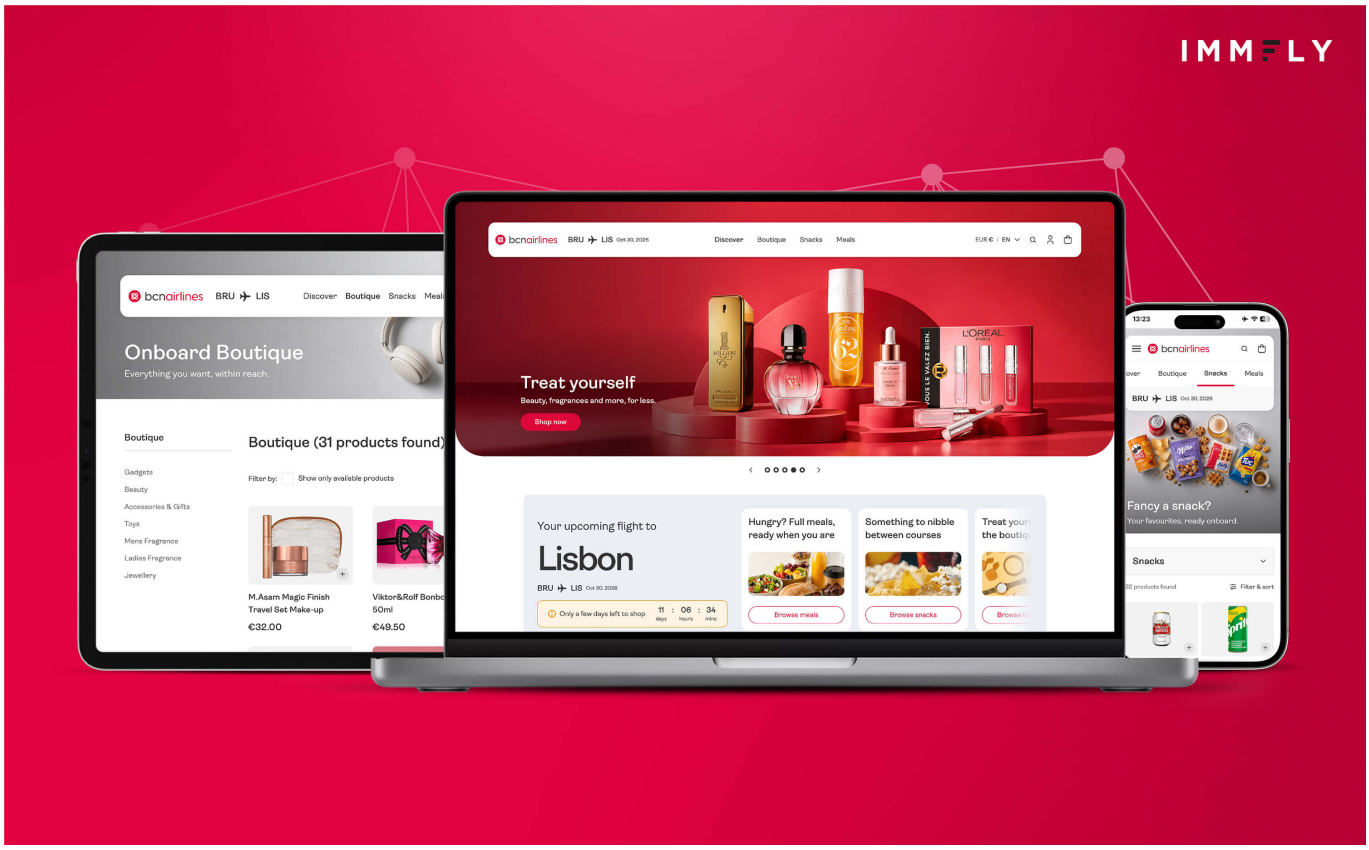
Immfly launches airline eCommerce platform to manage each stage of retail journey



Immfly's eCommerce platform enables airlines to sell and manage retail at every stage of the passenger journey

Immfly has launched an eCommerce platform that enables airlines to sell and manage retail at every stage of the journey. A passenger can pre-order a meal from home, purchase an eSIM during the flight, and redeem a destination experience after landing, all from the same platform and on their own device.

Behind the scenes, crew and operations teams work from live demand, while commercial teams see every order, stock level, and sales insight in one back-office system. Customer insights and demand forecasting continuously inform future retail and catering decisions, helping airlines align inventory with actual purchasing behaviour.

Available now to airline partners, the platform is built around how airlines operate: catering loads, flight-specific catalogues, crew fulfilment in the cabin, and loyalty currencies — all in one place. Every order, whether it's placed at home, from the seat, or with the crew in the aisle, flows into the same inventory, reporting and catering plan.

"Airlines have no shortage of retail opportunities. The challenge is managing them efficiently across the entire passenger journey," said Paul Bilham, Chief Commercial Officer at Immfly. "Our eCommerce platform brings passenger shopping, crew fulfilment, and airline retail operations into one connected ecosystem. Airlines gain the autonomy to manage and optimise their retail strategy, while

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passengers enjoy a smoother and more personalised shopping experience. We built it for airlines from the ground up, and we'll keep evolving it with them."

From isolated applications to a unified platform
Pre-order, in-seat ordering, onboard sales and ancillaries have often run on separate tools, with data captured in separate systems, the November 25 press release noted. Immfly's eCommerce platform brings them into a single system, where passenger, crew and operator applications share information and give airlines one view of products, orders, inventory, passengers and performance.

The whole passenger journey runs through one platform. Passengers can browse and buy before departure and receive their purchase at their seat. Once onboard, they can order from their own devices, from a menu specific to their flight and in the same account they used to pre-order. After landing, they can activate or redeem services. Onboard products and destination services sit together in one digital marketplace, covering food and drink, duty-free, seat upgrades, merchandise, eSIMs, tours and more, all aligned to each airline's retail strategy.

Catering teams receive orders in the centralized back-office, while crew use a connected fulfilment tool that manages inventory and payments, even offline. For airlines, this means broader retail offerings, higher conversion rates, new brand partnerships and more ways to generate revenue throughout the passenger journey.

A smarter, more personalized shopping experience
At the center of the platform is a modern passenger storefront built to turn browsing into buying. Fully branded to each airline, the interface feels as familiar as the online shops passengers use every day, making it intuitive from the first interaction.

Boutique items, hot meals and snacks and drinks each have their own shopping flow, which airlines can switch on or off as needed. Airlines can also create custom pages, for example to mark an anniversary or a seasonal campaign, and sell advertising space across the storefront to partner brands, opening an additional revenue stream.

Passengers can browse from home or from their seat, on their own laptop, tablet, or mobile, in their preferred language and currency, as a guest or logged in. Offers and recommendations throughout browsing and checkout can be tailored to the route and the passenger's profile, helping airlines show each traveller the products that matter most.

Every product page is designed to help passengers complete their purchase. Image galleries, allergen details, live availability, and ratings give travellers the information they need to order with confidence, while loyalty miles or points, where available, appear beside cash prices, so the best way to pay is clear at a glance. For families, groups, and multi-leg journeys, a single booking covers multiple travelers and flights, so the whole trip is managed together.

Self-service control and data-driven planning
Underpinning it all is an airline-facing back-office that brings retail management, operations and performance insight together, and integrates with airline, partner and supplier systems. Commercial teams can manage catalogues, campaigns, pricing and merchandising themselves, tailoring offers to specific routes, flights, and passenger segments without relying on technical support for everyday changes.

From pre-orders to the crew's onboard sales, every transaction feeds a single source of retail data. A live sales dashboard shows orders, revenue, average order value, top-performing products and route performance, while automated sales reports replace hours of manual work.

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Beyond reporting, Immfly’s demand forecasting turns sales history into a view of what each flight is likely to sell, so operators can load catering to match and fly less waste home. Route- and passenger-level insights then help commercial teams refine their range, pricing, and recommendations, so every flight makes the next one smarter.

By bringing every product, sale, and insight into one place, Immfly’s eCommerce platform aims to help airlines turn every stage of the journey into a retail opportunity, far beyond the cabin.

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