



Black Friday and Christmas Review 2024

Contents

Meet the experts	5
Methodology	6
IMRG Online Retail Index data	7
Year-on-Year revenue by week	7
Year-on-Year revenue by month	8
Black Friday Tracker results	9
Black Friday week revenue split by day	9
Black Friday week revenue by year (2021-4)	10
Black Friday revenue share across days	11
IMRG's forecast versus actual result	12
Revenue split by specialist versus multi-category retailers	13
Revenue split by marketing channel	14

Contents – *continued*

Trends in traffic	15
Black Friday week traffic results	15
Black Friday week traffic results by year (2021-4)	16
Black Friday traffic trends by marketing channel	17
Conversion Rate and Average Basket Value trends	18
Black Friday week conversion trends	18
Conversion trends across the customer purchasing funnel	20
The correlation between headline discount and conversion rate	21
Black Friday week Average Basket Value trends	22
Black Friday site navigation trends	23
Black Friday average engagement time	23
Black Friday average abandonment rates	24
Bounce rates, site search percentage, and start rates	25
Average selling prices and order trends	27
The average selling price per item on Black Friday	27
Revenue, traffic, and orders comparison for Black Friday week	28

Contents – *continued*

Product category performance trends 2024	29
Clothing	29
Home & Garden	31
Electricals	33
Health & Beauty	35
Gifts and Sports & Outdoors	37
Black Friday campaign analysis	38
Popularity of discount types in 2024	39
Price promise messaging	40
Christmas 2024 – How did online retail perform?	41
Conclusion	42
Contact	45

Meet the experts



About

We help our members understand and improve their online retail performance through a busy programme of performance benchmarking, data analysis, insight, best practice-sharing, and events. We have been tracking online sales since 2000 – and now measure over 120 individual metrics in a series of indexes, providing in-depth intelligence on online and mobile sales, delivery trends, marketing ROI and channel performance.

Editorial



Ellie-Rose Davies, Content Executive at **IMRG**



Matthew Walsh, Data & Retail Director at **IMRG**



Milita Bani, Assistant Analyst at **IMRG**

About Ecommpay

Ecommpay boosts checkout conversions by making payments smooth and simple. With over 100 payment methods, mobile optimisation, and real-time fraud protection, businesses can reduce cart abandonment and create a faster, easier experience for customers – helping to turn more checkouts into successful transactions.

Editorial



Moshe Winegarten, Chief Revenue Officer at **Ecommpay**

About Corvidae

Corvidae is the world's first & only cookieless attribution solution, which allows marketers to compliantly understand and value customer interactions across the entire customer journey by using AI & ML to replace legacy tracking technology. Corvidae automations can be switched on, reducing CPA and increasing ROAS directly in adtech platforms.

Editorial



Chris Liversidge, CEO & Founder **Corvidae**

Methodology

Each year IMRG tracks UK online retailers' Black Friday performance to create a comprehensive report that dives into the key takeaways and trends for the eCommerce community. Retailers can use this report to help inform their future Black Friday strategies.

There are three streams of data used throughout this report (see to the right).

The Online Retail Index's study of Black Friday is from 24th Nov until 30th Nov, whereas the Black Friday tracker reveals data for 25th Nov until 2nd Dec to include Cyber Monday. For further clarity on week classifications please see the table on this page.

1.

The first being data from IMRG's Online Retail Index which is representative of 250+ retailers and represents £30bn+.

Content covered by IMRG's Online Retail Index includes:

- November monthly performance
- November weekly performance (24th – 30th)

2.

The second stream of data is from IMRG's Daily Black Friday Tracker which reveals daily performance for 145 retailers during Black Friday week (Mon-Cyber Mon) and tracked over £1.1bn in online sales.

Content covered by the Black Friday Tracker includes:

- Black Friday week performance (25th – 2nd)
- Black Friday daily performance
- Product category data

3.

The final stream of data comes from analysing over 360 retail sites during November to see trends such as campaign launch dates. For this report we looked at 295 retailers of this sample to provide a 3-year match.

Content covered by analysing retail sites includes:

- Campaign trends
- Discount types
- Price promise insights

IMRG Online Retail Index data

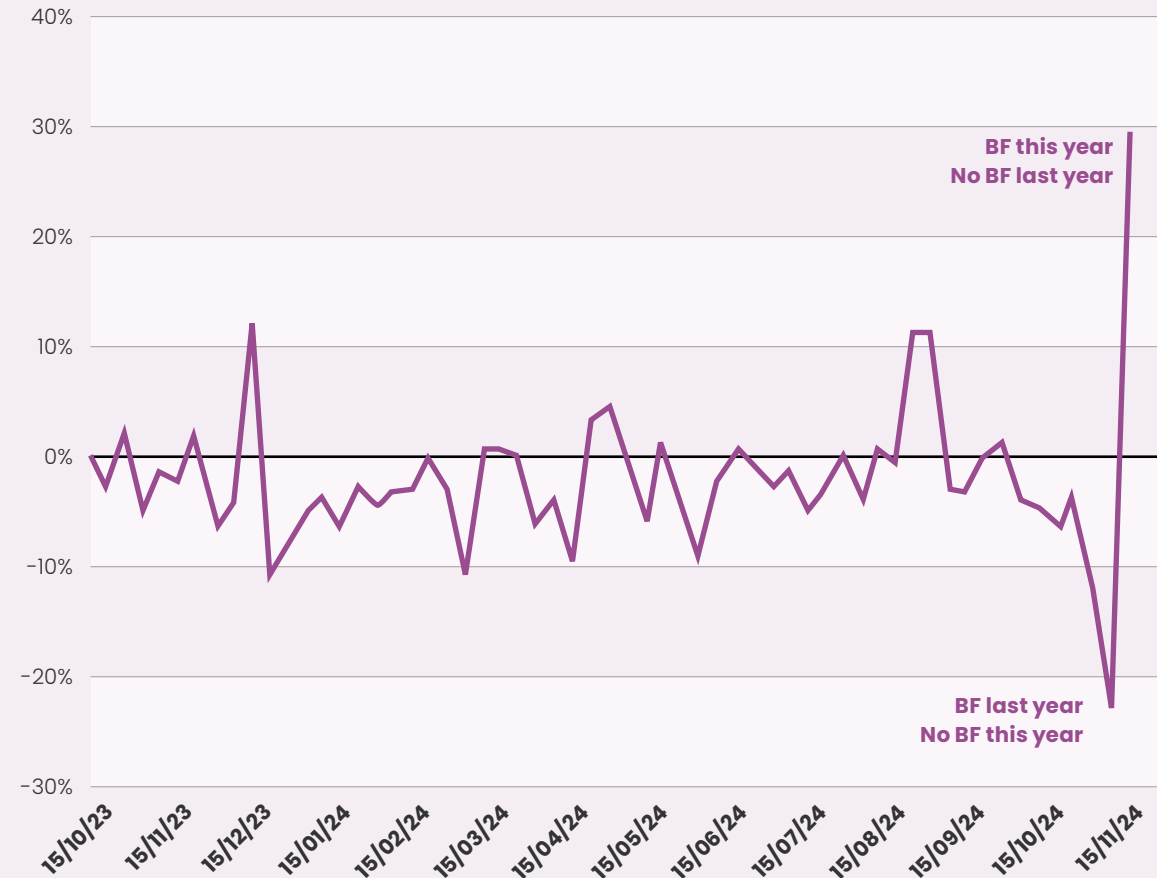
Year-on-Year revenue by week

w/c 17th Nov 2024 (BF last year, no BF this year): **-24%**

w/c 24th Nov 2024 (BF this year, no BF last year): **+29.3%**

IMRG's Online Retail Index data revealed a significant decline in revenue in w/c 17th November, at -24% Year-on-Year (YoY) but the following week, the w/c 24th November, saw substantial growth. The reason for this is that Black Friday fell one week later in the calendar in 2024 compared to 2023. This should be considered by retailers when tracking Year-on-Year progress.

YoY revenue by week

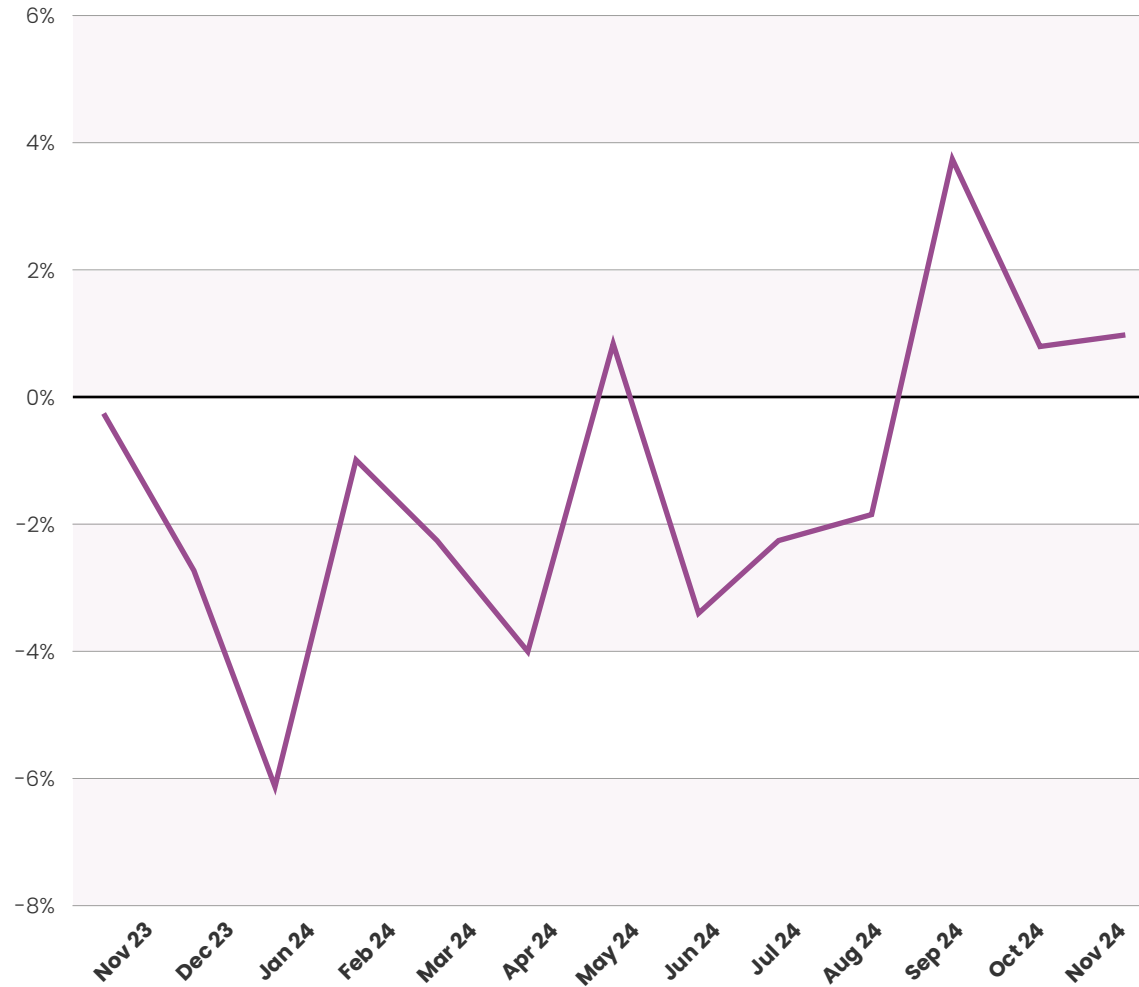


Year-on-Year revenue by month

The month of November was positive, **at +0.9% YoY**, and was the third consecutive month that online revenue performance has been in positive territory. The product category driving growth in IMRG's index is Health & Beauty – this category saw +27.8% YoY growth in November and saw only positive-territory growth throughout 2024.



YoY revenue by month



Black Friday Tracker results

Black Friday week revenue split by day

IMRG's Black Friday daily tracker data shows that Wednesday was the standout performer during Black Friday week (Monday to Cyber Monday) in 2024. However, in 2023, Wednesday experienced a significant decline, which evens out the overall performance across the two years. **The most consistently strong days over the two-year period were Tuesday and Cyber Monday**, as both recorded growth in 2023 and 2024.

Black Friday week revenue

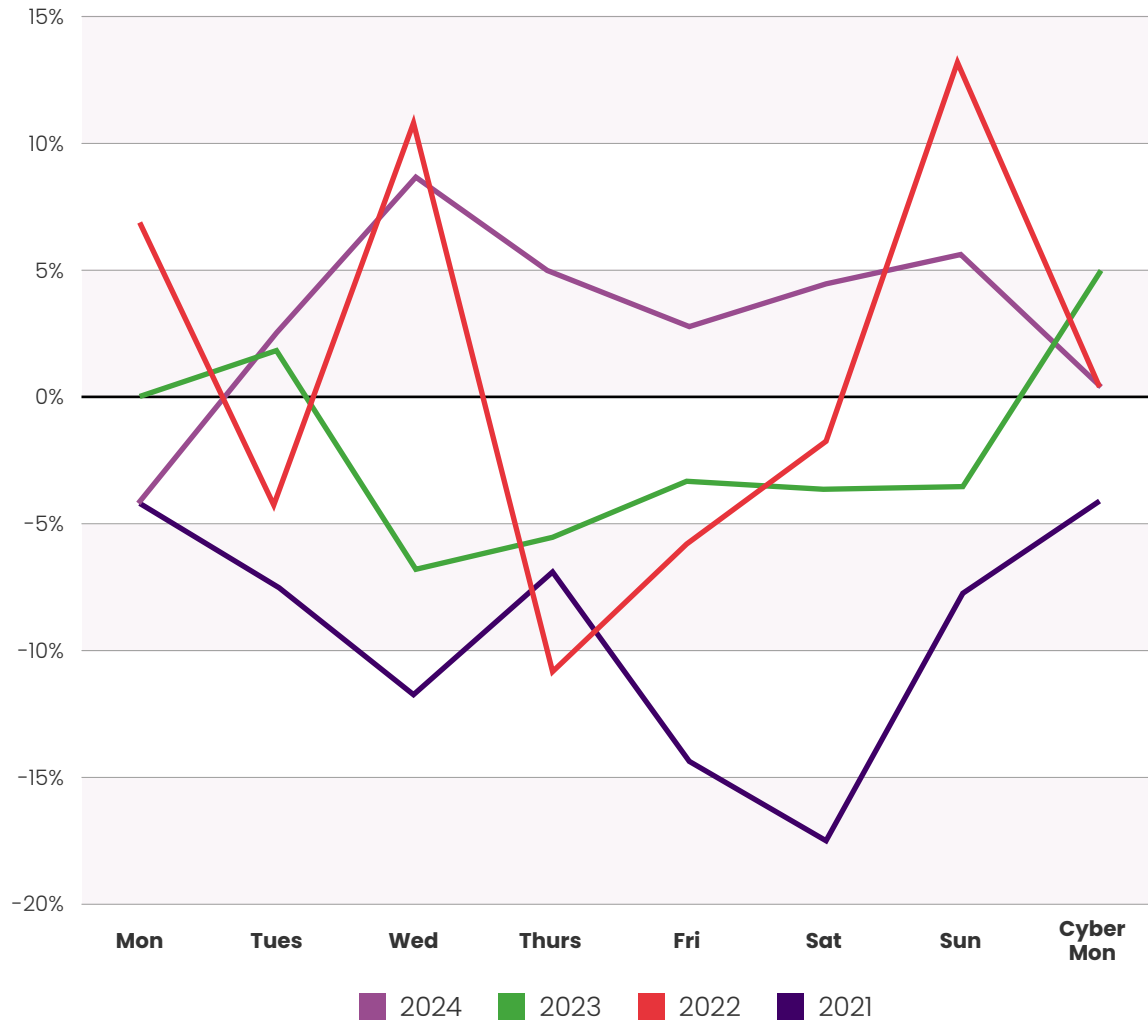


Black Friday week revenue by year (2021-4)

This chart shows Black Friday week daily performance from 2021-24. Looking at the data from this perspective, it becomes clear that Black Friday week was most successful in 2024, with **7 out of the 8 days reporting growth**.



Black Friday week revenue



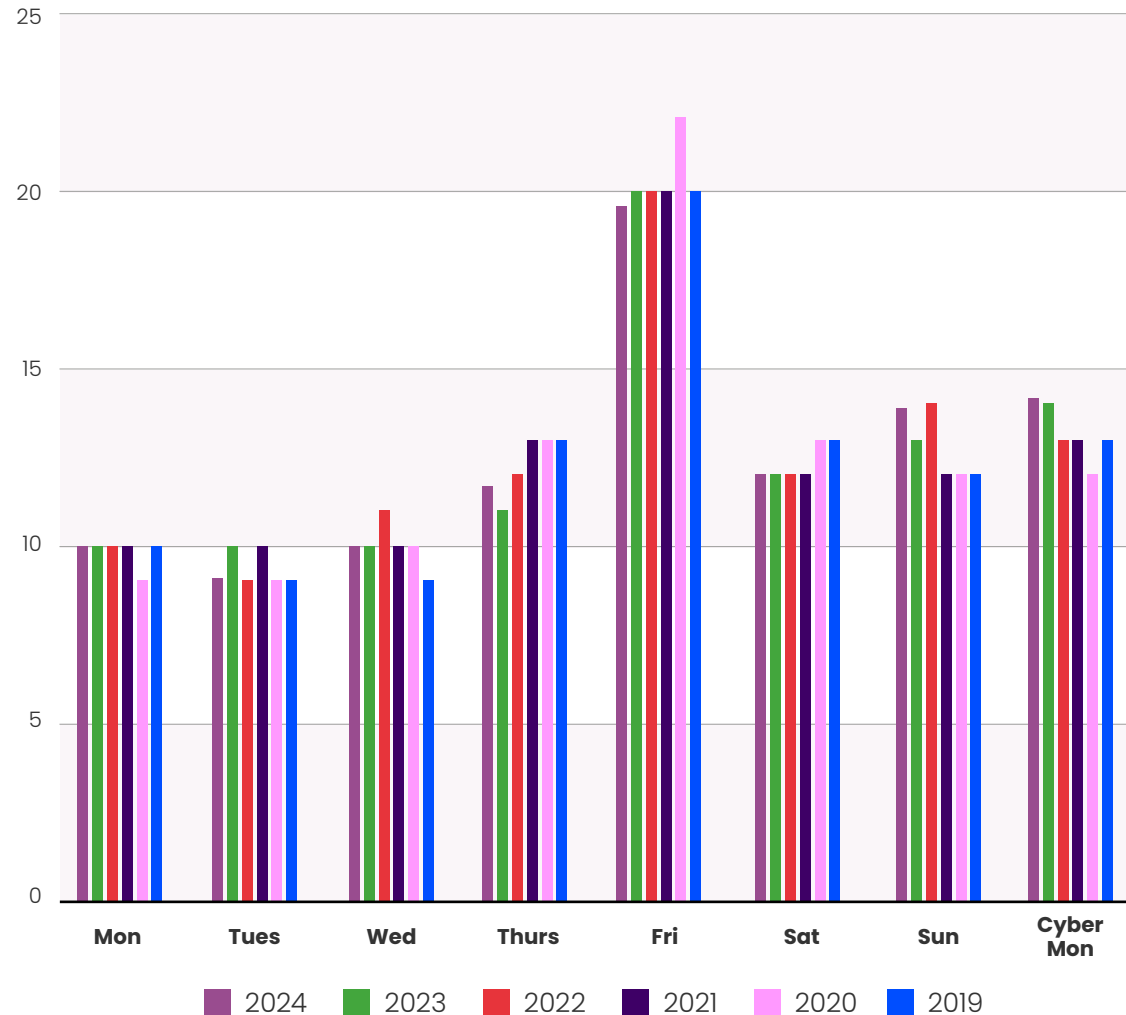
Black Friday revenue share across days

This chart reveals the revenue share across the days of Black Friday week (this is how the revenue split for retailers across the days and is not a Year-on-Year comparison as seen in the previous charts).

Following typical trading patterns, **Black Friday itself generated the highest revenue share for retailers**, edging towards the 20% mark, and revenue at the end of Black Friday week was better than the beginning of the week.



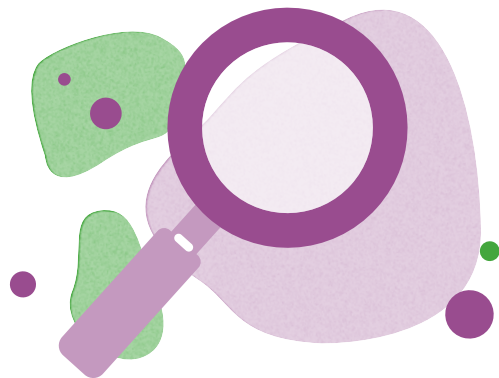
Revenue share across days



IMRG's forecast versus actual result

We are pleasantly surprised to reveal that **Black Friday grew +3.1% in 2024**, which is noticeably higher than our expectations of -1%.

Payday falling in-line with Black Friday for most of the UK population, as well as increased customer confidence and willingness to purchase brought unexpected growth to the sector.

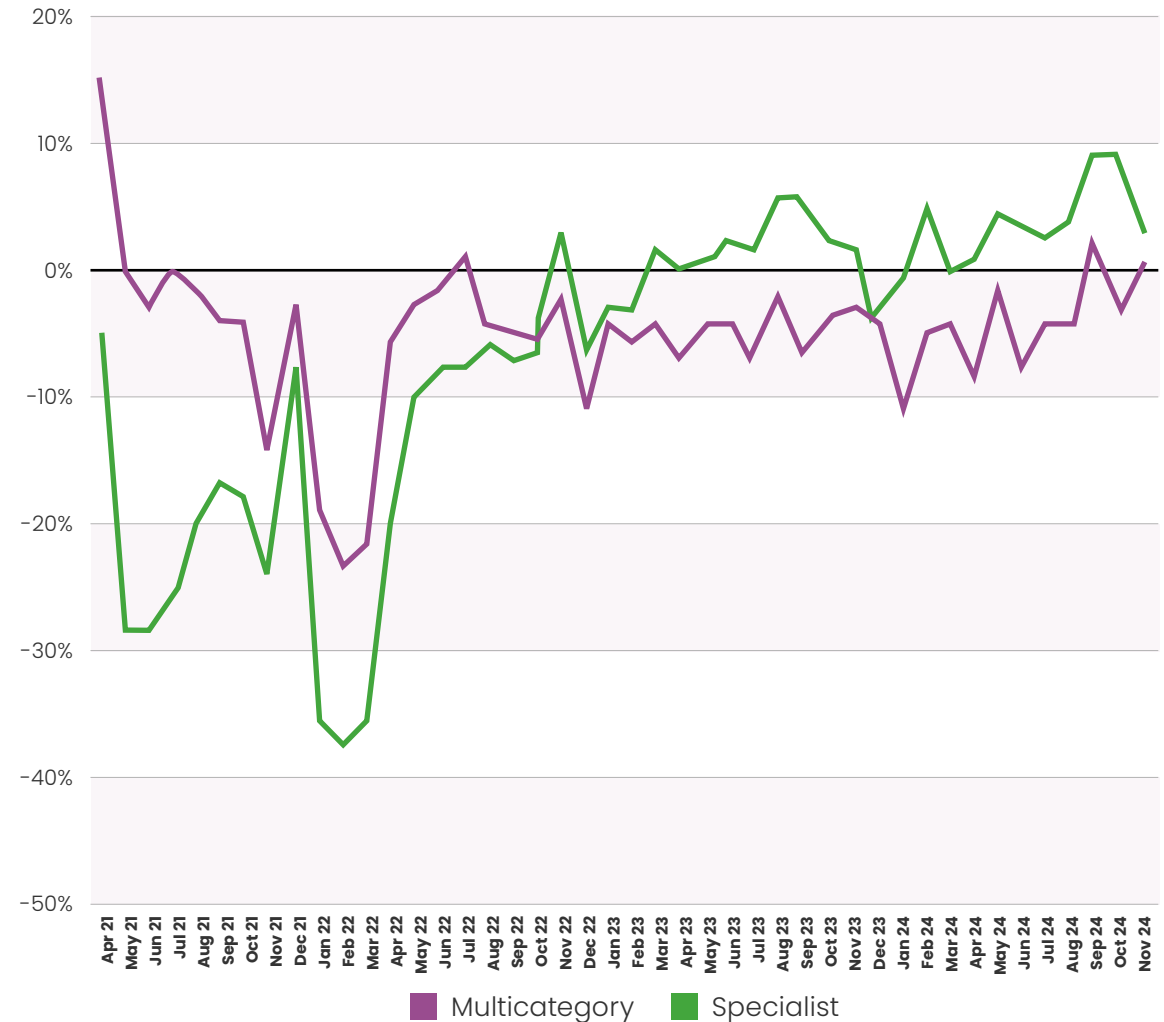


Revenue split by specialist versus multi-category retailers

Retailers who sell one specific category of item, specialist retailers, have had much better Year-on-Year (YoY) revenue performance than multi-category retailers. For example, in November 2024 specialist retailers experienced a +3.2% YoY uptick, whereas for multi-category retailers this was +0.5% YoY.



YoY revenue by multi-category / specialist

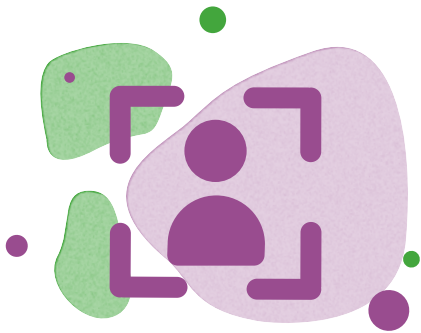


Revenue split by marketing channel

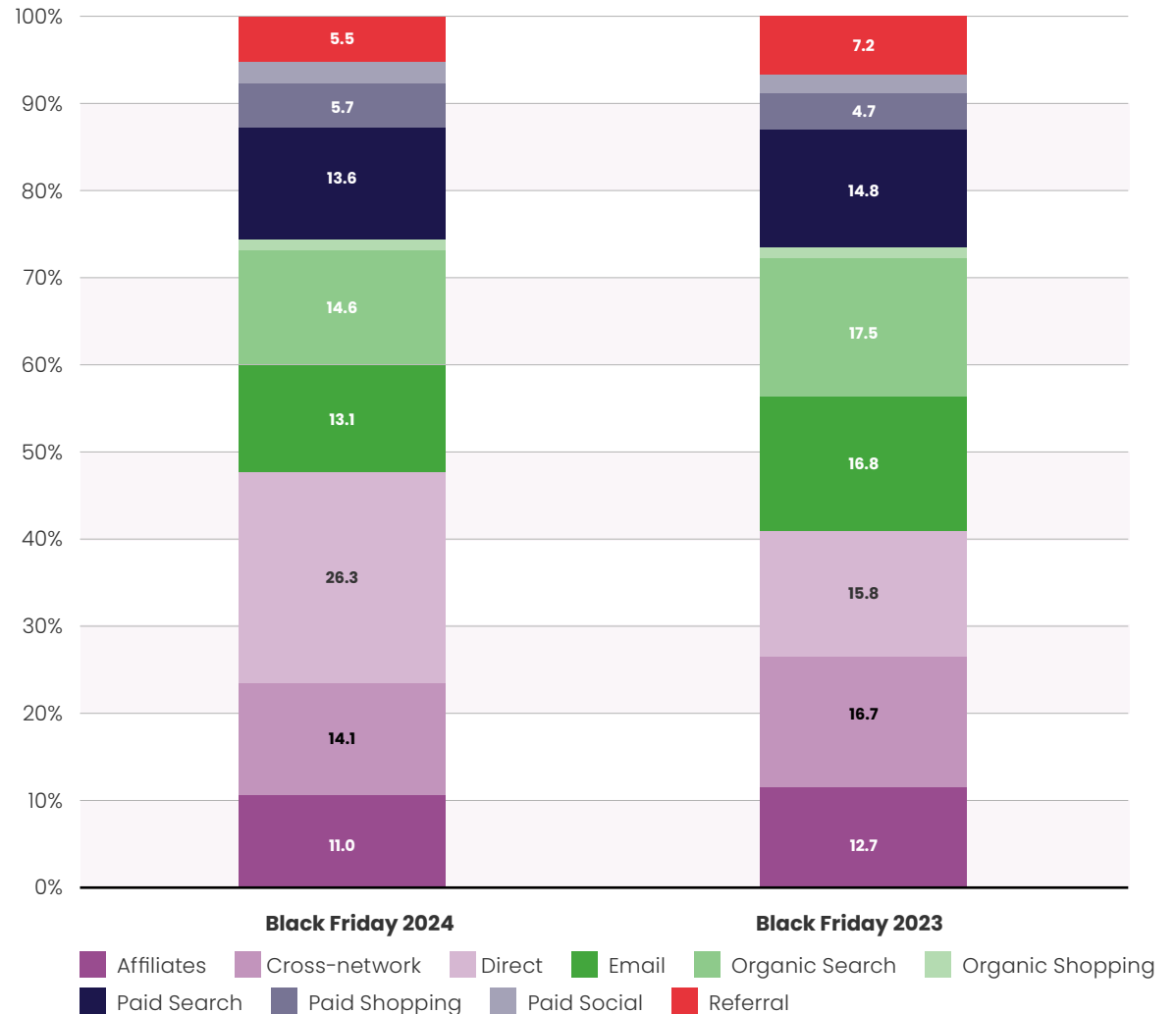
Looking at the revenue split by marketing channel across Black Friday 2023 versus 2024, there was growth in direct mail (2023: 15.8% versus 2024: 26.3%), and paid shopping (2023: 4.7%, 2024: 5.7%).

The top three channels that generated the most revenue on Black Friday 2024 were:

1. Direct mail
2. Organic search
3. Cross-network



Revenue by marketing channel



Trends in traffic

Black Friday week traffic results

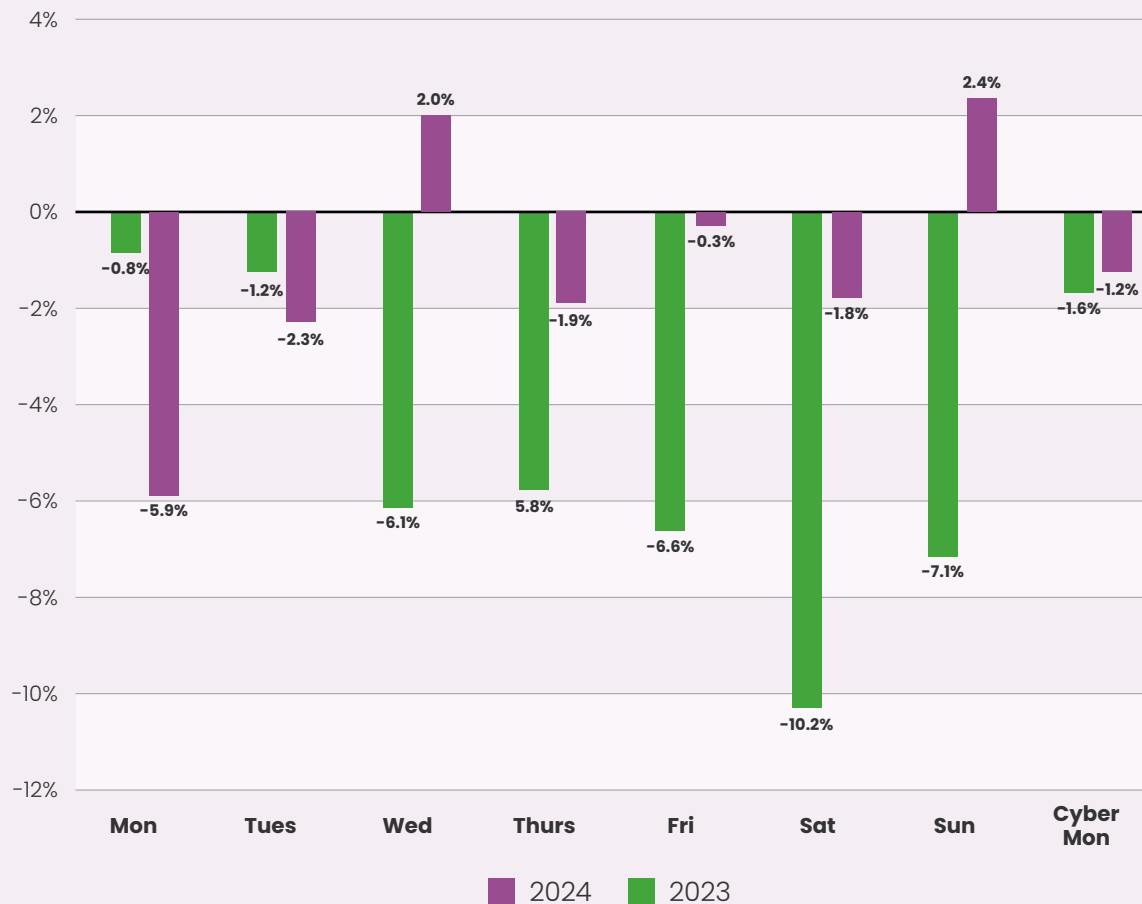
Traffic to online retail sites in November 2024 was down **-4.3% Year-on-Year (YoY)** according to IMRG's Online Retail Index. Also, IMRG's Black Friday daily tracker showed that **traffic was down 6 days out of the 8-day Black Friday week (Mon-Cyber Mon).**

Again, Wednesday and Sunday appear to be among the top performing days – however, this growth is against significant declines in 2023; Wednesday grew +2% YoY against -6.1% YoY in 2023, and Sunday grew +2.4% YoY against -7.1% YoY in 2023. Monday and Tuesday saw stronger traffic declines in 2024 compared to those seen in 2023.

Even though **Sunday had the best improvement, Cyber Monday had the best overall performance** across both years because its total decline (-2.8%) was the smallest compared to other days.

Across the 8-day week traffic was down 1% in 2024

Black Friday week traffic



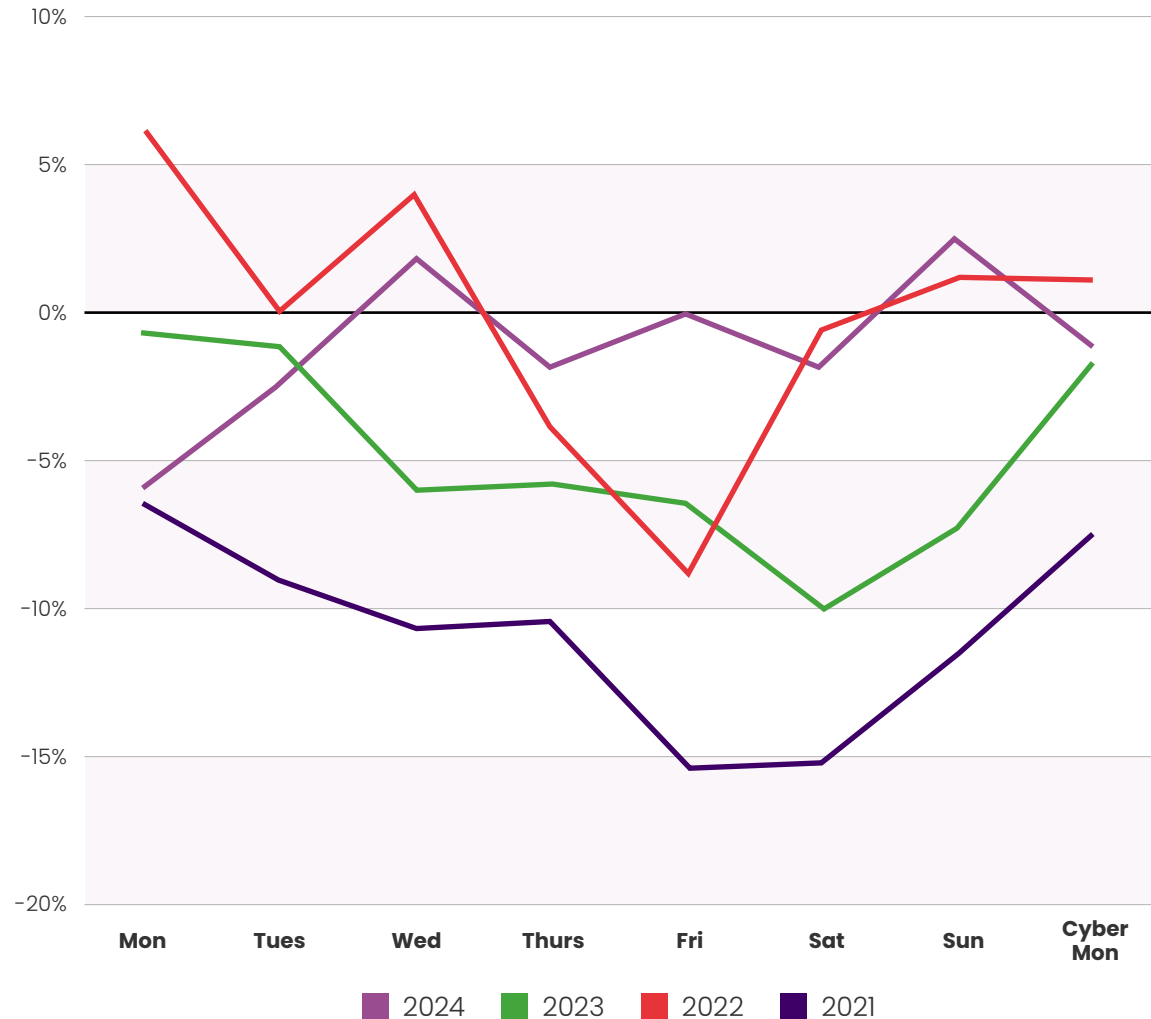
Black Friday week traffic results by year (2021-4)

While 2024 (green line on chart) shows Year-on-Year traffic declines across most days for Black Friday week, it is important to note that the declines are less severe compared to 2023 (blue line on chart) and especially 2021 (yellow line on chart), particularly towards the end of the week.

Therefore, while 2024 traffic was a challenge, the declines could have been more significant.



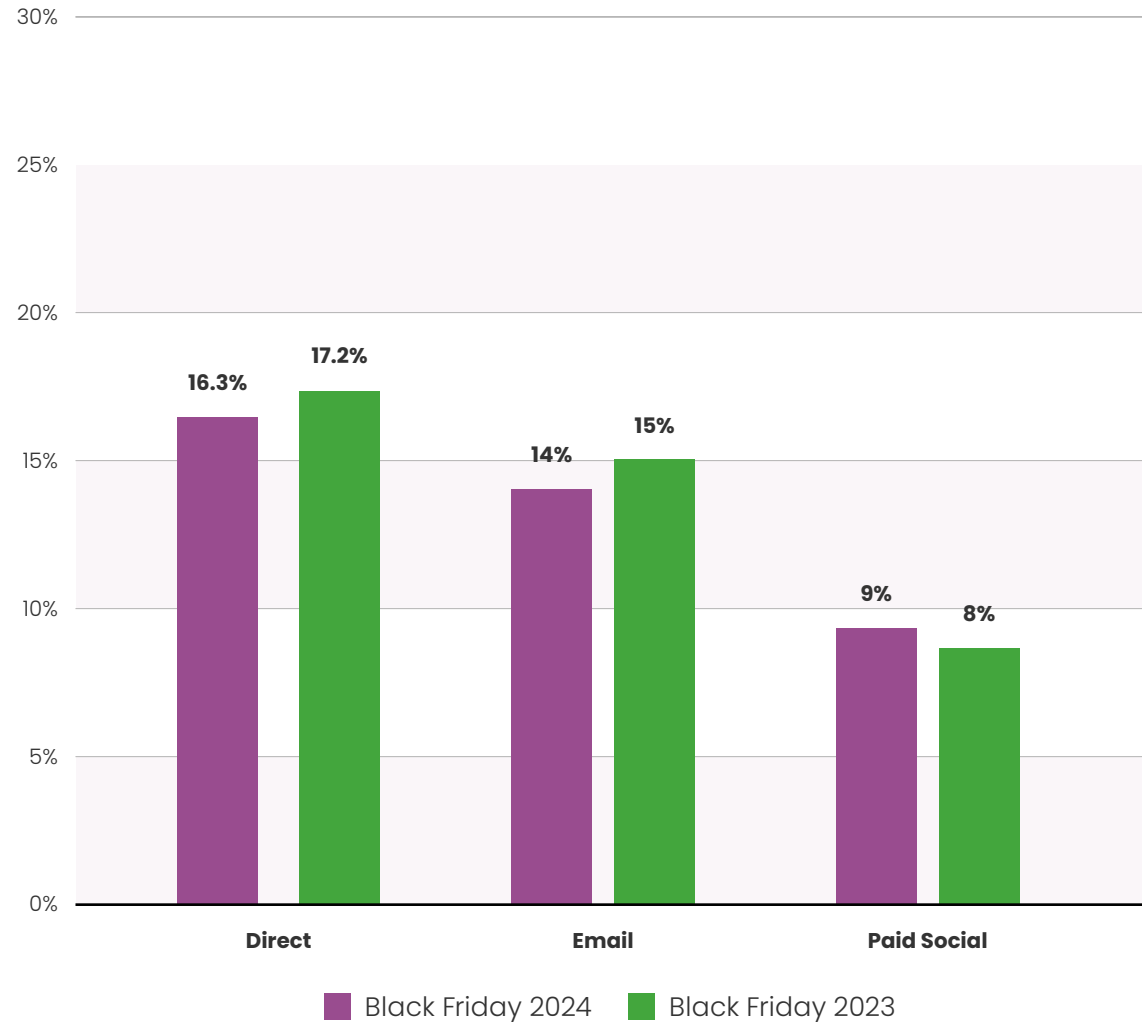
Black Friday week traffic



Black Friday traffic trends by marketing channel

Traffic generated by direct mail and email on Black Friday decreased by -1% respectively in 2024 from 2023. Paid social, on the other hand, saw a +1% uplift.

Traffic by marketing channel



Conversion Rate and Average Basket Value trends

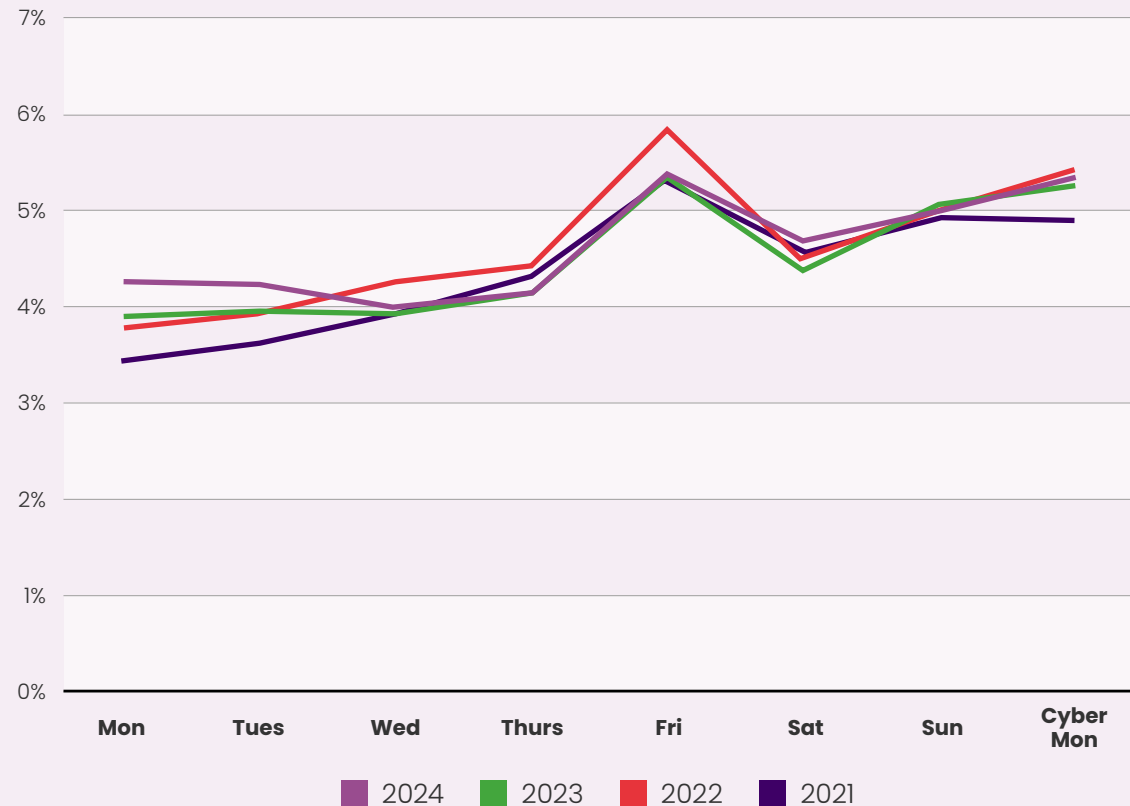
Black Friday week conversion trends

Industry average conversion rate for Black Friday week 2024 was in-line with where it should be (see green line). This metric saw growth on Monday (4.3%), Tuesday (4.2%), and Saturday (4.6%) compared 2023.

On both Black Friday and Cyber Monday, the average conversion rate was 5.3%.



Black Friday conversion



The average conversion rate across the 8-day period was 4.6% in 2024, up from 4.2% reported in 2023.

Here's some further trends for the 8-day week:

Percentile averages -

- 25th percentile average CVR: 2.6%
- 50th percentile average CVR: 4.2%
- 75th percentile average CVR: 5.6%

100 retailer sample 2024 versus 2023:

- 31% had WORSE conversion
- 6% had SAME conversion
- **63% had BETTER conversion**

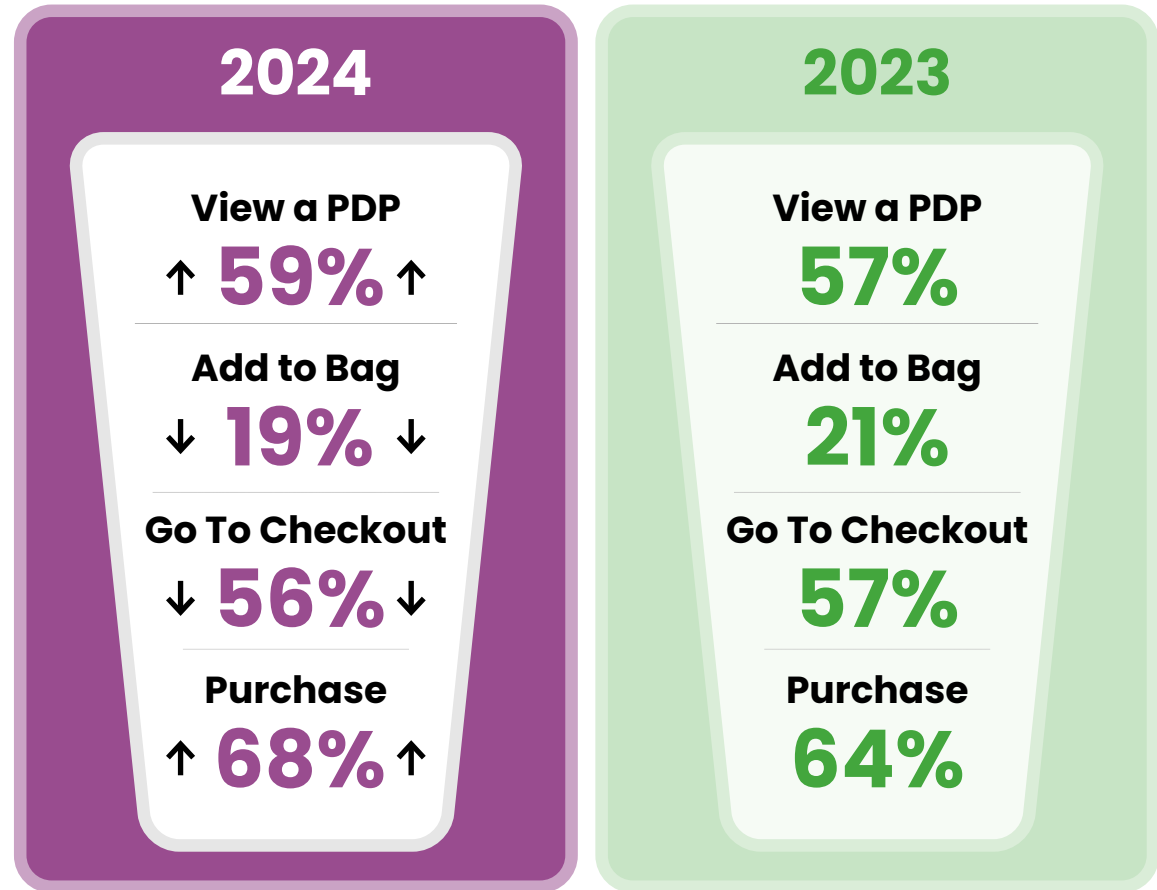


Conversion trends across the customer purchasing funnel

Conversion on the view a product page increased by 2 percentage points in 2024 compared to 2023. There was also growth in conversion at the purchase stage; conversion grew by 4 percentage points, from 64% to 68% in 2024.

There were two stages of the customer purchasing funnel that saw declines – Add to bag declined by 2 percentage points and go to checkout decreased by 1 percentage point.

Where did Conversion change?

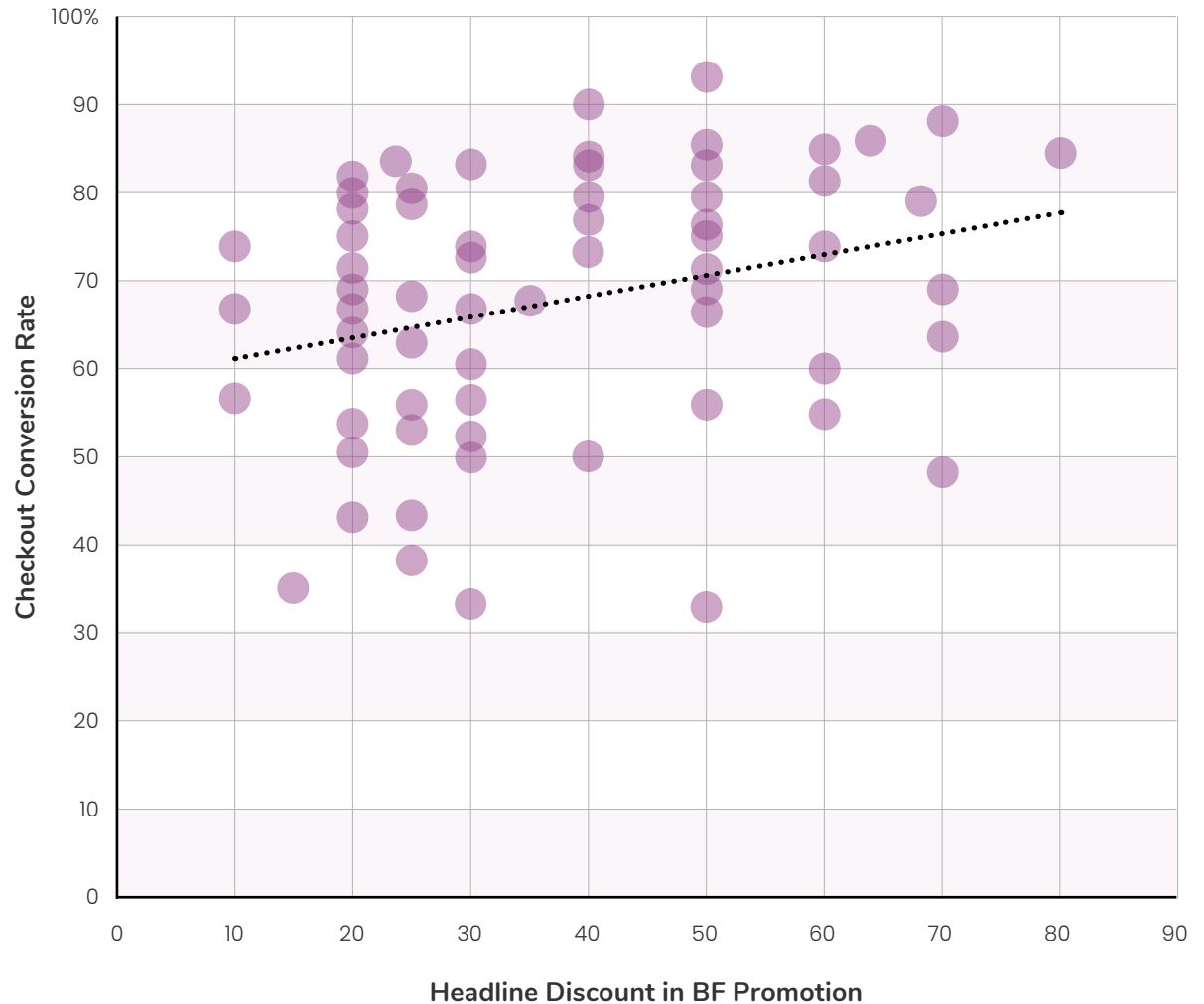


The correlation between headline discount and conversion rate

There is a correlation between headline discount and checkout conversion. **Our data shows the higher the headline discount, the increase in checkout conversion rates.**

For example, a retailer who had 10% off as their headline discount saw a checkout conversion rate of roughly 60%. A retailer who had an 80% headline discount saw a checkout conversion rate of around 78%.

Headline Discount Vs Checkout Conversion

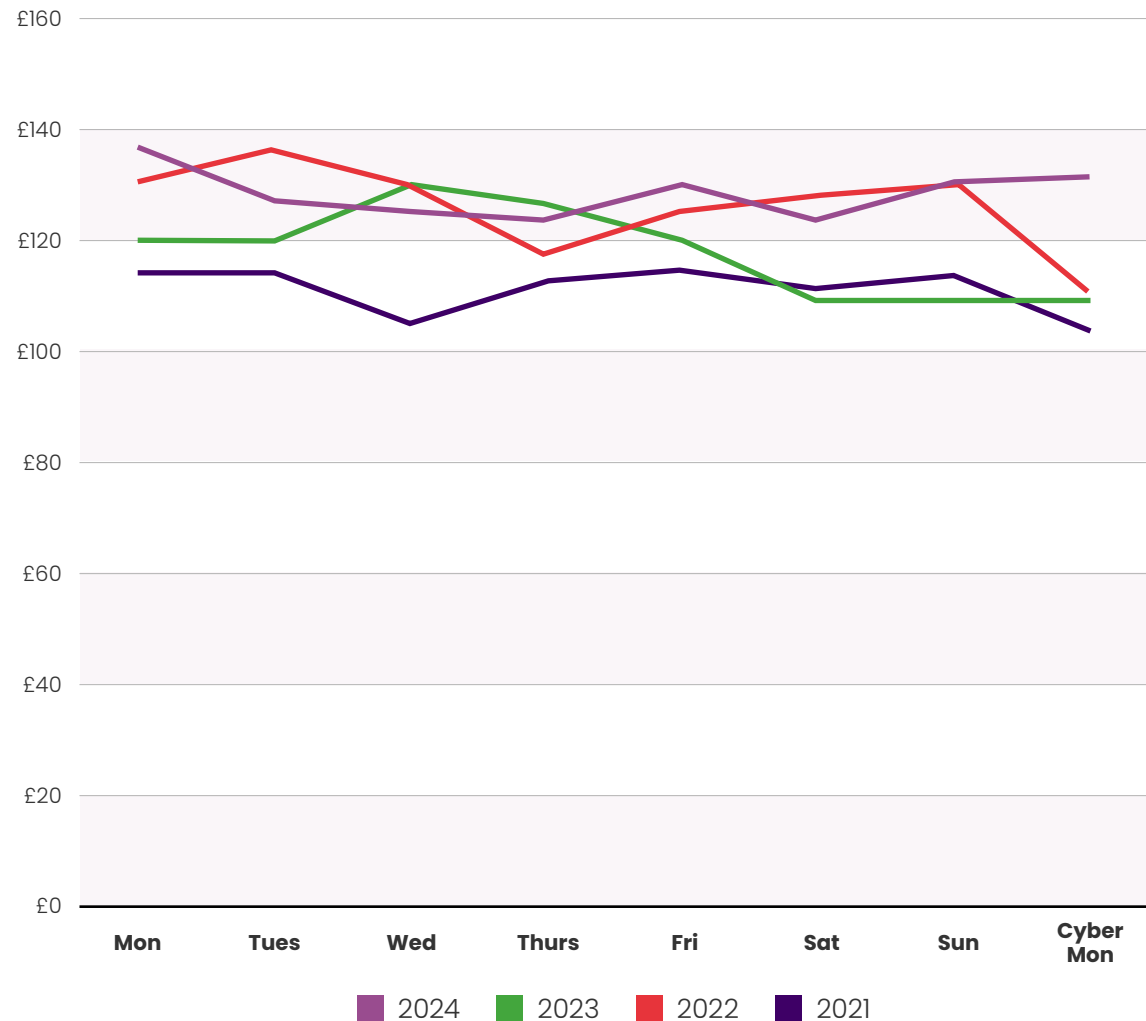


Black Friday week Average Basket Value trends

In 2024, the total market Average Basket Value (ABV) on Cyber Monday was £131.95. This is a significant improvement on the ABV seen on this day in 2021-3. The growth in ABV may owe to the date Cyber Monday fell on in 2024 – it fell on 1st December, which may inspired customers to spend more on gifts.

Across the four-year period, Average Basket Values were the highest they've been on Monday (£136.46), Black Friday (£130.15), and Cyber Monday (£131.95) in 2024.

Black Friday ABV



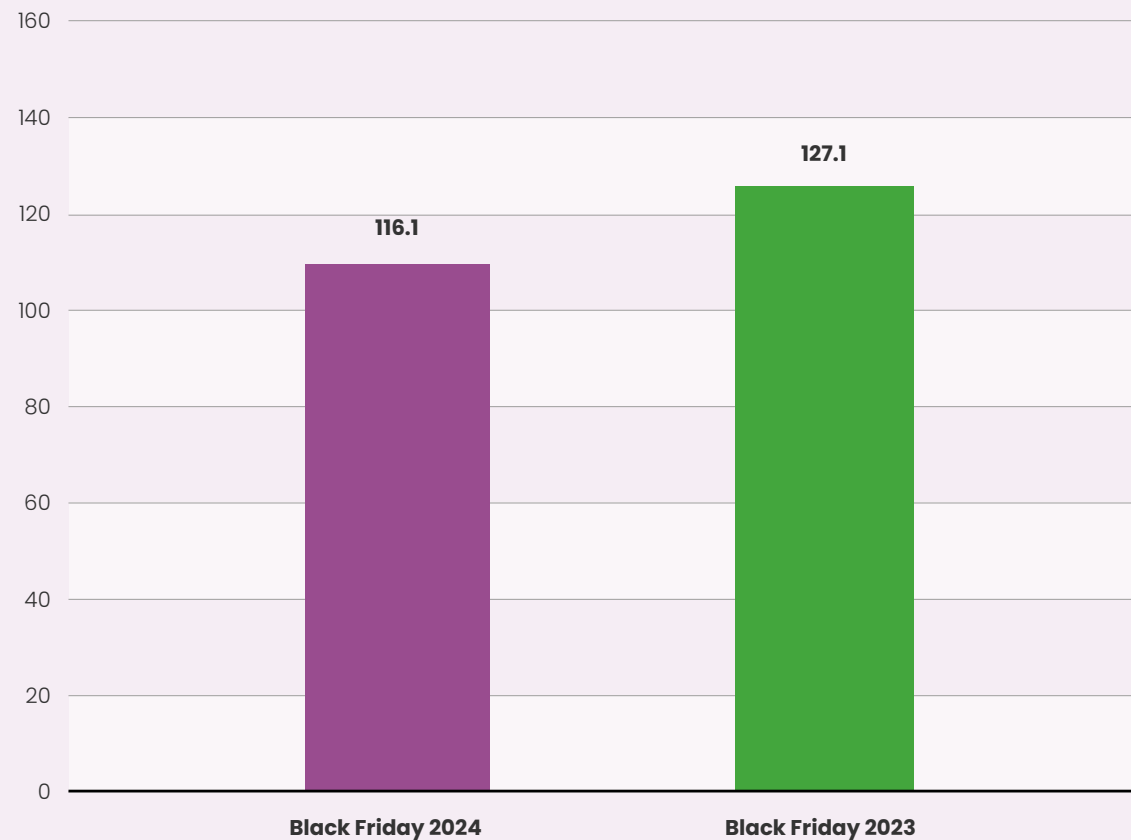
Black Friday site navigation trends

Black Friday average engagement time

The average engagement rate, which we define as the average amount of seconds customers spend on a retailers' website before leaving, decreased on Black Friday 2024 compared to 2023.

In 2023 the engagement rate was 127.1 seconds, whereas in 2024 it was 116.1 seconds. What we can infer from this decline is that customers are quicker to leave websites to try and find better deals elsewhere, or that they have spent longer pre-planning their purchases, putting items in their wish lists or carts to secure Black Friday deals more promptly.

Average engagement time



Black Friday average abandonment rates

Definitions:

Visitor bounce rate: the number of people that come onto the website and leave without further actions.

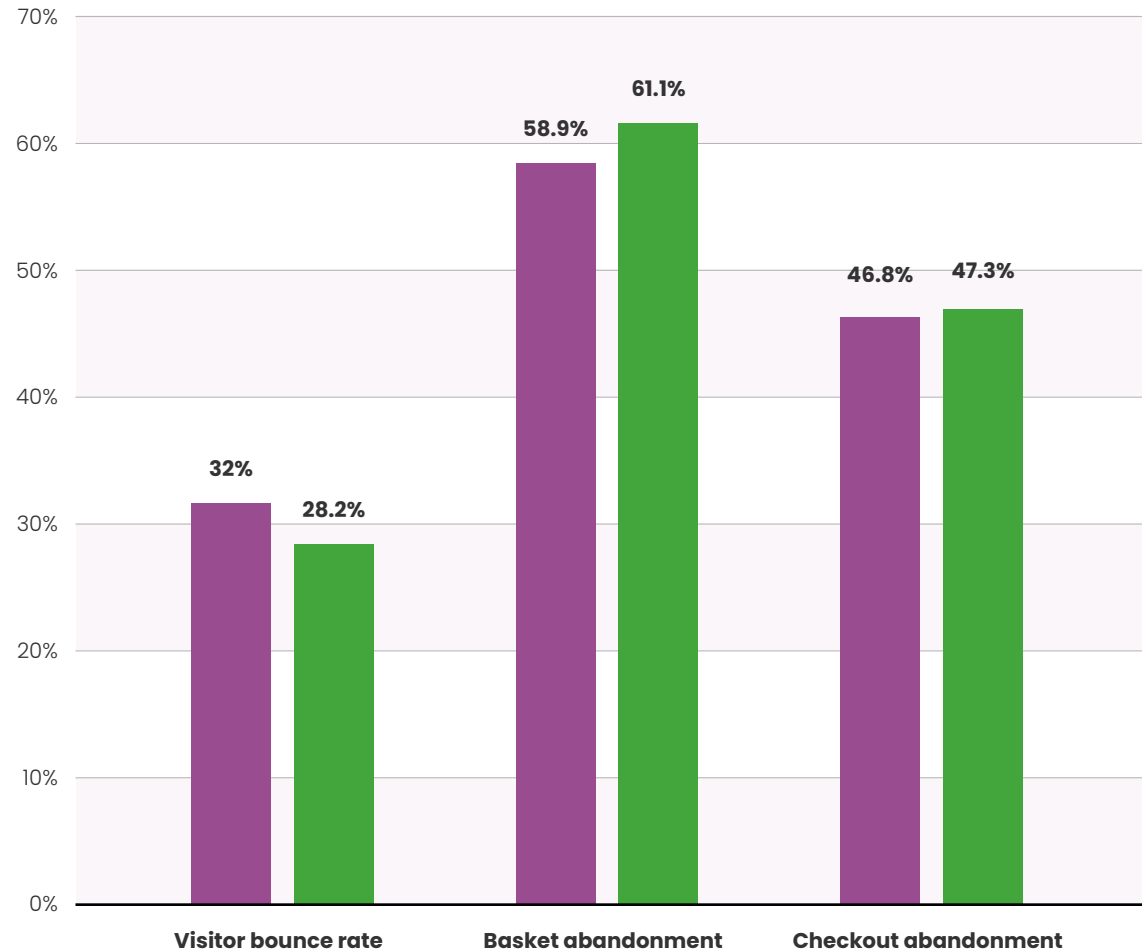
Basket abandonment: the number of people who add items to their basket and then proceed to abandon the purchase.

Checkout abandonment: the number of people who add items to their basket, enter the checkout stage, and then leave.

The industry average visitor bounce rate on Black Friday 2024 was higher than in 2023, by 3.8 percentage points. Basket abandonment rates were slightly lower in 2024, at 58.9% compared to 61.6% in 2023. The average checkout abandonment rate was on par with 2023, albeit slightly less, at 46.8%.

Key point: The industry should focus on reducing bounce rates for Black Friday 2025. A/B testing can help with this, experimenting with different strategies to attract customers and keep them engaged.

Abandonment rates



■ Black Friday 2024 ■ Black Friday 2023

Bounce rates, site search percentage, and start rates

Definitions:

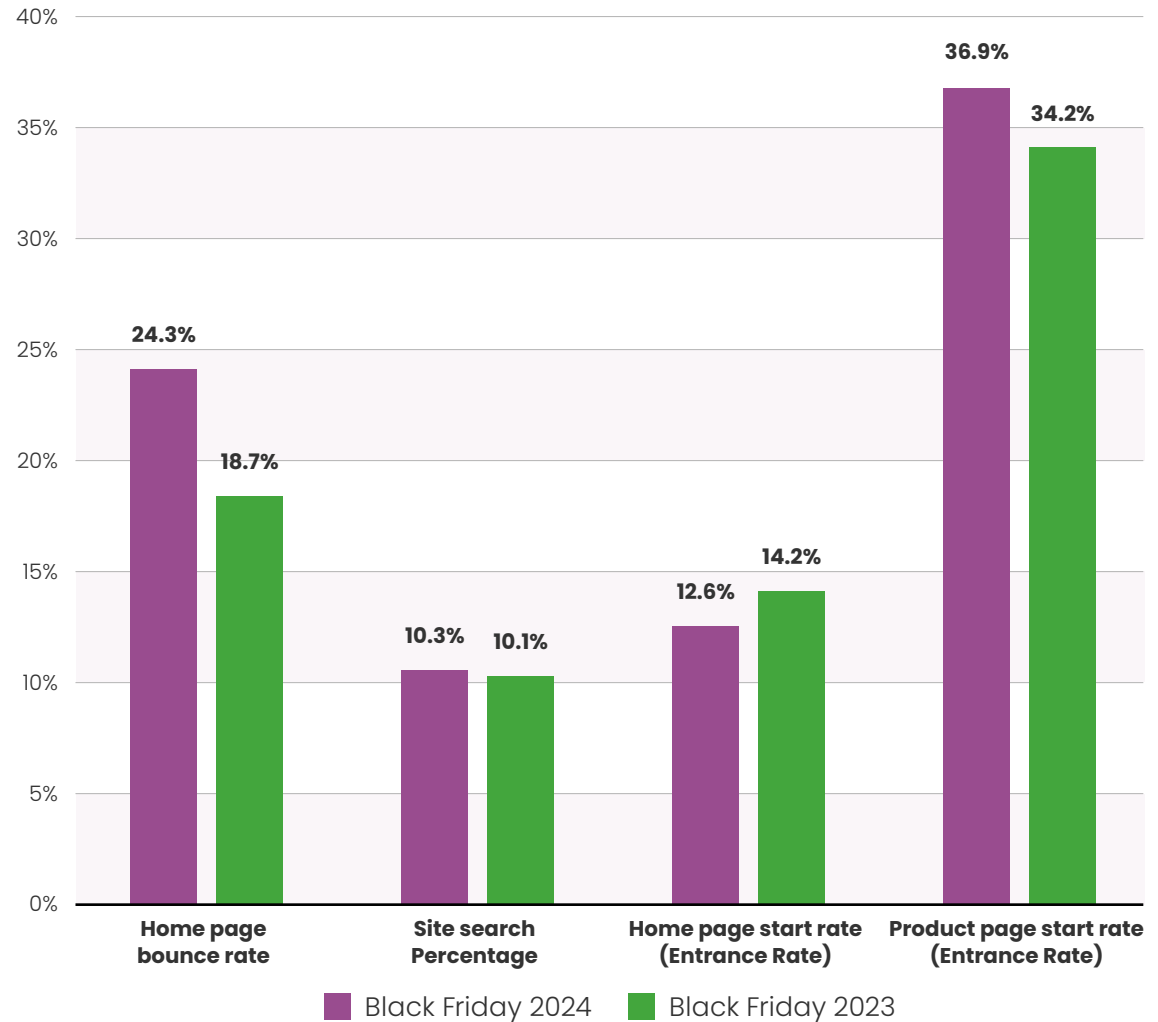
Home page bounce rate: The number of people who leave after visiting the website home page

Site search percentage: The number of people who use site search during their session on the website

Home page start rate: The number of people who start their session on the home page

Product page start rate: The number of people who start their session on a product page

Site navigation



Home page bounce rates have increased from Black Friday 2023 to 2024, from 18.7% to 24.3%. The increase in bounce rates could be due to things such as underwhelming deals, website performance issues, shifting consumer behaviour, misleading marketing, or cautious spending habits.

The use of site search has remained the same, at around the 10% mark on Black Friday. Previous IMRG research has shown that customers who use site search are more likely to convert. It may be worth highlighting this feature on the website to grow customer usage.

Retailers saw fewer sessions start on the home page on Black Friday 2024, at 12.6% compared to 14.2% in 2023. More sessions are starting on the product page; in 2024 36.9% of customers started their session on a product page.



Average selling prices and order trends

The average selling price per item on Black Friday

The average selling price per item on Black Friday 2024 was £69.70, slightly lower than in 2023 (£71.90).

Interestingly, when compared to a typical time of year (represented by the red bar on the chart), the difference is minimal—Q3 2024 had an average selling price of £67, just £2.70 lower than Black Friday. This suggests that Black Friday may encourage customers to purchase higher-priced items at a discount, effectively bringing expensive products down to a more typical price range.

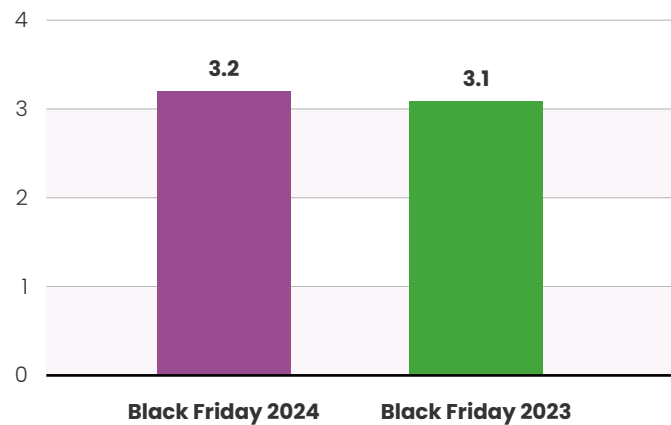
Average selling price per item



Revenue, traffic, and orders comparison for Black Friday week

On average, customers purchased around 3 items per order on Black Friday. The highest number of orders occurred on Wednesday, making it the peak day of the week, followed by Thursday as the second-best day for orders.

Number of items / products per order



Black Friday week



Product category performance trends 2024

Clothing

Here are the highlights for clothing retailers:

Black Friday Year-on-Year (YoY) revenue change:

- +0.1%

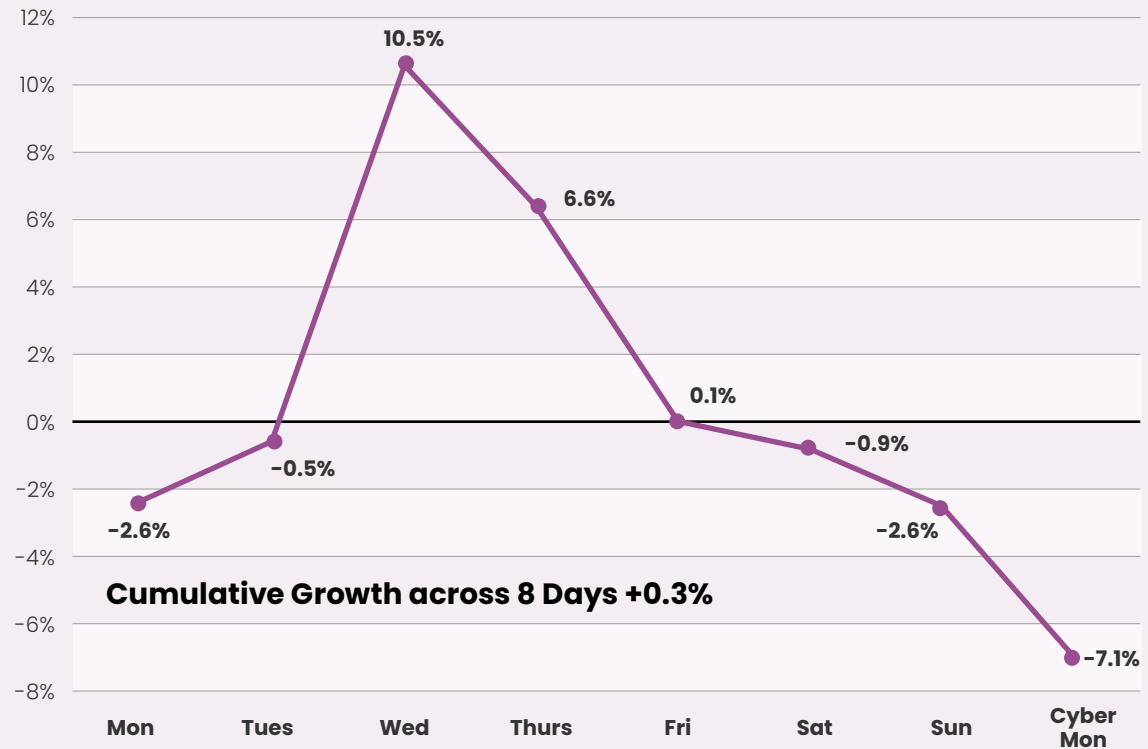
Revenue performance by Market Segment (YoY):

- Budget: -8.3%
- Mid-Market: +1.5%
- Premium: +4.7%

Best sub-category on Black Friday (YoY):

- Lingerie: +12%

Clothing YOY Revenue Growth - BF Week



Best day of the week for performance:

- Wednesday: +10.5%

Average Conversion Rate (CVR):

- Over the 8-day period: 4.6%
(vs 4.1% last year)

Average checkout abandonment rate on Black Friday:

- 48%

Average share of Black Friday revenue from Paid Search:

- 15% (GA4 DDA)

Largest 10 clothing retailers' performance on Black Friday YoY:

- 5 retailers saw a decline
- 5 retailers saw growth

Clothing Categories YOY Revenue Growth

	Black Friday	8 Day Cumulative
Accessories	2.4%	0.3%
Baby & Toddler	8.2%	-0.7%
Childrenswear	6.1%	5.7%
Footwear	8.1%	5.0%
Lingerie	12.4%	4.2%
Menswear	1.4%	2.6%
Womenswear	-1.6%	-1.8%

Home & Garden

Here are the highlights for Home & Garden retailers:

Black Friday Year-on-Year (YoY) change:

- +4.1%

Worst Day of the week for performance:

- Cyber Monday: -2.5%

Revenue performance by market segment (YoY):

- Budget: +3.3%
- Mid-Market: +4.6%
- Premium: -15.2%

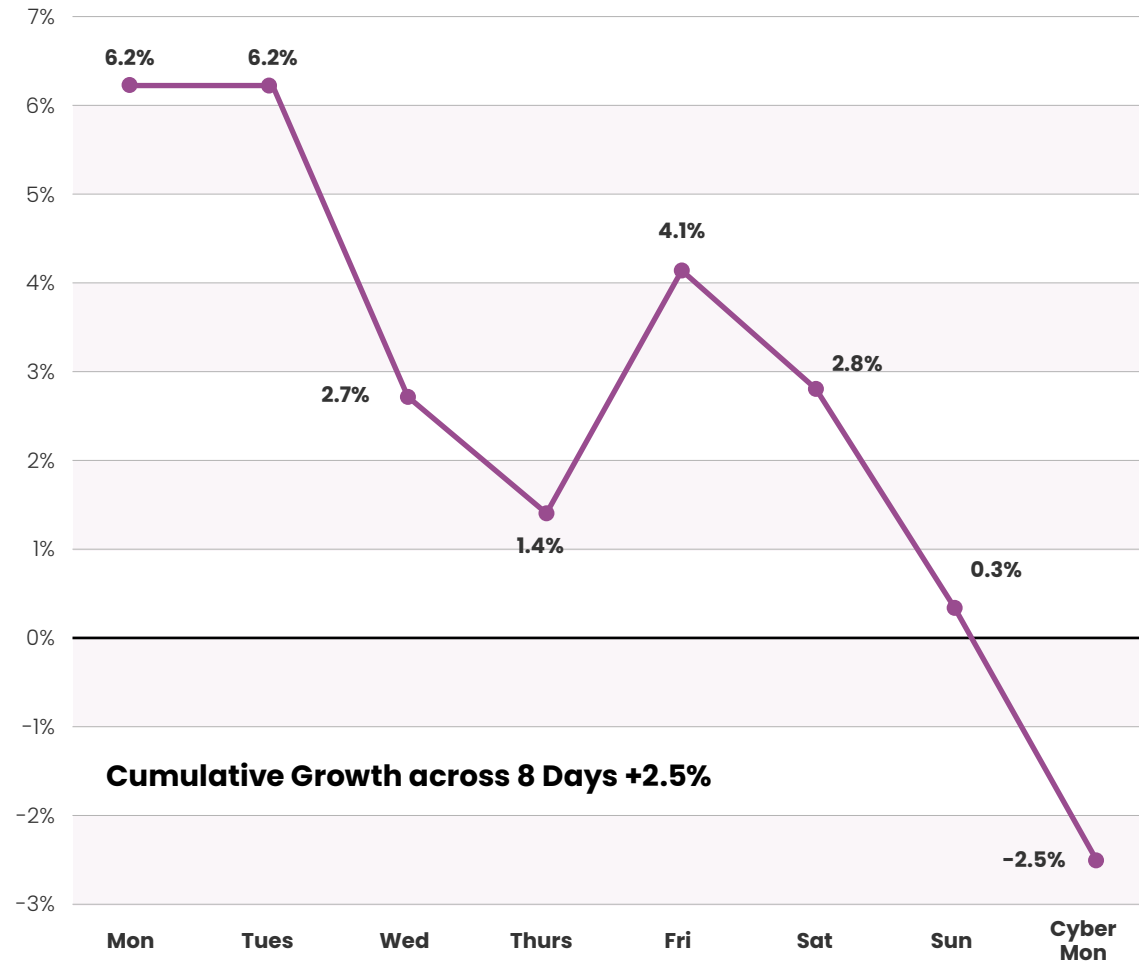
Traffic over 8 days:

- -2.6% YoY

Average Conversion Rate (CVR) over the 8-day period:

- 2.5% (vs 2.4% last year)

Home & Garden YOY Revenue Growth – BF Week



Average Basket Abandonment Rate:

- 65%

Best sub-category on Black Friday (YoY):

- Garden Furnishings: +8.8%

Largest 10 Home & Garden retailers' performance on Black Friday (YoY):

- 4 retailers saw a decline
- 6 retailers saw growth



Home & Garden Categories YOY Revenue Growth

	Black Friday	8 Day Cumulative
Furniture	+5.8%	+5.1%
Garden Furnishings	-3.5%	+8.8%
Home Improvement	+3.8%	+2.9%
Homewares & Decorations	+8.6%	+7.6%

Electricals

Here are the highlights for electricals retailers:

Black Friday Year-on-Year (YoY) Change:

- +1.7%

Traffic Over 8 Days:

- -3.1% YoY

Average Order Value (AOV):

- 2024: £181
- 2023: £195 (a drop of 7.3%)

Best day of the week for performance:

- Sunday: +12%

40% of Electrical retailers:

- Started Black Friday promotions in October

Electricals YOY Revenue Growth – BF Week

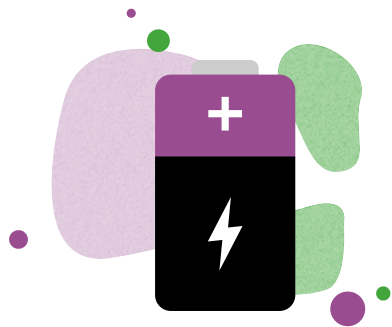


Cumulative YoY growth (Month-to-Month):

- +2.3%

Largest 5 Electrical retailers' performance on Black Friday (YoY):

- 2 retailers saw a decline
- 3 retailers saw growth



Electrical Categories YOY Revenue Growth

	Black Friday	8 Day Cumulative
Accessories & Hobbies	4.2%	9.4%
Audio	1.3%	2.1%
Gaming & Computing	9.1%	7.9%
Large Appliances	-5.9%	-2.5%
Small Appliances	-5.8%	-8.7%
Visual & Entertainment	-7.5%	-5.8%

Health & Beauty

Here are the highlights for Health & Beauty retailers:

Black Friday Year-on-Year (YoY) change:

- +14.7%

Black Friday average Add-to-Bag rate:

- 35%

Cumulative YoY growth (Month-to-Month):

- +16%

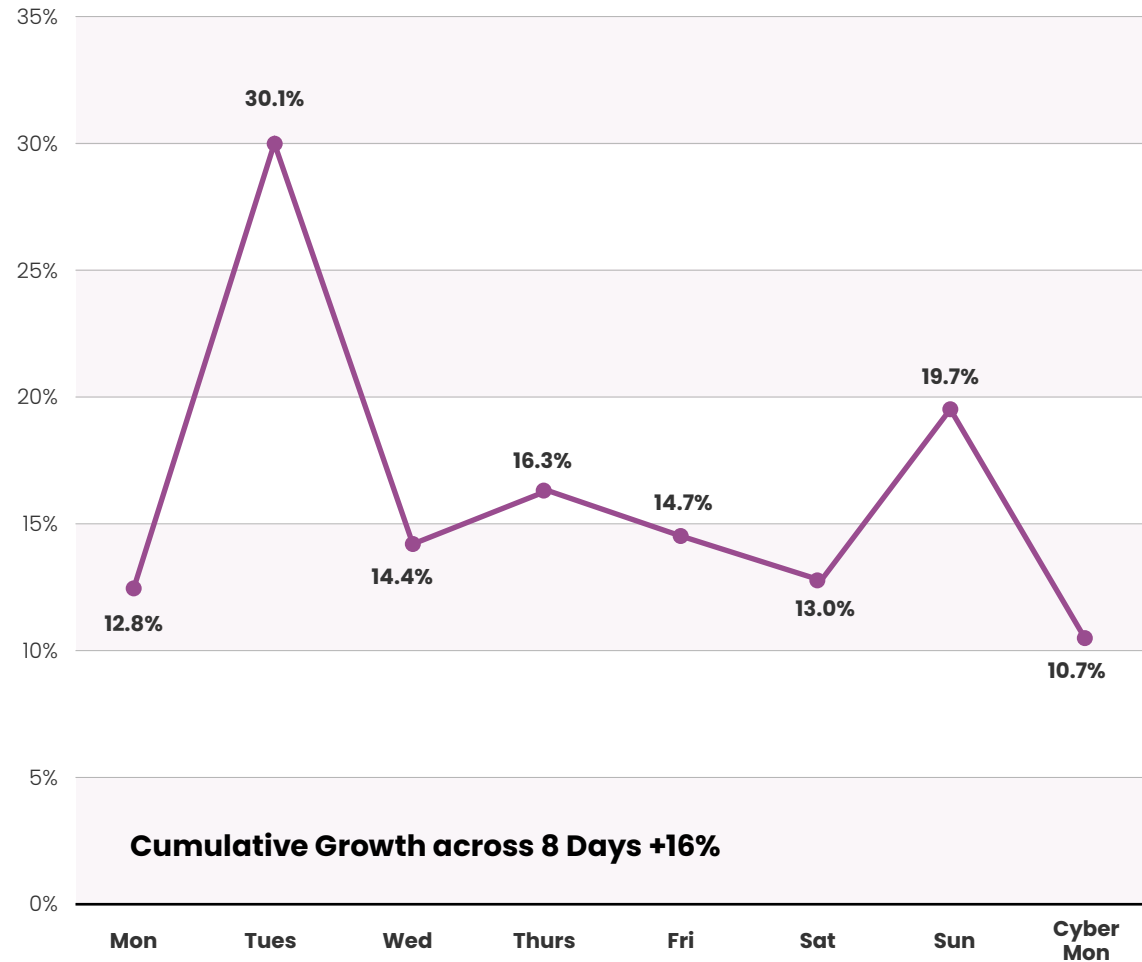
Average Conversion Rate (CVR) over the 8-day period:

- 6.6% (vs 5.8% last year)

Revenue performance by market segment (YoY):

- Budget: +21.7%
- Mid-Market: +15.9%
- Premium: +11.3%

Health & Beauty YOY Revenue Growth – BF Week



Best day of the week for performance:

- Tuesday: +30%

Worst day of the week for performance:

- Cyber Monday: +10.7%

Largest 10 Health & Beauty retailers' performance on Black Friday (YoY):

- 1 retailer saw a decline
- 9 retailers saw growth



Health & Beauty Categories YOY Revenue Growth

	Black Friday	8 Day Cumulative
Fragrance	22.5%	23.7%
Haircare	11.3%	19.1%
Makeup	13.0%	25.0%
Skincare	2.7%	4.5%

Gifts and Sports & Outdoors

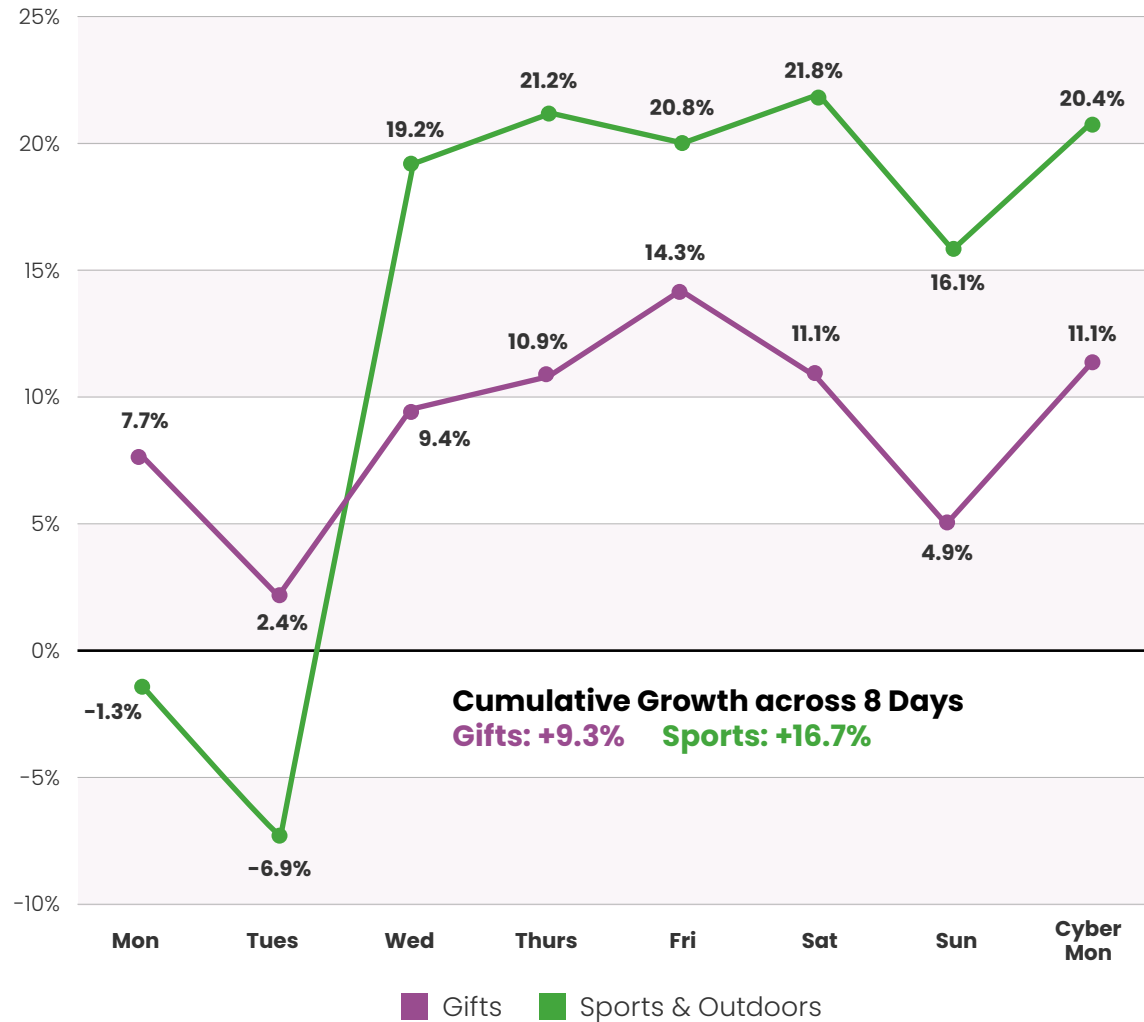
Both Gifts and Sports & Outdoors saw cumulative growth across the 8-day Black Friday week.

Gifts saw cumulative growth of +9.3% YoY across the 8-day Black Friday week. The top performing day was Black Friday (+14.3%) and the worst performing day was Tuesday, albeit still positive (+2.4%).

Sports & Outdoors cumulative growth was +16.7% YoY. The top performing day was Saturday (+21.8%) and the worst performing day, similarly to Gifts, was Tuesday (-6.9%).



Sports & Outdoors and Gifts YOY Revenue Growth - BF Week



Black Friday campaign analysis

Comparing the week leading up to Black Friday 2024 with the equivalent period in 2023, there were five additional days (24th Nov 2023 versus 29th Nov 2024). This could explain why only 8% of retailers kept their campaign length the same in 2024 as in 2023.

31% launched their Black Friday campaigns earlier than in 2023, a significant **61% delayed their start**.

Most retailers (63%) had a longer campaign in 2024, 16% kept the length the same, and 21% decided to make it shorter. Of those who had a longer campaign, **48% started earlier in the calendar, 13% started on the same date, and 29% started later in the calendar**.

The average campaign length increase was +6 days, and the average decrease was -5 days.

Earlier or Later in the Calendar?

Earlier	31%
Same	8%
Later	61%

Sample of 232 Retailers

Longer or Shorter Campaign Length?

Shorter	21%
Same	16%
Longer	63%

Sample of 232 Retailers

Shorter or Longer Campaign?

Earlier in the calendar
48%

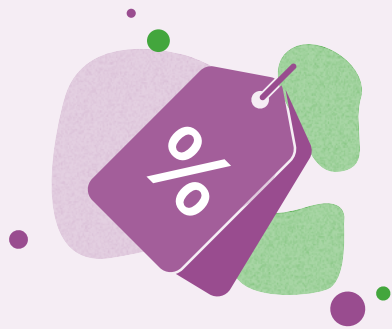
Same date in calendar
13%

Later in the calendar
39%

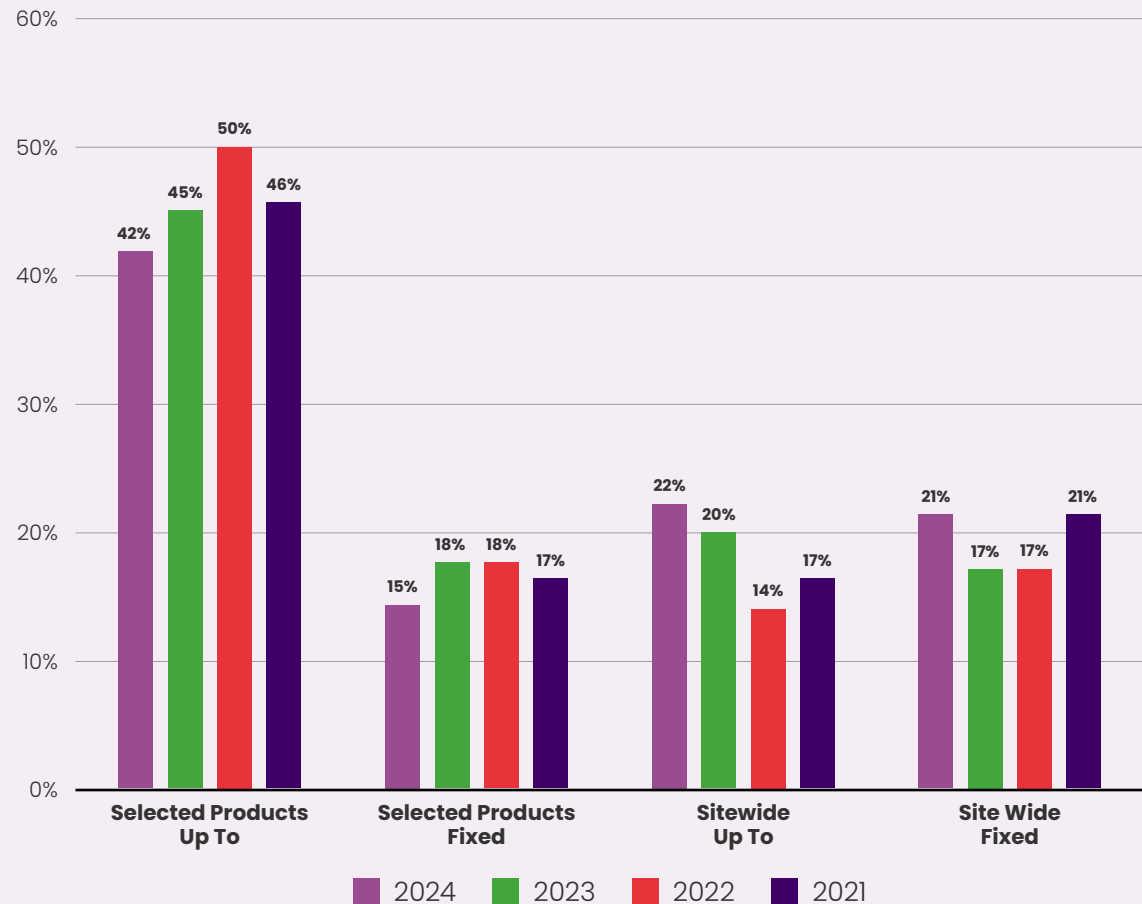
Of the 63% of retailers who ran a Longer Campaign...

Popularity of discount types in 2024

Selected products up to remains the most popular Black Friday discount type, used by **42%** of retailers. The second most popular is sitewide up to (22%), revealing a preference for 'up to' over 'fixed' discounts.



Popularity of Black Friday Discount Types - Consistent Sample of 232 retailers



Price promise messaging

Despite the growing conversation around price promises, only **1%** of retailers used this type of messaging in their campaigns. The messaging tended to be most used amongst electrical retailers, as a bid to inspire customers to purchase earlier.



**Less than 1% of the
retailers surveyed
used a "Price Promise"
message**



Christmas 2024 – How did online retail perform?

December kicked off with a promising start, where in the w/c 1st online retail experienced an uptick of **+21% Year-on-Year (YoY)**. This was most likely driven by it falling on Cyber weekend. Three out of the five weeks of December data saw growth:

W/c 1st December: **+21% YoY**

W/c 8th December: **-3.6% YoY**

W/c 15th December: **+10.4% YoY**

W/c 22nd December: **-2.7% YoY**

W/c 29th December: **+9.8% YoY**

The month as whole was **up +6.7%** YoY, driven by product categories such as Health & Beauty (+21.6% YoY), Sports & Outdoors (+10.3% YoY), and Electricals (+10.1% YoY). While other product categories grew, Clothing experienced a decline (-1.6% YoY), mostly driven by Womenswear (-5.7% YoY).

The industry average conversion rate (total sessions) for December was **4.01%** and the average basket value (ABV) was **£127.69**. For the top performing product category, Health & Beauty, the ABV was £41.16.



Conclusion

Black Friday 2024 can be seen as a success given that the online market grew +3.1% against our predictions of -1% (Source: IMRG Black Friday Tracker). November 2024 overall showed a modest +0.9% YoY revenue increase (Source: IMRG Online Retail Index) and marked the third consecutive month of positive performance. Health & Beauty led category growth with a robust +27.8% YoY increase.



IMRG's top 5 takeaways from Black Friday 2024:

1

Conversion rates and consumer behaviour: The average conversion rate during Black Friday week 2024 improved to 4.6%, up from 4.2% in 2023. Notably, Black Friday and Cyber Monday both achieved an average conversion rate of 5.3%. There was also a clear correlation between higher headline discounts and increased checkout conversion rates, with retailers offering an 80% discount seeing conversion rates around 78%.

2

Campaign strategies and trends: Retailers significantly adjusted their Black Friday campaign strategies in 2024. 63% of retailers extended their campaigns by an average of 6 days compared to 2023, with 31% starting earlier and 61% starting later. The most popular discount type was "Selected products up to X% off" (42%), followed by "Sitewide up to X% off" (22%). Despite growing interest in price promise messaging, only 1% of retailers adopted this tactic, primarily within the electricals sector.

3

Traffic and engagement patterns: Traffic to online retail sites in November 2024 declined by -4.3% YoY, with 6 out of 8 days during Black Friday week showing reduced traffic. However, the declines were less severe than in 2023 and 2021, particularly towards the end of the week. The average engagement rate on websites decreased from 127.1 seconds in 2023 to 116.1 seconds in 2024, suggesting that customers were either more decisive or quickly moved on to compare deals elsewhere.

4

Product category performance: Health & Beauty was the standout category with a +14.7% YoY growth and a strong 6.6% average conversion rate. Gifts and Sports & Outdoors also performed well, showing +9.3% and +16.7% growth, respectively. Specialist retailers (+3.2% YoY) continued to outperform multi-category retailers (+0.5% YoY), highlighting the strength of focused product offerings.

5

Purchasing behaviour and website navigation: The industry average visitor bounce rate on Black Friday 2024 was higher by 3.8 percentage points compared to 2023. The home page bounce rate increased from 18.7% to 24.3%, possibly due to underwhelming deals, website performance issues, or shifting consumer behaviour. More sessions started on product pages (36.9%) than home pages (12.6%), suggesting that customers were arriving via specific product links, likely influenced by targeted marketing and direct search strategies.



CORVIDAE

Top takeaway from Corvidae

Google CPCs are up 150% since 2010, and Brand CPAs have risen along with them. Black Friday saw that trend intensify due to PMax removing traditional control from marketers by boosting impressions and clicks but failing to turn into cheaper conversions. Is PMax just Google's AI selling cheap YouTube and Display network auction slots to junk traffic?



ecommpay

Top takeaway from Ecommpay

Black Friday 2024 saw a 3.8% rise in bounce rates compared to the previous year, but basket abandonment improved slightly to 58.9%. Checkout abandonment stayed almost the same, showing that while more people left sites early, those who stayed were slightly more committed to completing their purchase.





The UK
eCommerce
Association

Contact

IMRG

Tel: **0203 696 0980**

Email: **membership@imrg.org**

www.imrg.org

Ecommpay

Number: **020 3667 7233**

Email: **marketing@ecommpay.com**

ecommpay.com

Corvidae

Number: **07932 400 988**

Email: **peter.allcock@corvidae.ai**

corvidae.ai



CORVIDAE



ecommpay