



Global Commerce Review



Germany, Q4 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 **54% 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.



16% of desktop sales are preceded by a click on a mobile device.

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

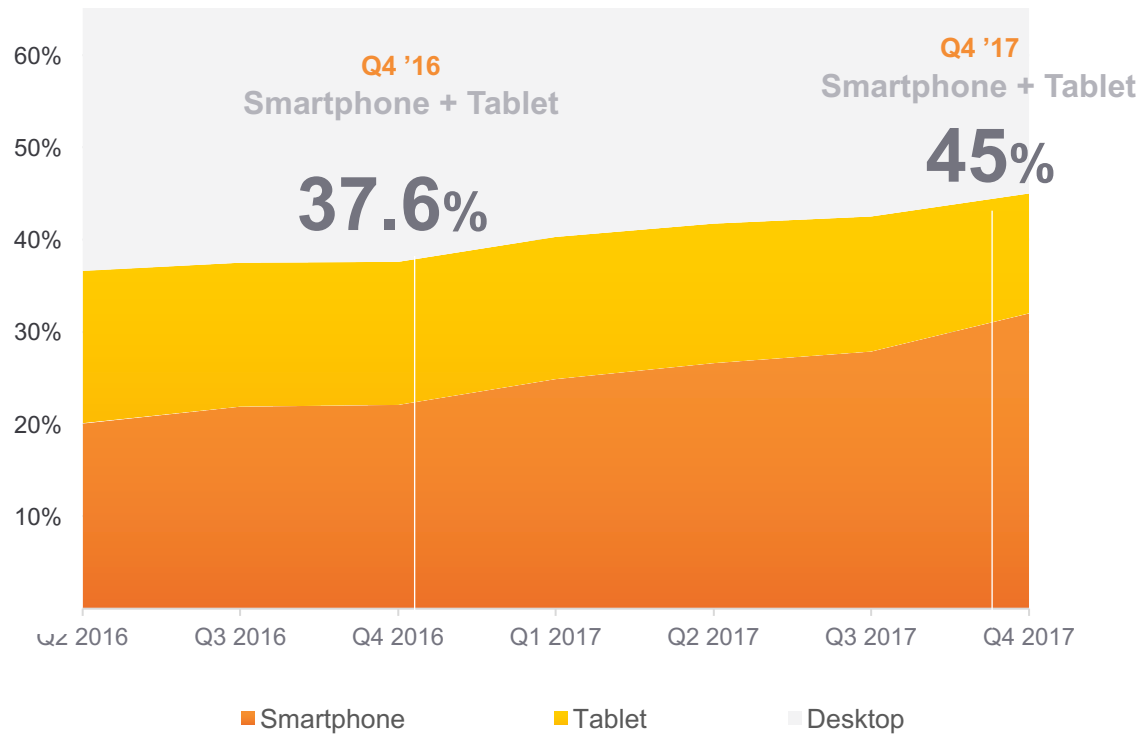


Shoppers matched on another device spend an **average of 18% more** per order.

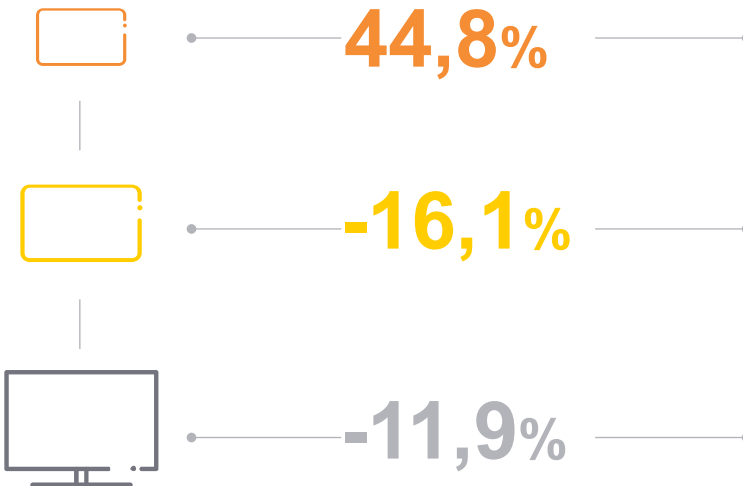
Mobile web usage reaches maturity, and smartphone keeps growing.



Sales by device, Q4 2016 and Q4 2017, Apps excluded



Q4 YoY



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



German retailers, Q4 2016 and Q4 2017, Apps excluded



54%

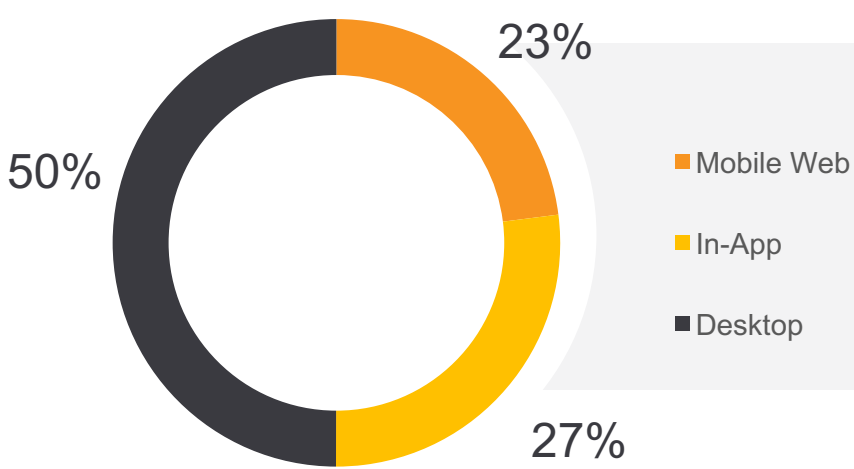
Apps account
for 54% of
mobile sales.

Source: For retailers who generate sales on both mobile web and in-app. Criteo, Europe, Q4 2017.

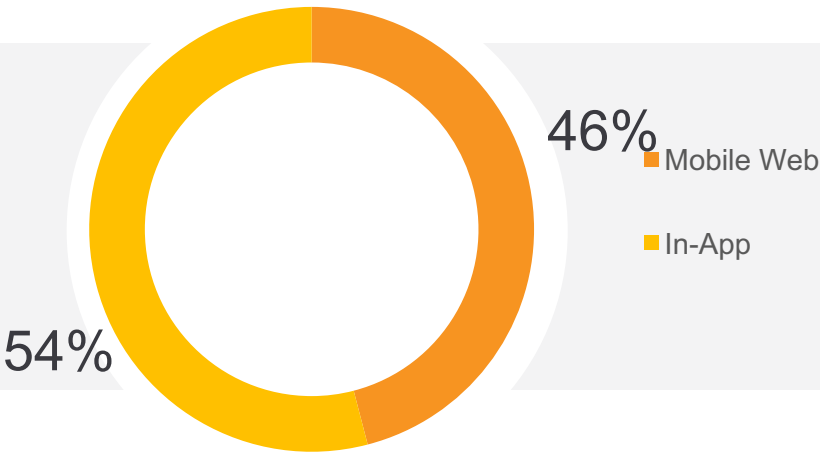
APP OPPORTUNITY

Mobile is the majority for retailers with a shopping app.

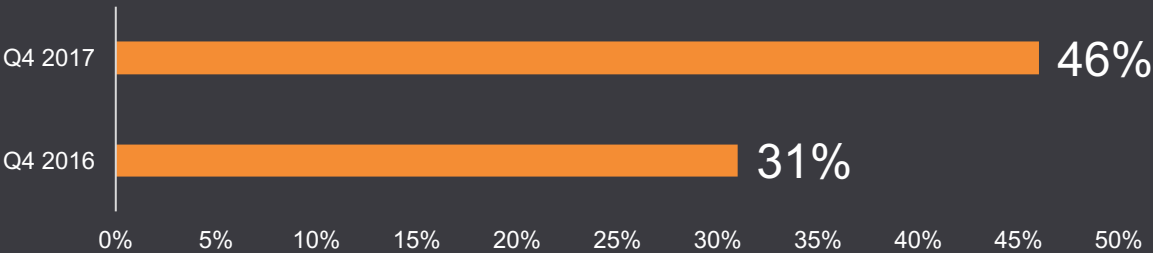
Europe
Share of eCommerce Transactions by Environment



Europe
In-App Share of Mobile eCommerce Transactions



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

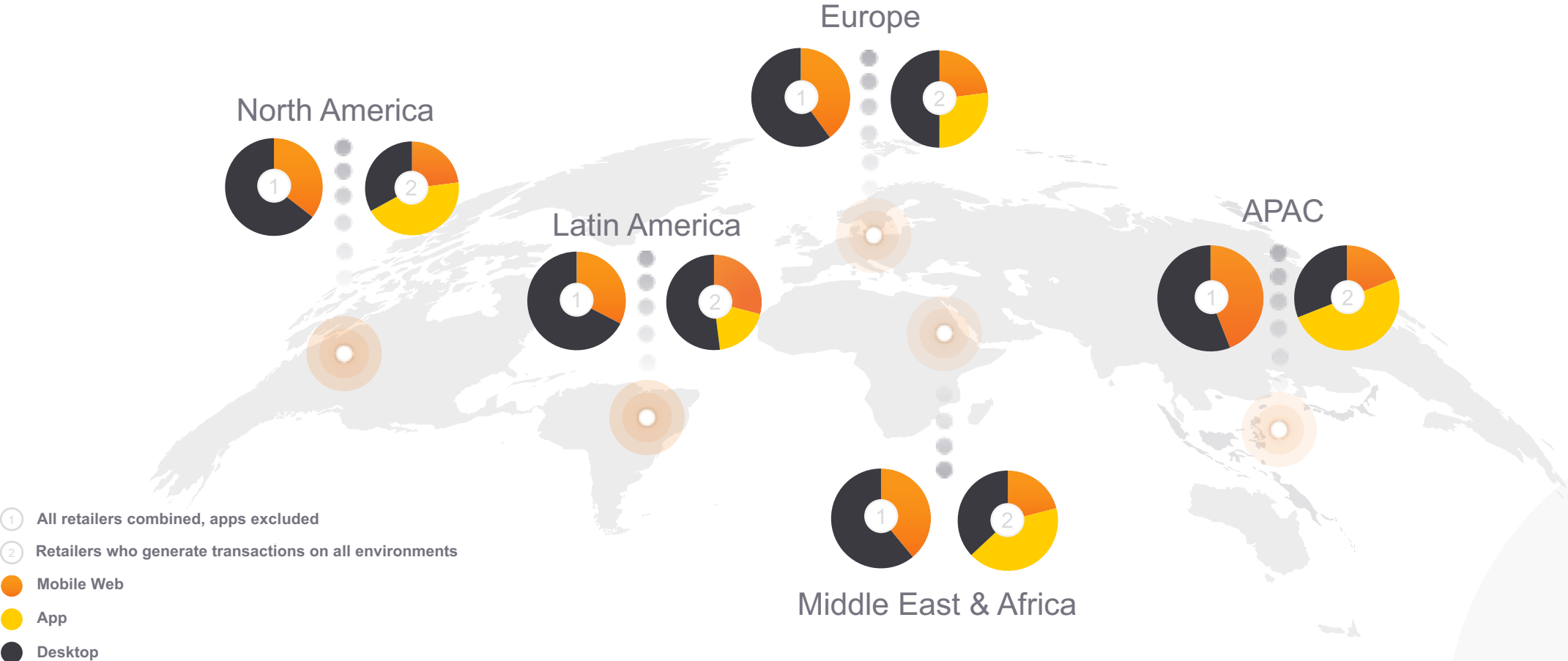


48%
YoY Increase

Source: Criteo data, Worldwide, retail advertisers, Q4 2017, apps Included.

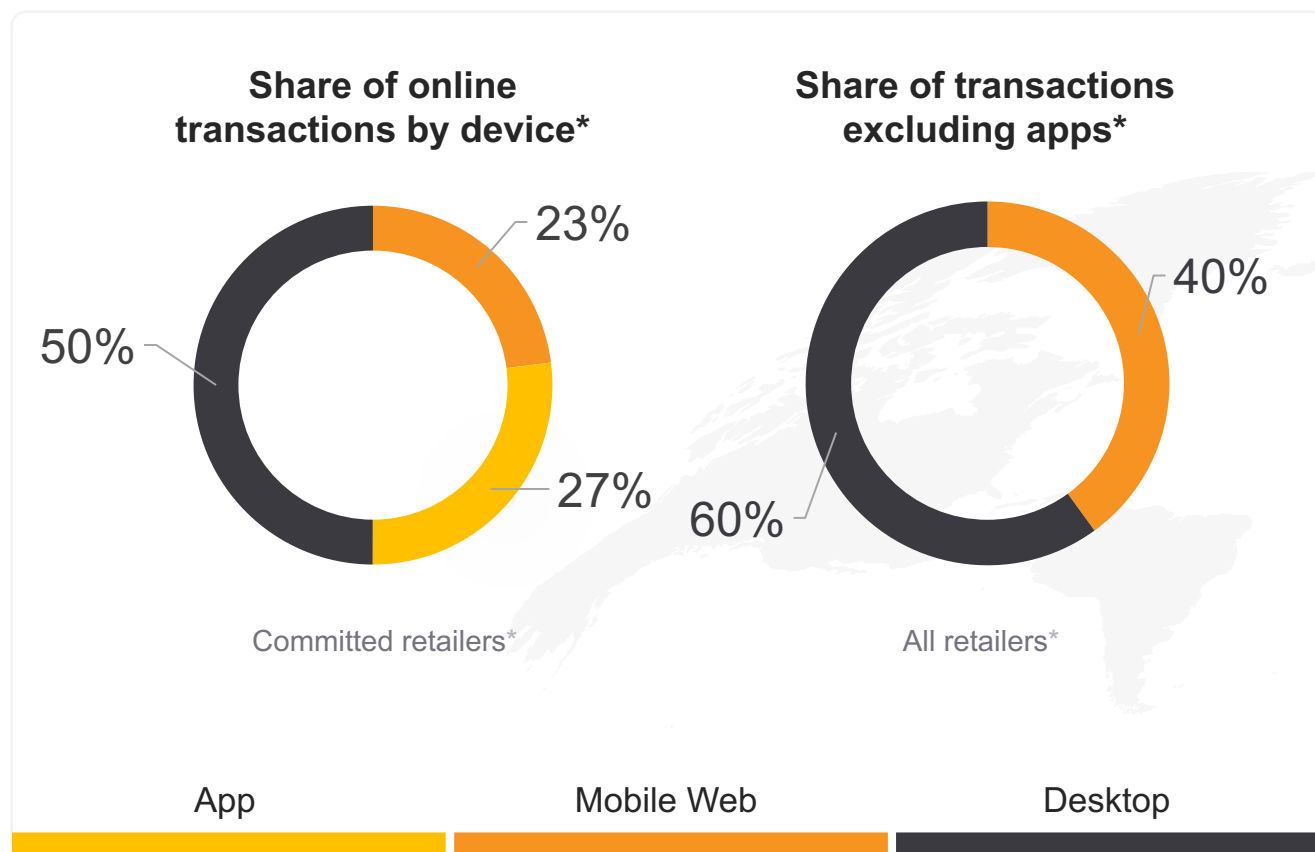
APP OPPORTUNITY

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, Q4 2017

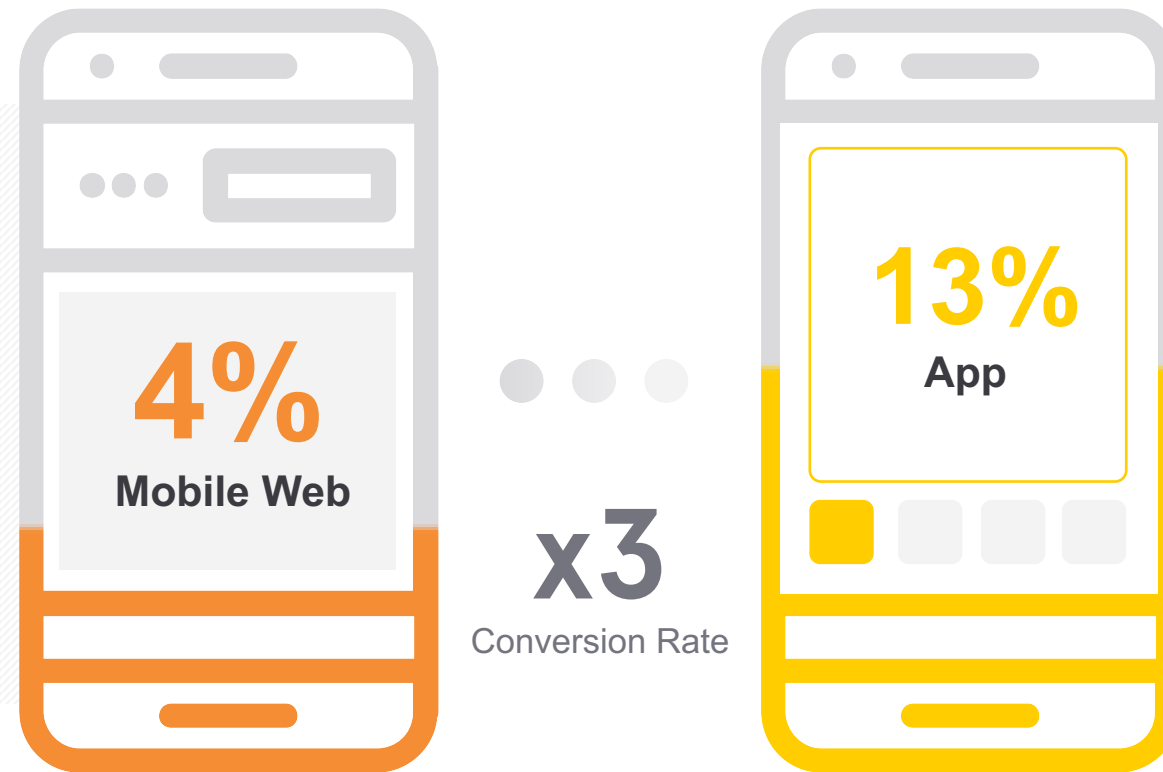
In Europe, retailers with a shopping app now generate 50% of their sales on mobile devices.



Shopping apps generate higher conversion rates.



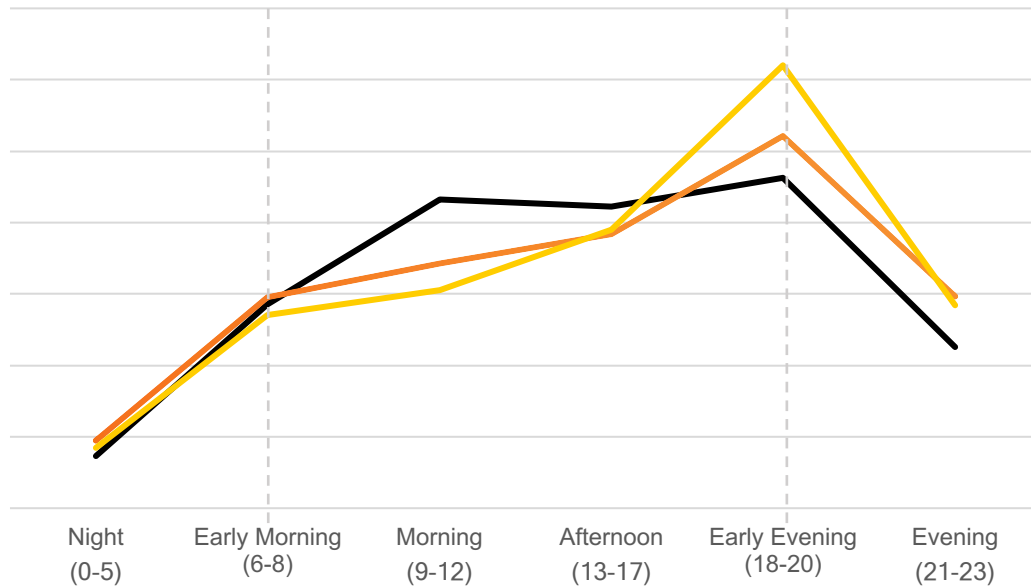
In Europe, the conversion rate on shopping apps is **more than 3 times higher** than on mobile web.



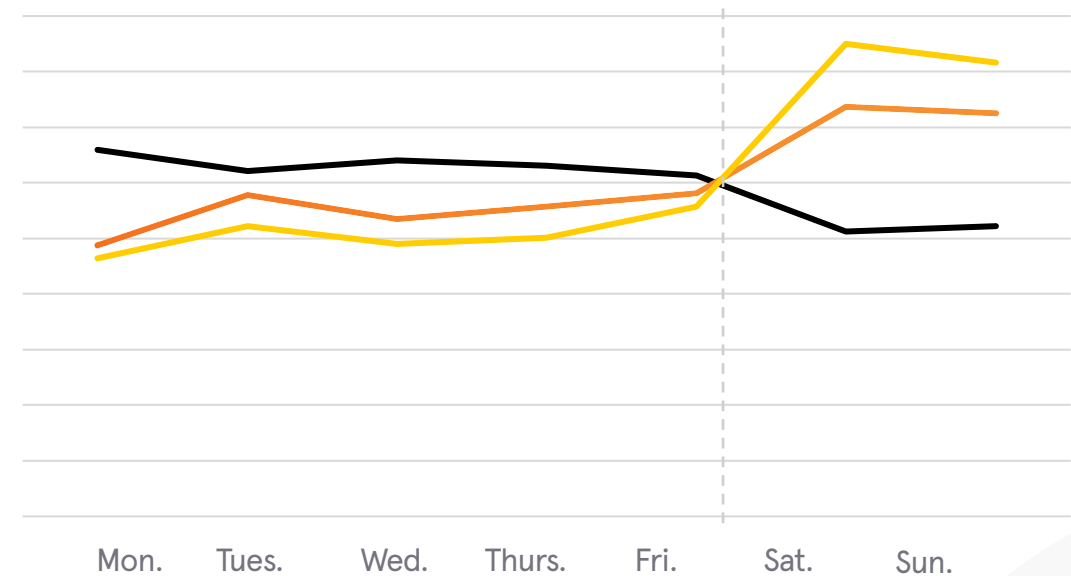
Desktop usage dominates working hours, while mobile wins nights and weekends.



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.



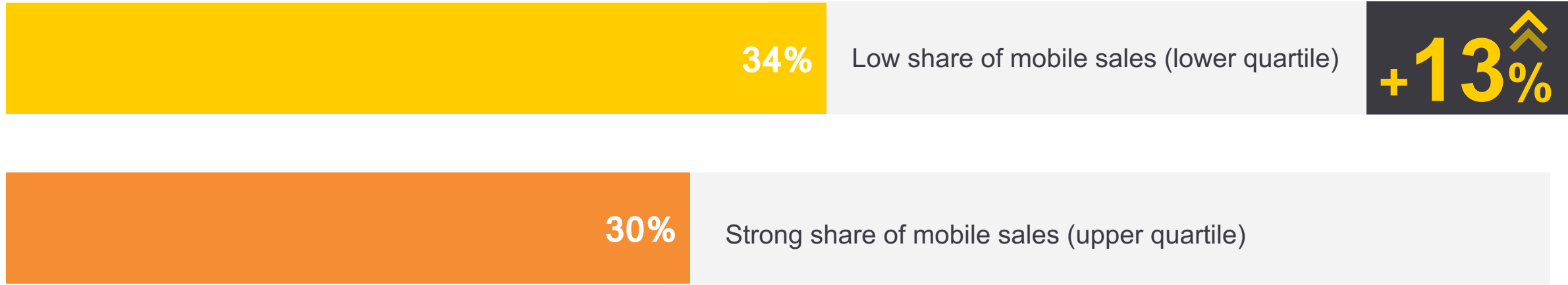
16% of all desktop transactions in Germany are preceded by a click on a mobile device.



Retailers with low mobile sales get more cross-device transactions.



Share of cross-device transactions* by prevalence of mobile sales



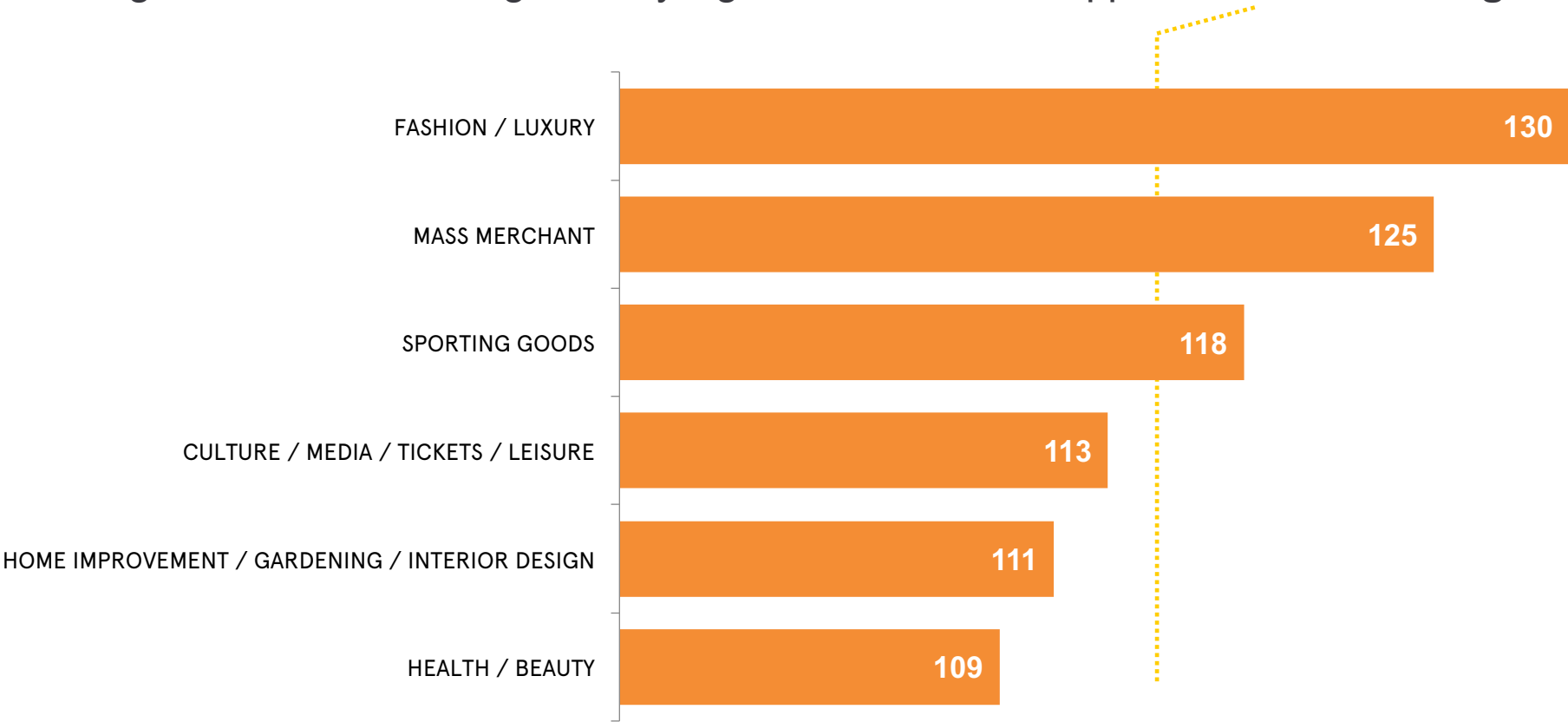
Advertiser takeaway: Combining cross-device data helps make up for a below-average share of sales on mobile

COMBINING DATA

Combining intent lets you see more shopping euros per shopper.



Average order values are significantly higher for matched shoppers: **+18% on average.**

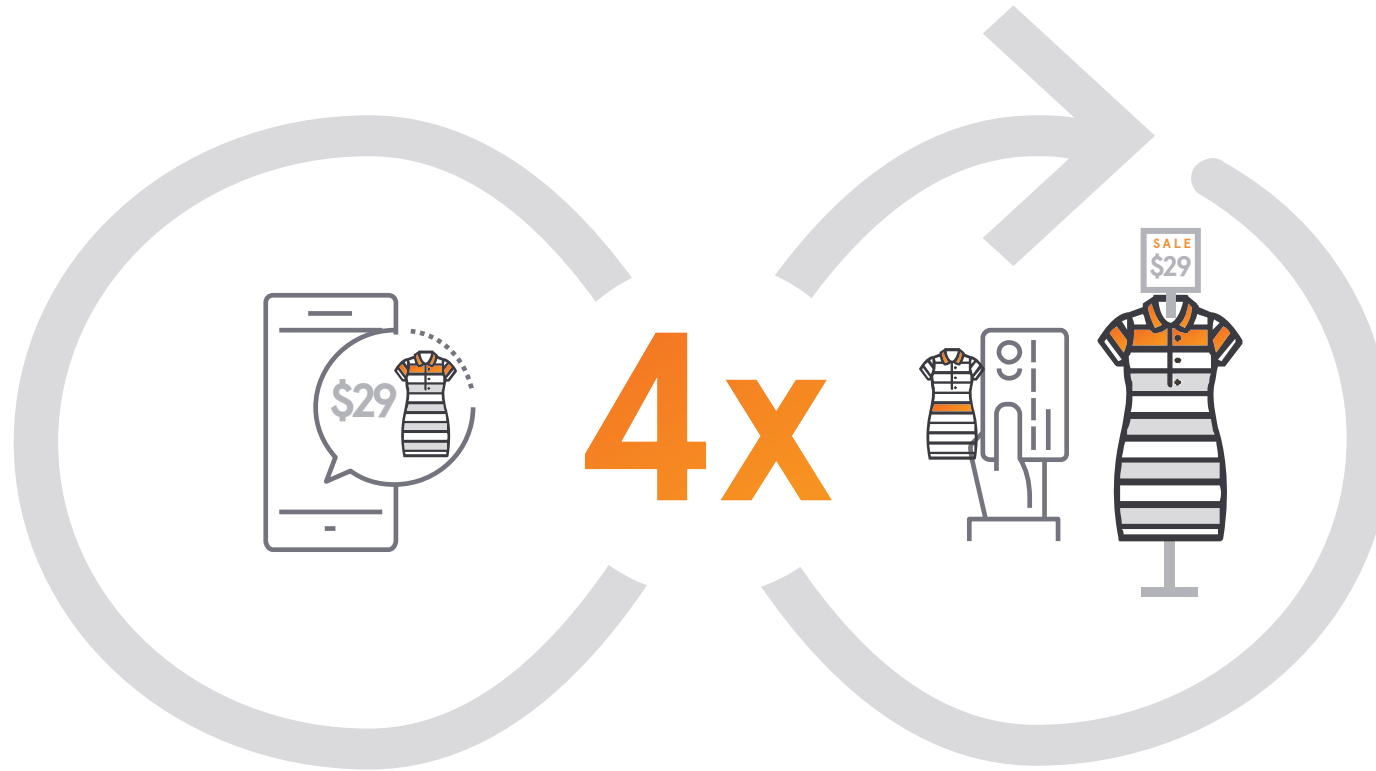


Source: Average order value for matched shoppers by retail category, for every 100€ spent by unmatched shoppers. Criteo data, Germany, retail advertisers, Q4 2017.

Offline sales boost shopper knowledge - and online results.



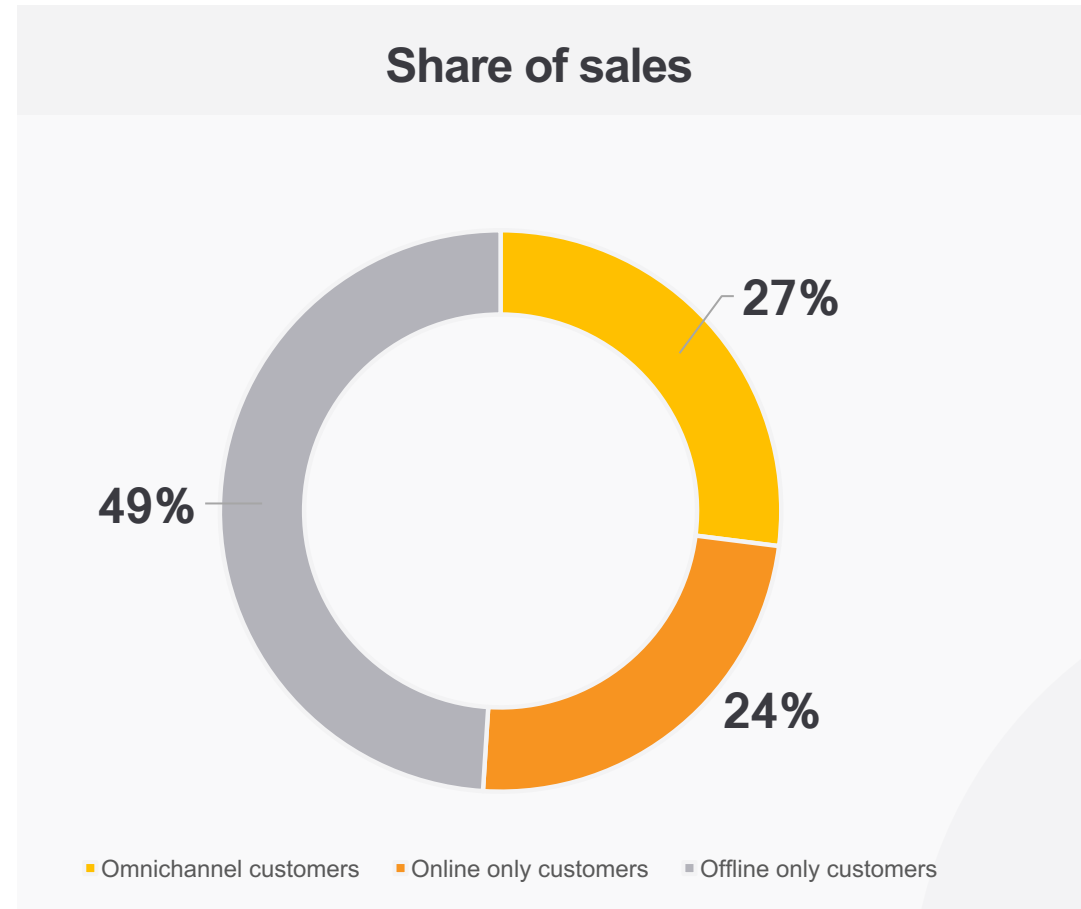
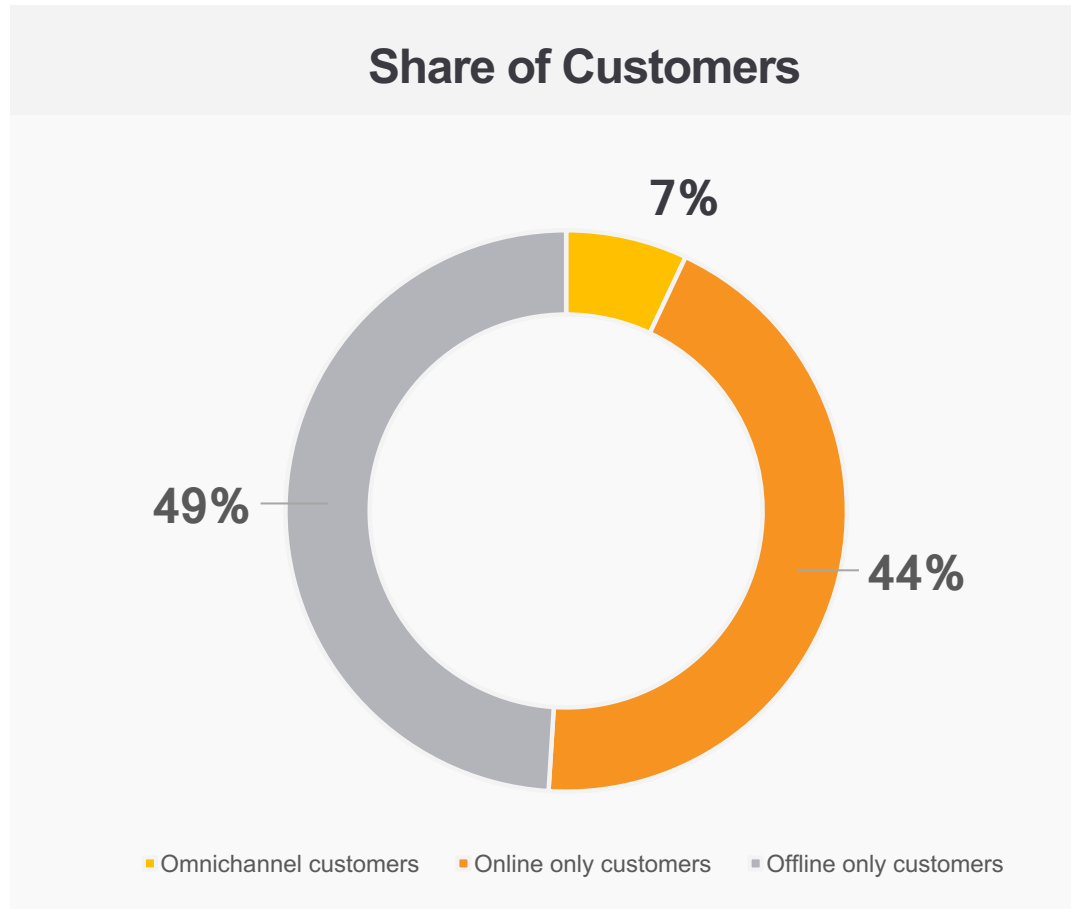
Omnichannel retailers that can combine their offline and online data can apply **over four times** as much sales data to optimize their marketing efforts.



Omnichannel customers generate the highest lifetime value.



Omnichannel customers generate **27% of all sales**, despite representing only 7% of all customers.





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



Methodology

Individual browsing and purchasing data from over 5,000 retailers, in more than 80 countries. Q4 2017

About Criteo

To learn more about how the Criteo Commerce Marketing Ecosystem drives sales and profits for thousands of brands, retailers, and publishers worldwide, visit criteo.com/about