



# Global Commerce Review

Germany, Q3 2017



# Key Findings.

Today's shoppers are active on all browsing environments, they don't stay in walled gardens, and they're buying more on-the-go.

Optimizing your app lets you connect with more of today's mobile-first shoppers.



Apps account for **63% of mobile sales** for retailers who invest in both mobile web and shopping apps.

Combining cross-device data lets you understand the entire shopper journey.



**18% of desktop sales** are preceded by a click on a mobile device.

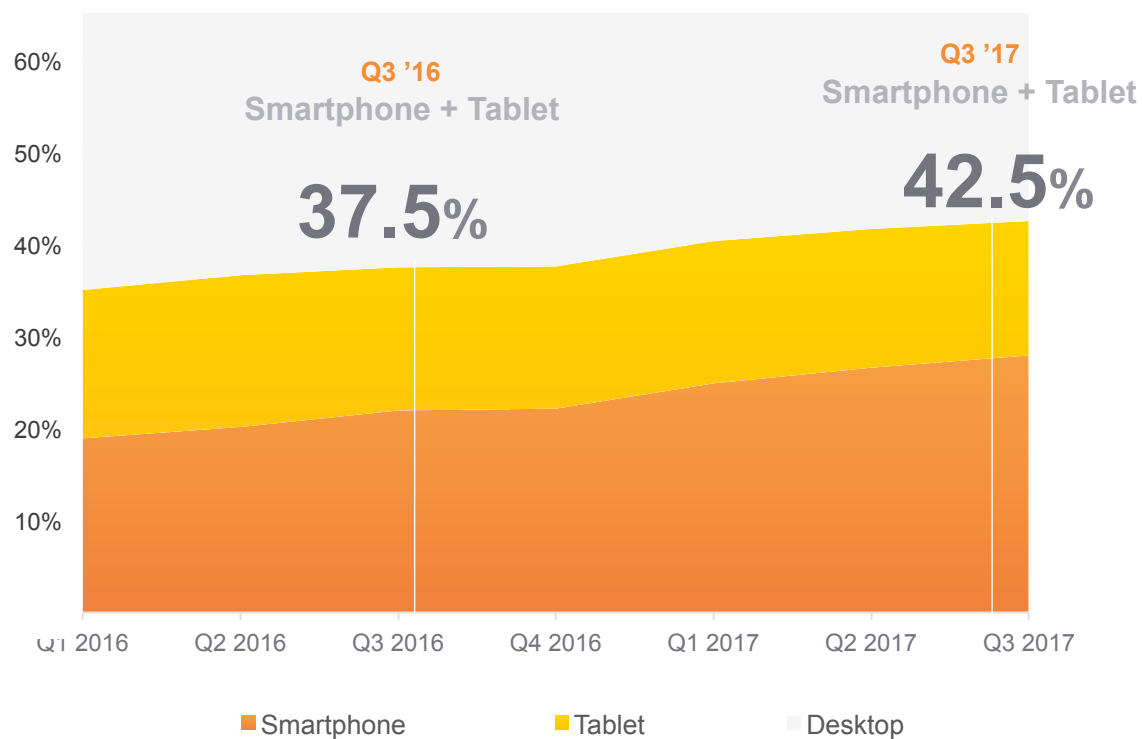
Combining intent data lets you see more shopping dollars per shopper.



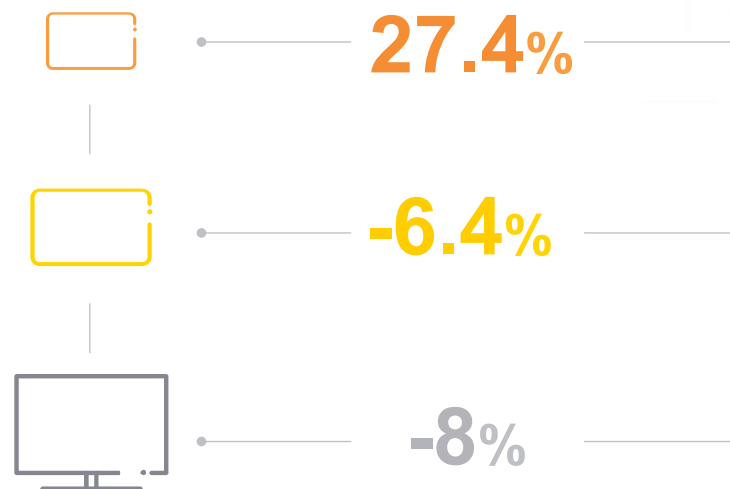
Shoppers matched on another device spend an **average of 13% more** per order.

# Mobile web usage reaches maturity, and smartphone keeps growing.

Sales by device, Q3 2016 and Q3 2017, Apps excluded

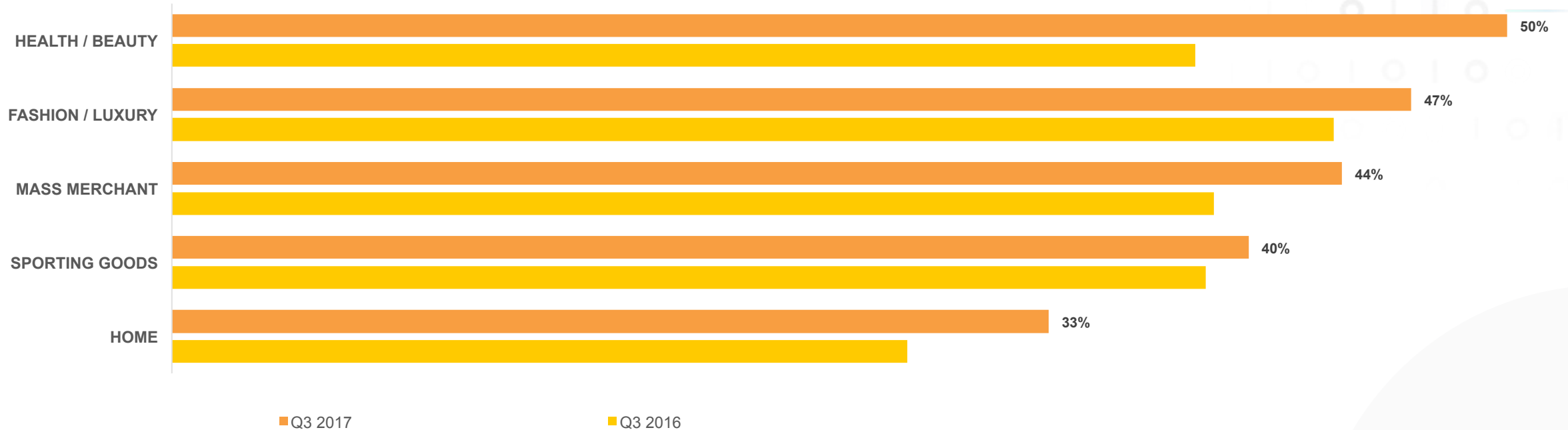


## Q3 YoY



## Home and Health/Beauty are the two retail subcategories with the highest growth of mobile sales.

German retailers, Q3 2016 and Q3 2017, Apps excluded



63%

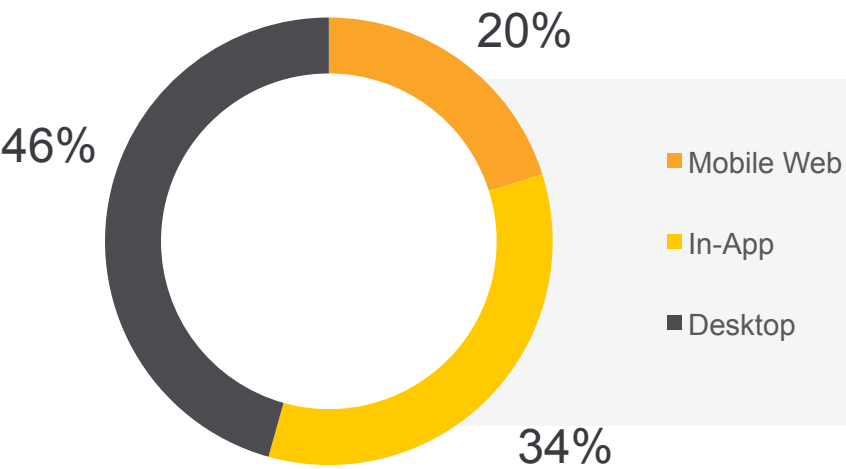
Apps account  
for 63% of  
mobile sales.

**Source:** For retailers who generate sales on both mobile web and in-app. Criteo, Western Europe, Q3 2017.

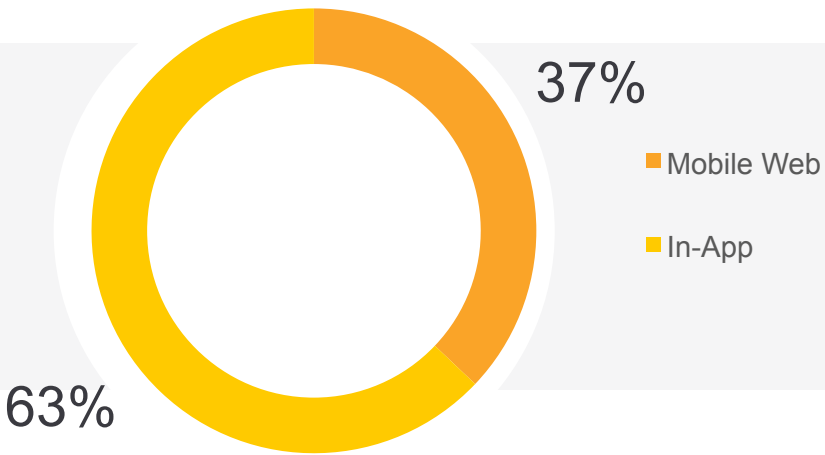
APP OPPORTUNITY

# Mobile is the majority for retailers with a shopping app.

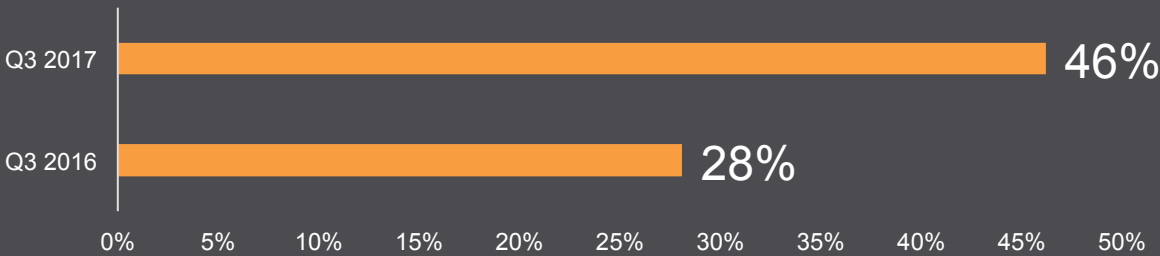
Western Europe  
Share of Ecommerce Transactions by Environment



Western Europe  
In-App Share of Mobile Ecommerce Transactions



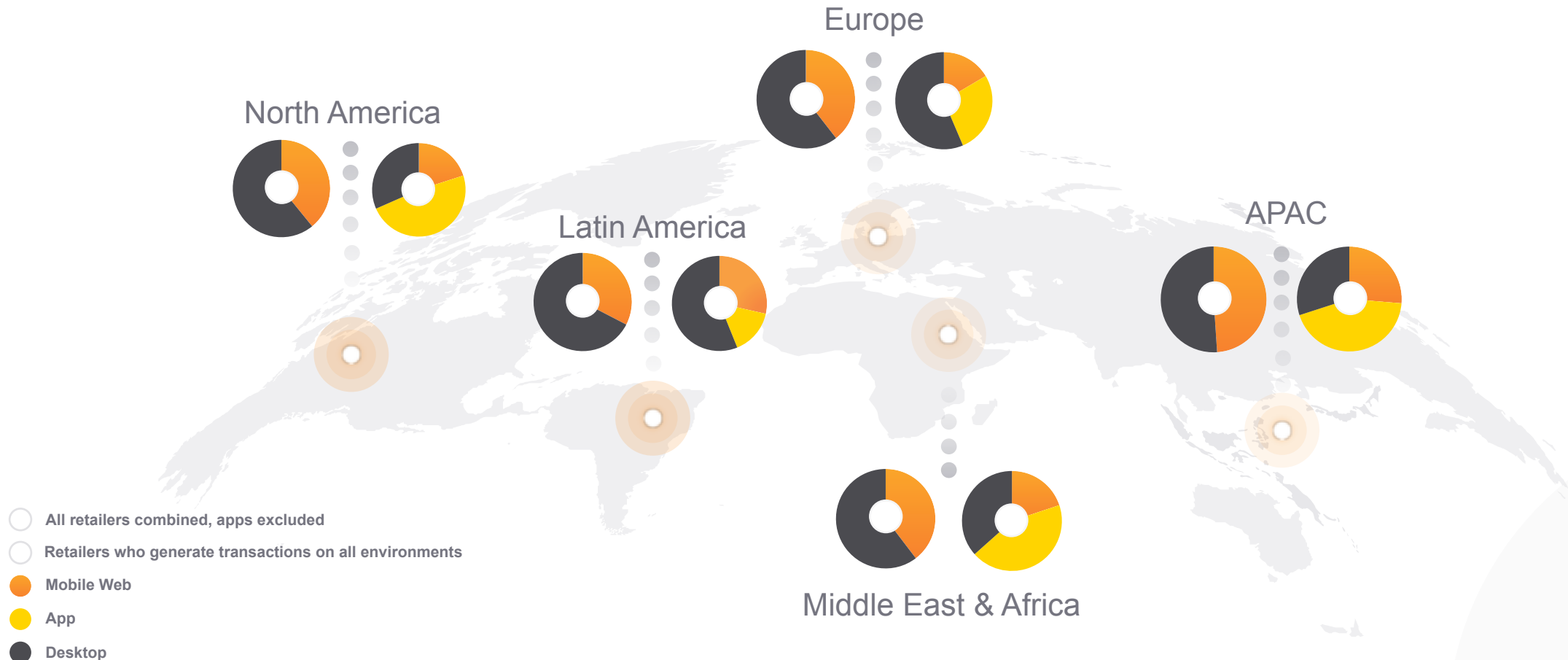
Worldwide  
YoY Increase of the Share of In-App Transactions, Globally



**64%**  
YoY Increase

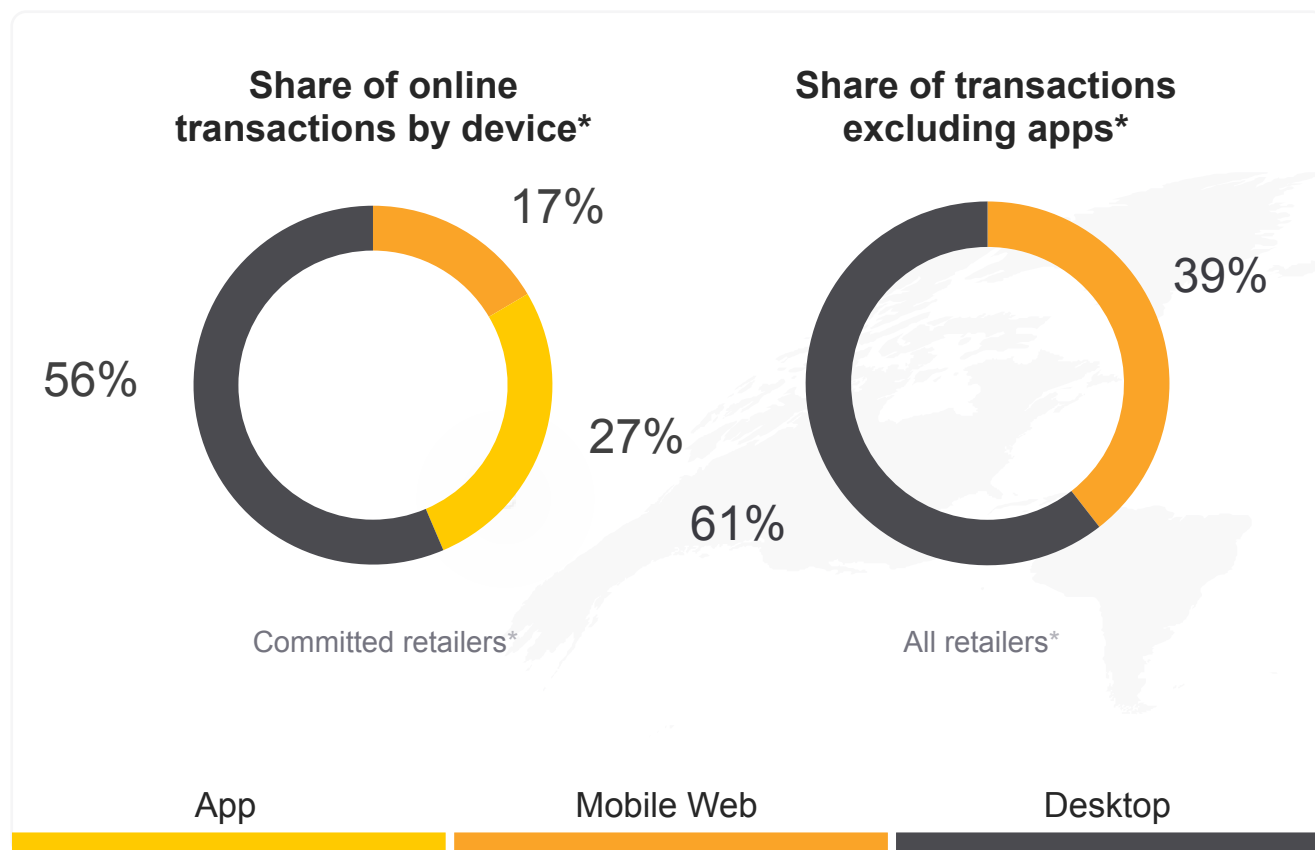
Source: Criteo data, Worldwide, retail advertisers, Q3 2017, apps Included.

**In most world regions, mobile now accounts for more than 50% of online transactions, and in-app sales dominate.**



Source: Criteo data, Worldwide, retail advertisers, Q3 2017

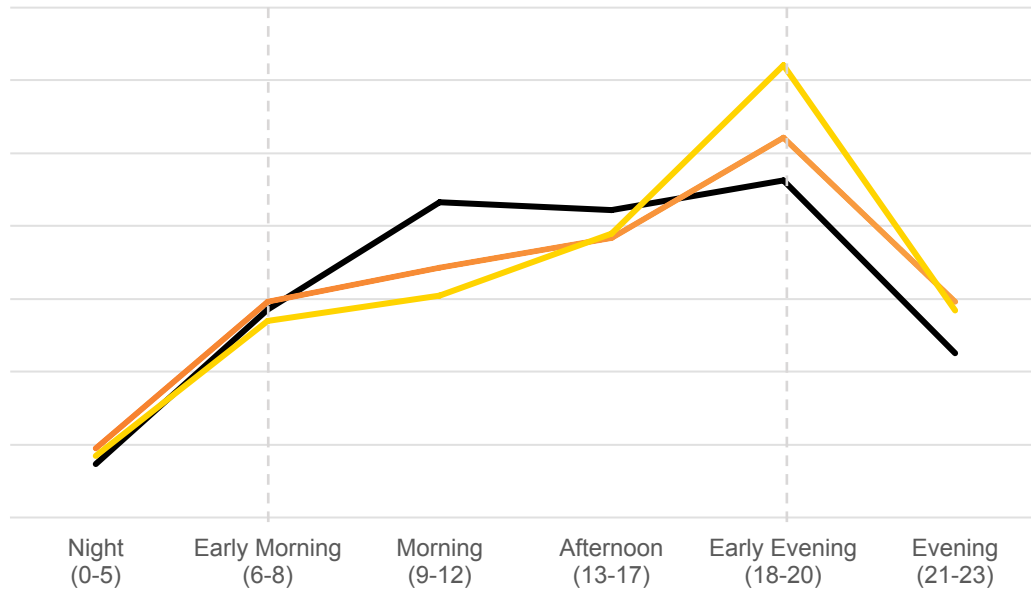
**In Europe, retailers with a shopping app now generate 44% of their sales on mobile devices.**



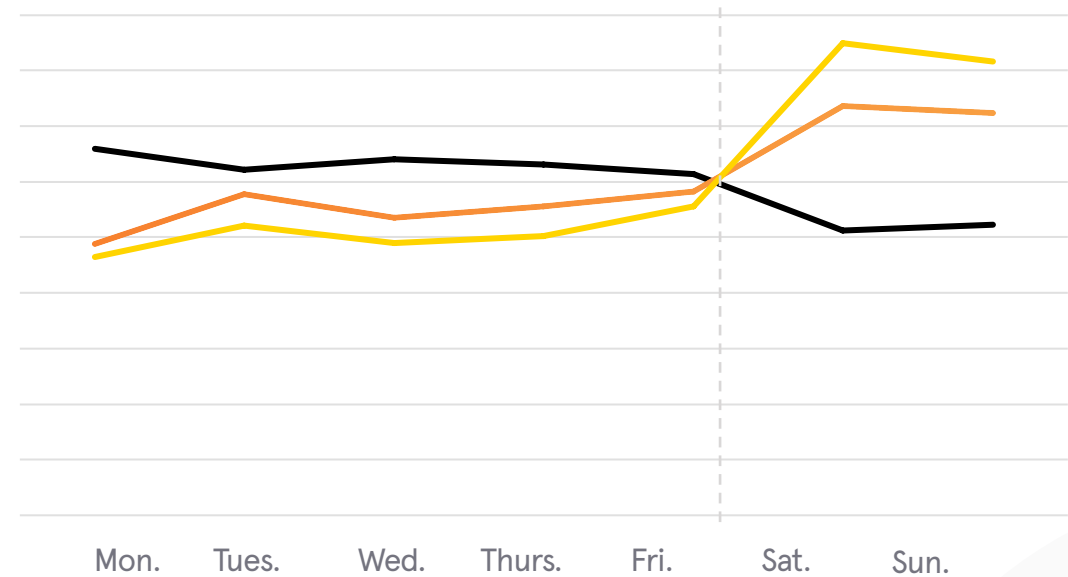


# Desktop usage dominates working hours, while mobile wins nights and weekends.

Sales by Device Type and Hour of the Day



Sales by Device Type and Day of the Week



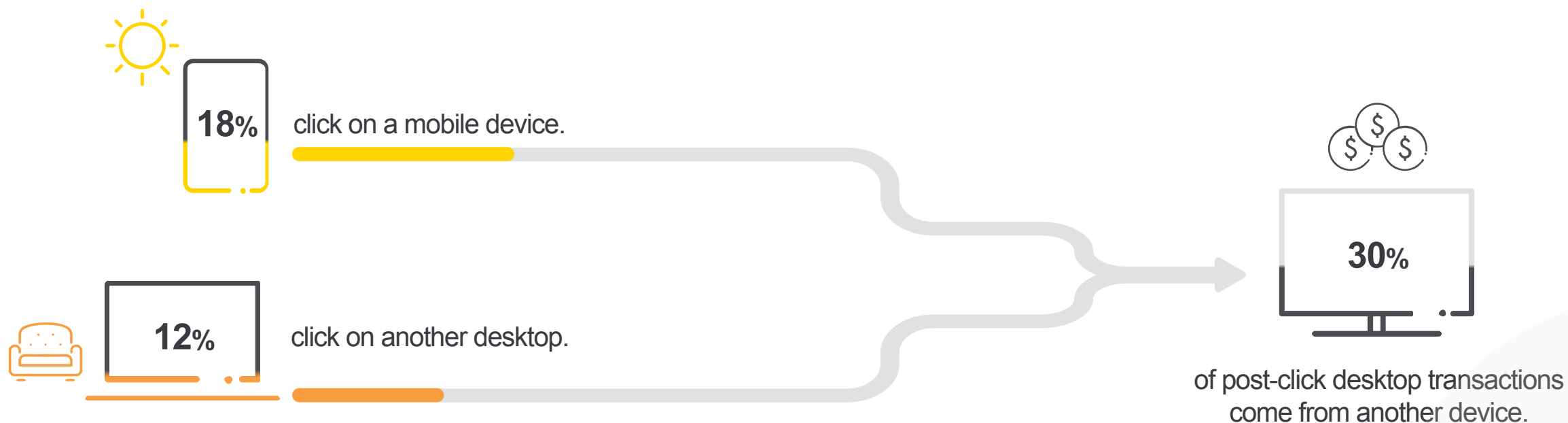
Smartphone

Tablet

Desktop

## Combining cross-device data lets you understand the winding shopper journey.

**18% of all desktop transactions** in Germany are preceded by a click on a mobile device.



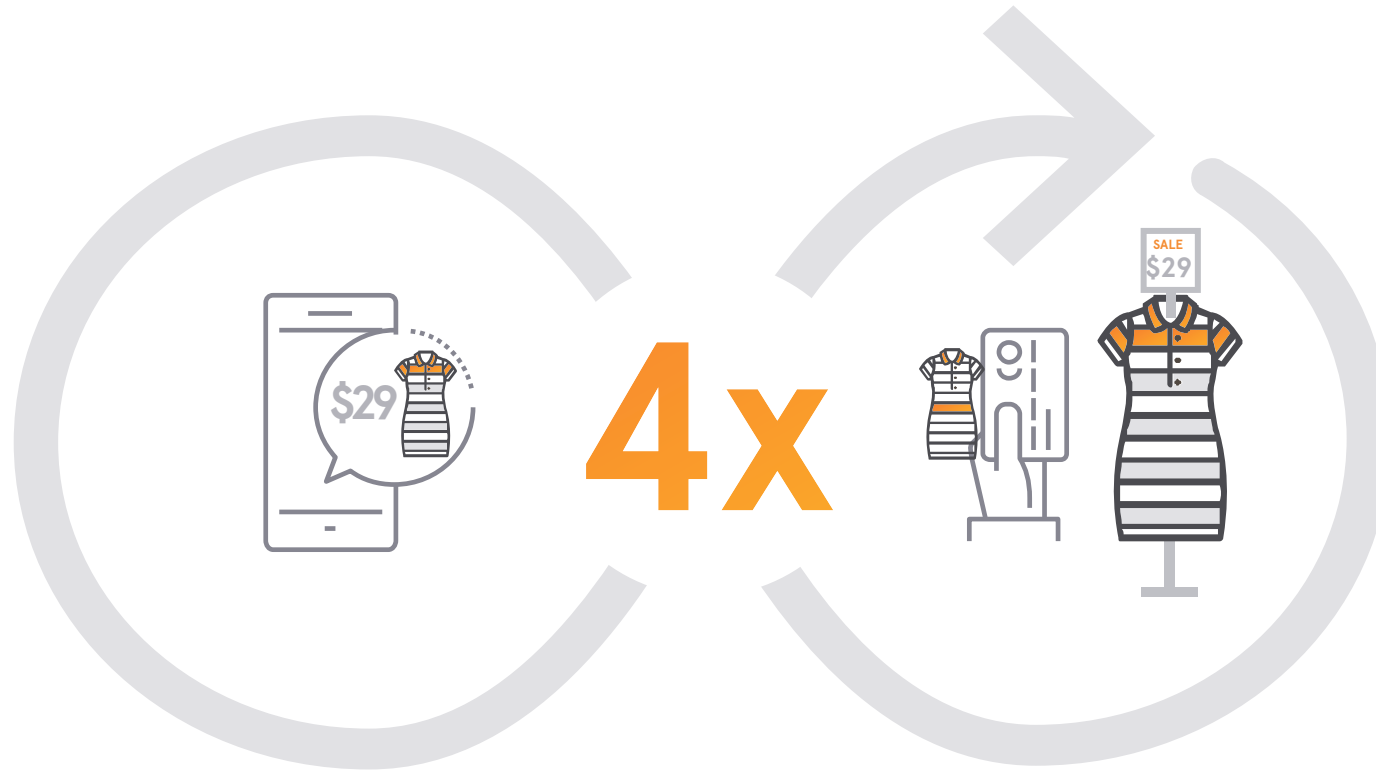
## Combining intent lets you see more shopping euros per shopper.

Average order values are significantly higher for matched shoppers: +13% on average.



## Offline sales boost shopper knowledge - and online results.

Omnichannel retailers that can combine their offline and online data can apply over four times as much sales data to optimize their marketing efforts\*.



\*Criteo data, Q3 2017, US retail advertisers who combine online and offline sales data.



**For the latest on how shoppers are browsing and buying around the globe, check out our [interactive world map](#).**

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### About Criteo

Criteo (NASDAQ: CRTO), the leader in commerce marketing, is building the highest performing and open commerce marketing ecosystem to drive profits and sales for retailers and brands. Over 2,700 Criteo team members partner with 17,000 retail and brand clients and thousands of publishers across the globe to deliver performance at scale by connecting shoppers to the things they need and love. Designed for commerce, the Criteo Commerce Marketing Ecosystem sees over \$550 billion in annual commerce sales data.