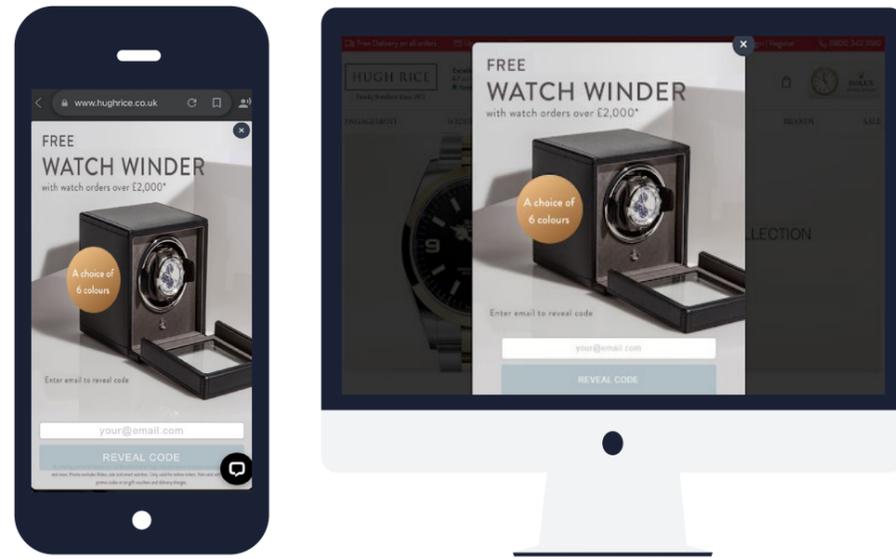
With shops shut intermittently since March 2020, ecommerce retailers have had to go the extra mile to build and maintain an engaged community of customers. Loyal brand ambassadors are fantastic for making repeat purchases and in advocating for a store and its products.

Most of our retailers rose to this community challenge through the use of their social media accounts and email marketing. We scored for an active Instagram, Facebook and Twitter, clear newsletter sign up form and newsletter sign up 'pop up'.

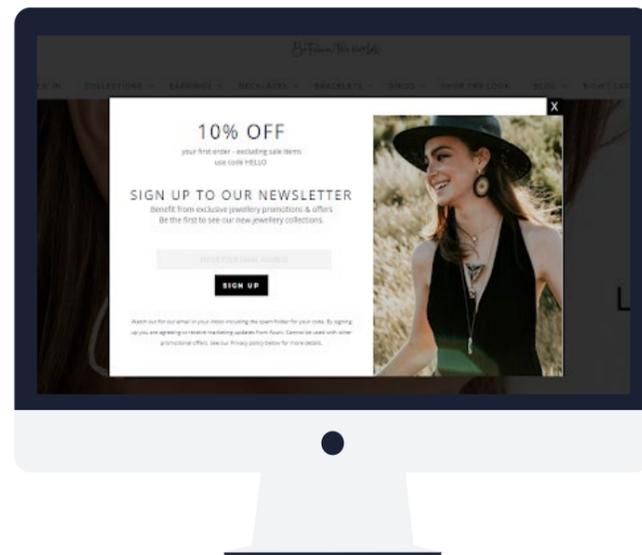
Email

- **74%** of merchants had a clear newsletter sign up form on their website - typically in the global footer
- **20%** went the extra mile with an email signup pop-up form, usually with a discount offer to those who subscribed





Hugh Rice incentivised users to sign up to receive marketing emails with a free gift.



Azuni tempted people to sign up with a 10% off discount.



Scoring Criteria

The Jewellery & Accessory merchants were chosen at random 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 59 criteria with 23.75 scoring points available. Retailers' final scores are converted to a percentage using the formula: $=100/23.75*(Score)$.

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

- 0.5 pts** for SSL
- 0.5 pts** for EV SSL

Trust

- 0.5 pts** for reviews on the homepage
- 0.5 pts** for reviews on product pages
- 0.5 pts** for reassurance icons or messaging on homepage

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
- **0.5 pts** for mobile product zoom
- **0.25 pts** for Double Tap mobile product zoom
- **0.25 pts** for only Pinch zoom
- **0.5 pts** for both Double Tap and Pinch

Delivery & Returns

- 0.25 pts** for easy-to-find delivery information
- 0.25 pts** for easy-to find returns information
- 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** for click and collect to store

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

- 0.25 pts** for email-input keyboard
- 0.25 pts** for numeric keyboard

- 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 guest checkout
- 0.5 pts** for visible payment icons before the cart

- 0.25 pts** for offering PayPal
- 0.25 pts** for offering Klarna
- 0.25 pts** for offering Apple Pay
- 0.25 pts** for offering Amazon Pay
- 0.25 pts** for offering Opayo
- 0.25 pts** for offering Google Pay



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 Facebook, Uber, Spotify, Casper, Bonobos and L'Oreal.

Say hello

Brian Mapley, Head of Mid-Market UK Sales

 Brian.Mapley@adyen.com

London HQ

10 Hills Place - 5th Floor, London, W1F 7SD
0203 936 4029

Manchester

Bonded Warehouse (Suite 414), 18 Lower Byrom Street, Manchester, M34AP
0203 936 4029



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www.adyen.com



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

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

Let's Get Started



hello@fluidcommerce.co.uk

Manchester HQ

1st Floor, 18 Hilton Street, Manchester, M1 1FR
0161 222 6292

London

White Collar Factory, 1 Old Street Yard, London, EC1Y 8AF
020 3282 7959



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