Global Commerce Review

Germany, Q1 2018

2018

Key Findings

Today's shoppers are active across all browsing environments, 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 **47% of mobile sales** for retailers who invest in both mobile web and shopping apps.
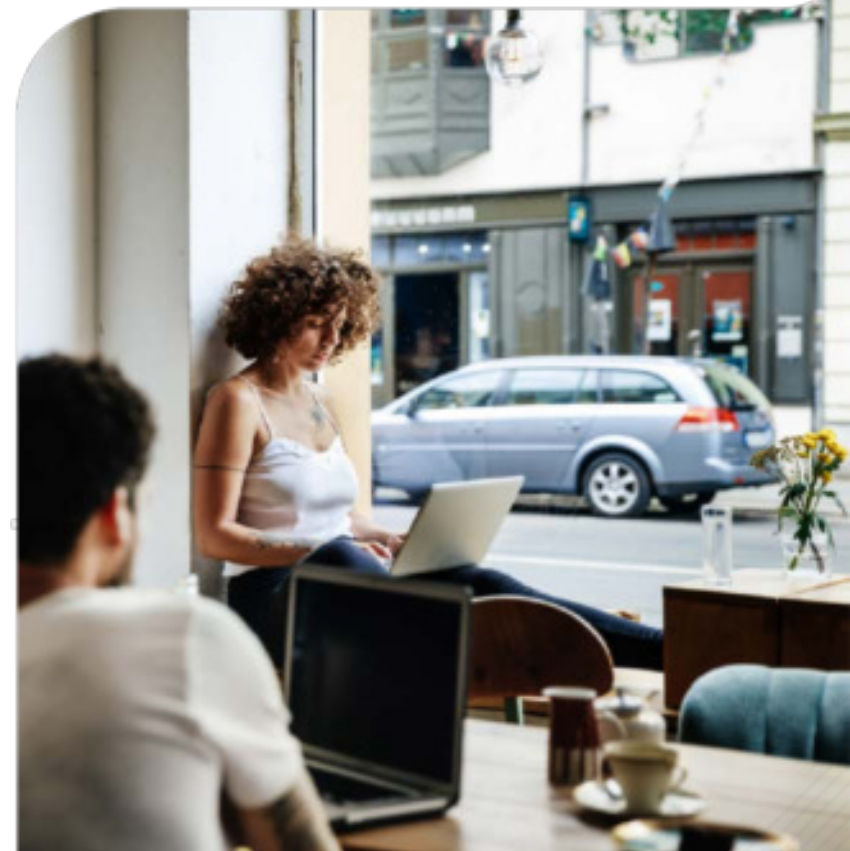
Shopping apps generate higher conversion rates.

The conversion rate on shopping apps is more than **3 times** higher than on mobile web.

Using offline sales data can boost online results.

Omnichannel retailers can apply over **4 times** as much sales data to optimize their marketing efforts.
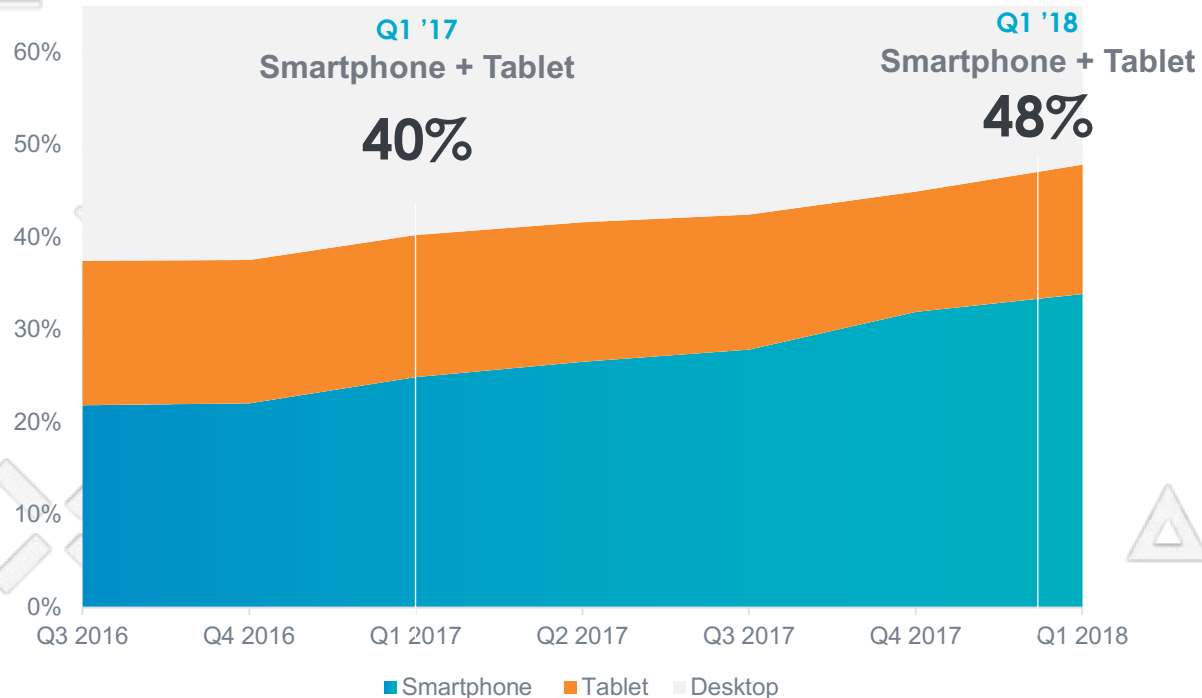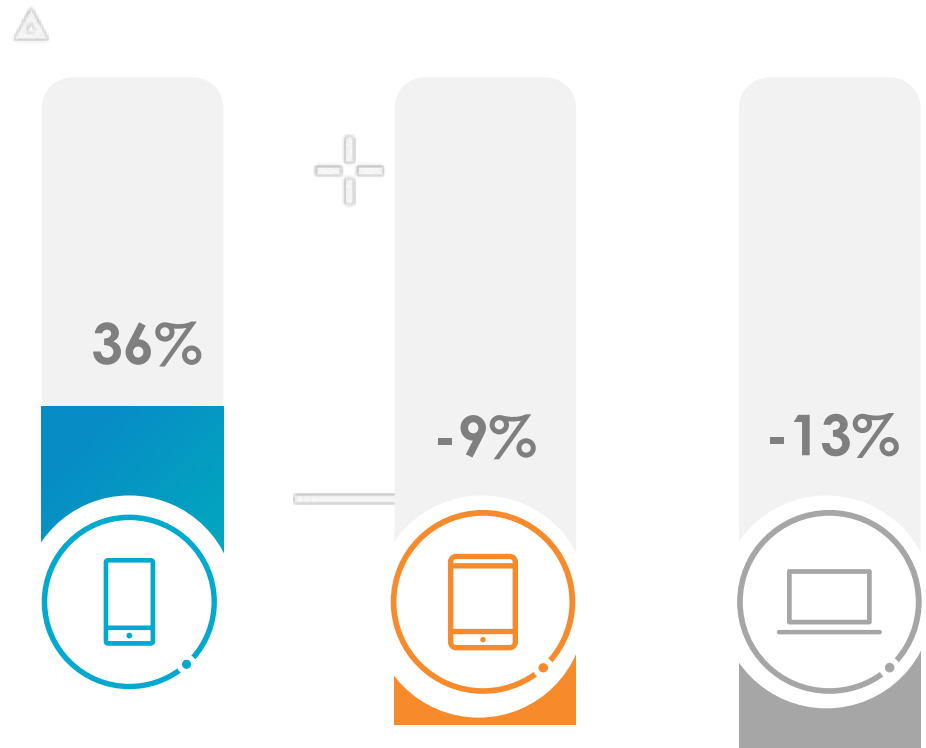
Source: Criteo, Germany, Q1 2018.   **Base:** retail (see Methodology).

criteo.

Mobile Growth

Mobile web usage reaches maturity, and smartphone keeps growing.

Sales by Device, Q1 2017 and Q1 2018, Apps Excluded

Q1 '17
Smartphone + Tablet
40%

Q1 '18
Smartphone + Tablet
48%

60%
50%
40%
30%
20%
10%
0%

Q3 2016 | Q4 2016 | Q1 2017 | Q2 2017 | Q3 2017 | Q4 2017 | Q1 2018

■ Smartphone ■ Tablet ■ Desktop

Q1 Year-Over-Year

36%

-9%

-13%

Source: Criteo, Germany, Q1 2018.   **Base:** retail (see Methodology).

criteo.

Mobile Growth

Health / Beauty, Fashion / Luxury and Mass Merchant are the two retail subcategories with the highest share of mobile sales.

Share of Mobile Sales, Q1 2018, Apps Excluded

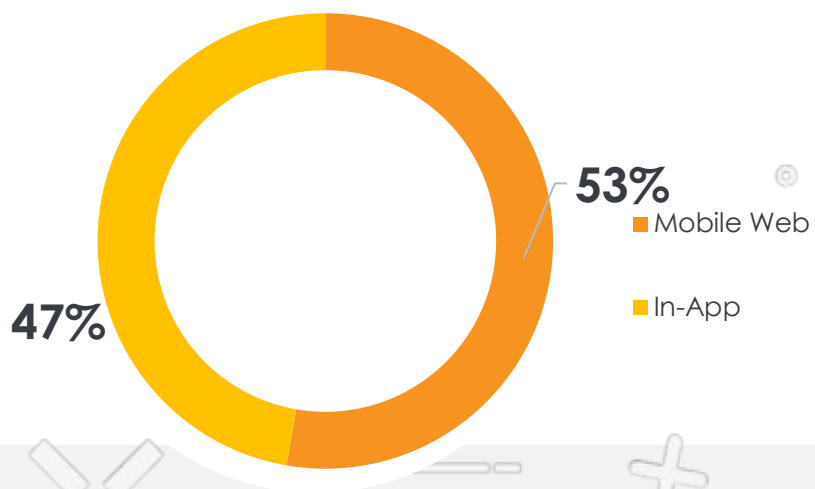| Category	Share
HEALTH / BEAUTY	52%
FASHION / LUXURY	48%
MASS MERCHANT	48%
SPORTING GOODS	45%
HOME	41%

criteo.

criteo.

47%

Apps account for half of mobile sales.

App Opportunity

Mobile is the majority for retailers with a shopping app.

Europe
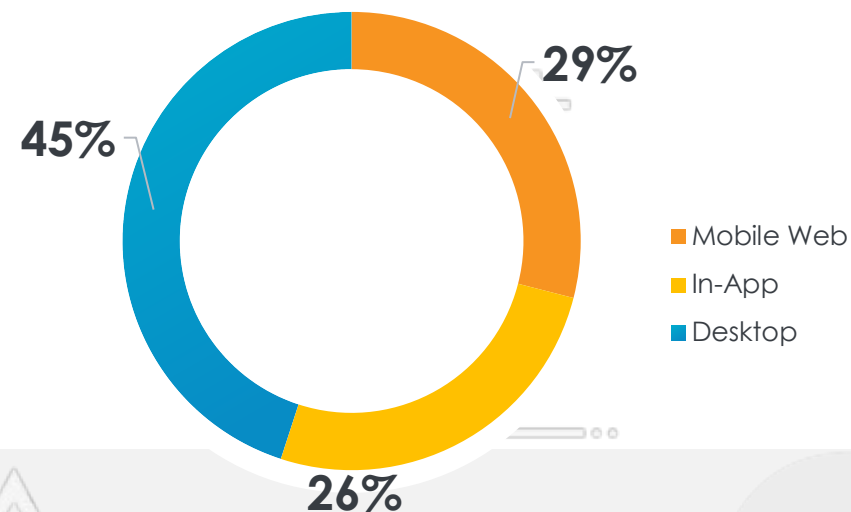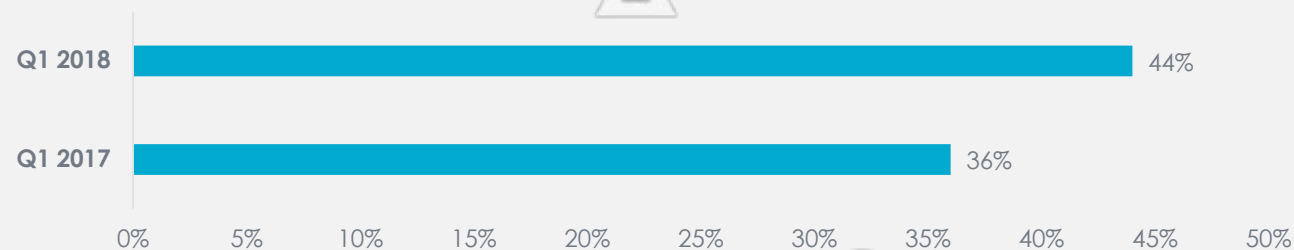In-App Share of Mobile eCommerce Transactions

53%
- Mobile Web
- In-App

47%

Europe
Share of eCommerce Transactions by Environment

29%
45%
- Mobile Web
- In-App
- Desktop

26%

Worldwide

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

Q1 2018 — 44%

Q1 2017 — 36%

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%

22%
YoY Increase
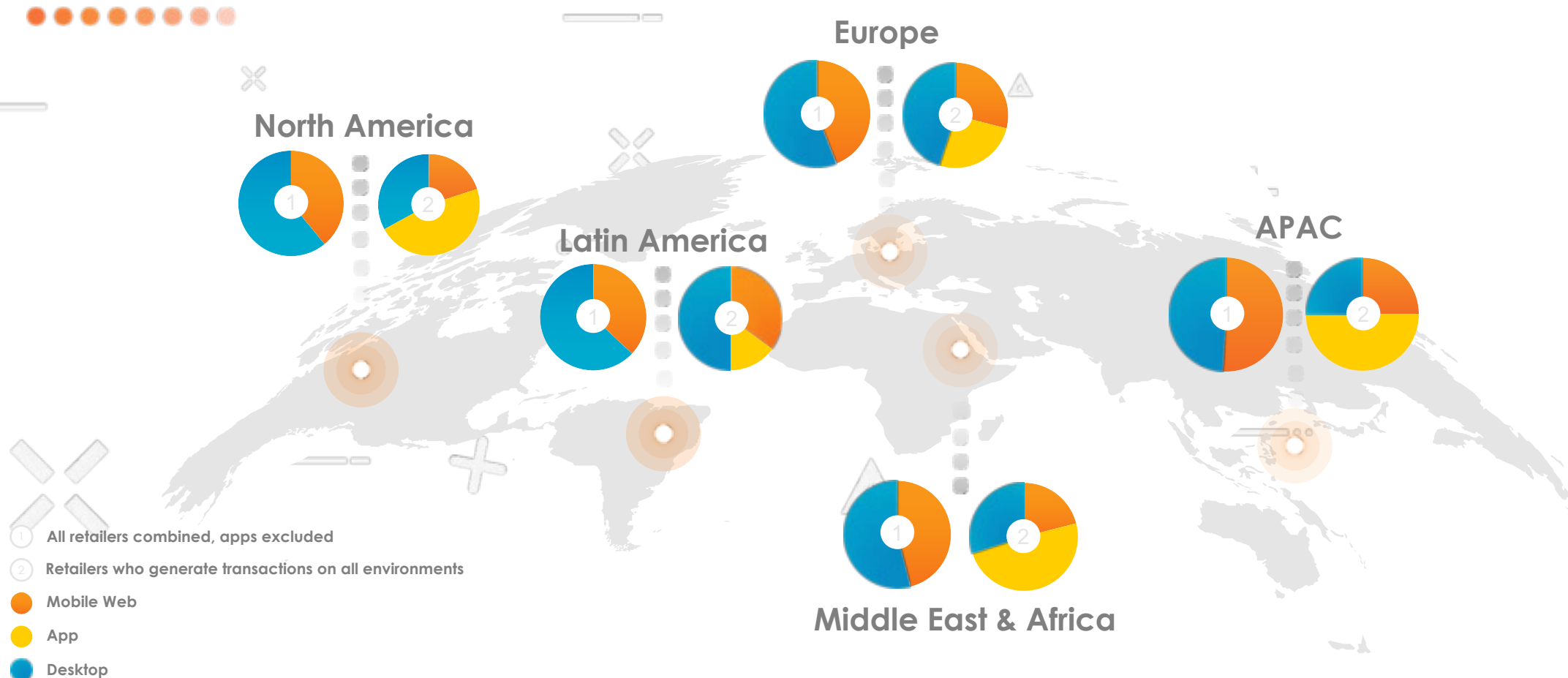
criteo.

App Opportunity

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

North America

Europe

Latin America

APAC

Middle East & Africa

① All retailers combined, apps excluded

② Retailers who generate transactions on all environments

● Mobile Web

● App

● Desktop

Source: Criteo, Q1 2018.   **Base:** left: all retailers, excluding apps / right: retailers with an app and a mobile website.
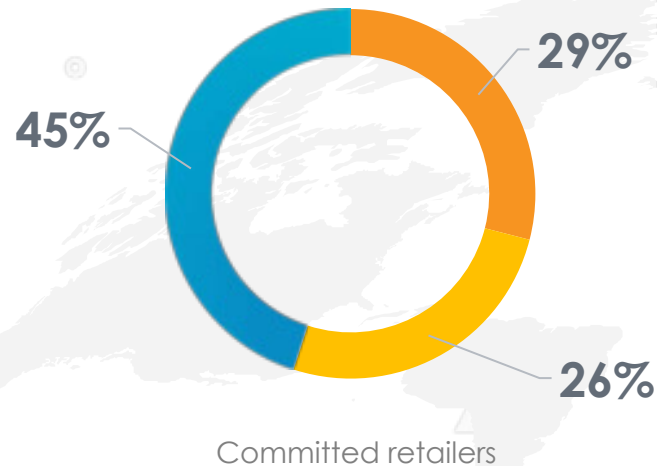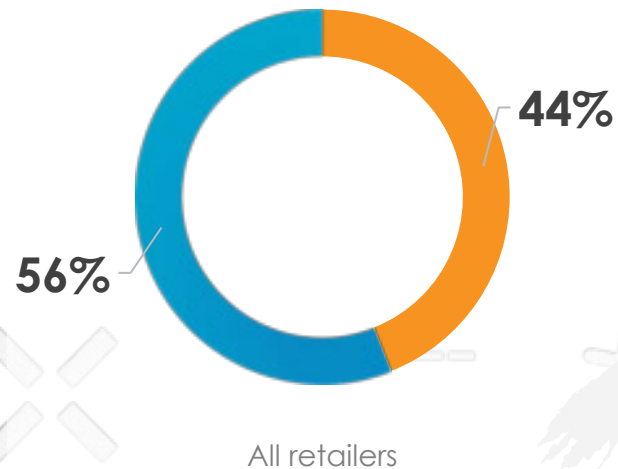
criteo.

App Opportunity

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

Share of Transactions Excluding Apps

44%

56%

All retailers

Share of Online Transactions by Device

29%

45%

26%

Committed retailers

Europe

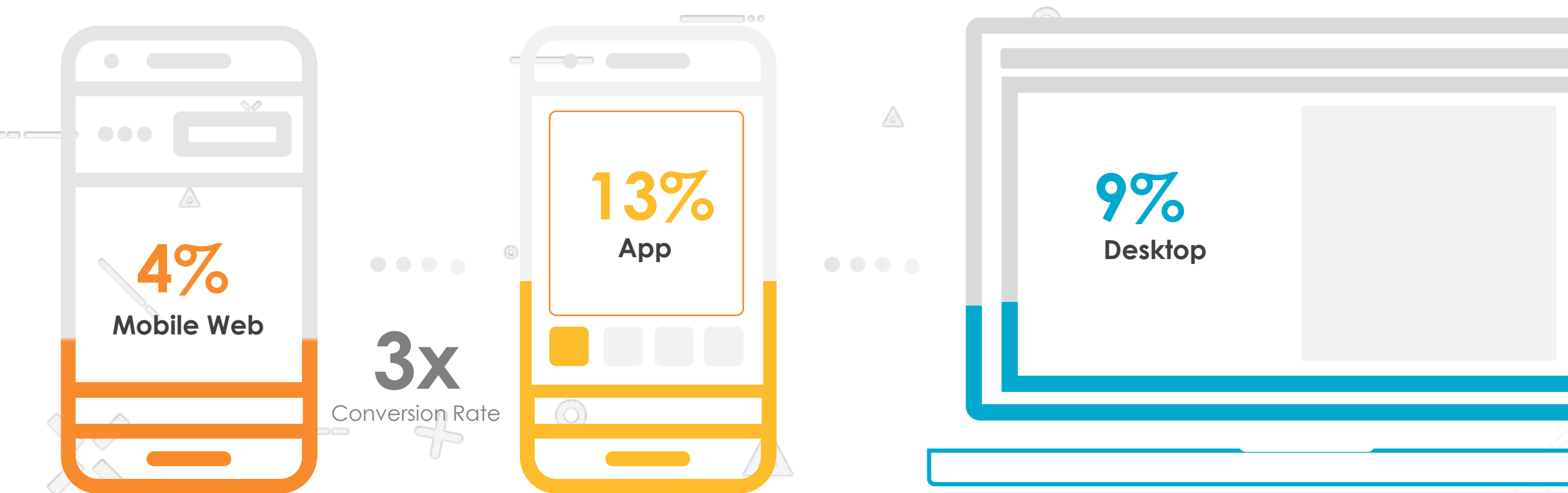App | Mobile Web | Desktop

criteo

App Opportunity

Shopping apps generate higher conversion rates.

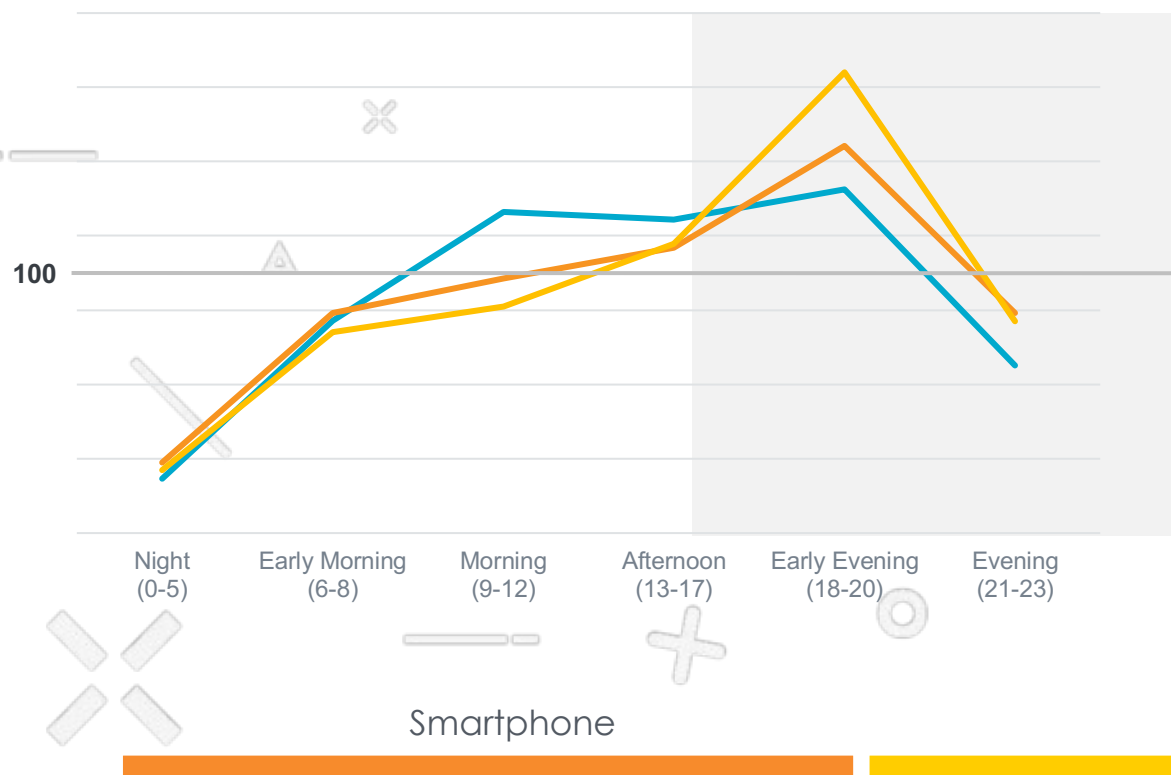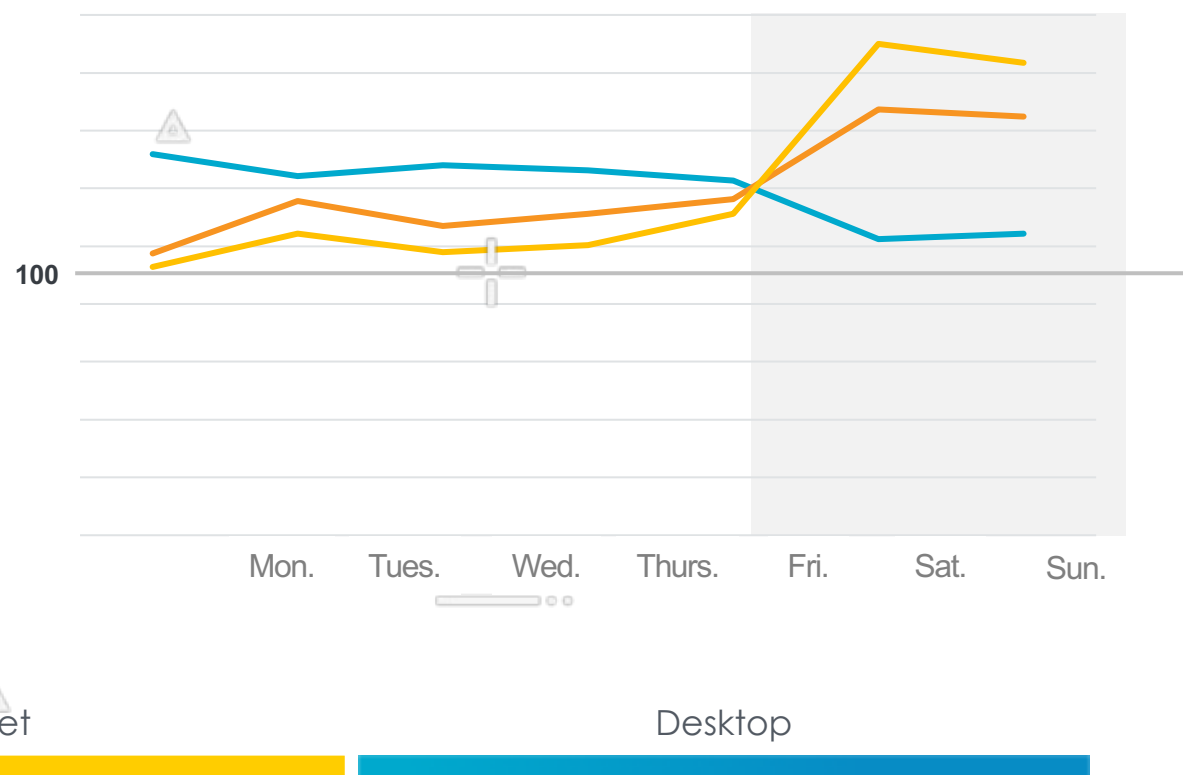In Europe, the conversion rate on shopping apps is more than 3 times higher than on mobile web.

4%
Mobile Web

3x
Conversion Rate

13%
App

9%
Desktop

Source: Criteo, Europe, Q1 2018. **Base:** retailers with an app and a mobile website. Conversion rate = buyers / product page viewers.

criteo.

Shopping Moments

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

## Germany Sales by Device Type and Hour of the Day

100

| Night (0-5) | Early Morning (6-8) | Morning (9-12) | Afternoon (13-17) | Early Evening (18-20) | Evening (21-23) |

Germany Sales by Device Type and Day of Week

100

Mon.   Tues.   Wed.   Thurs.   Fri.   Sat.   Sun.

Smartphone   Tablet   Desktop

criteo

Omnichannel Matters

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.
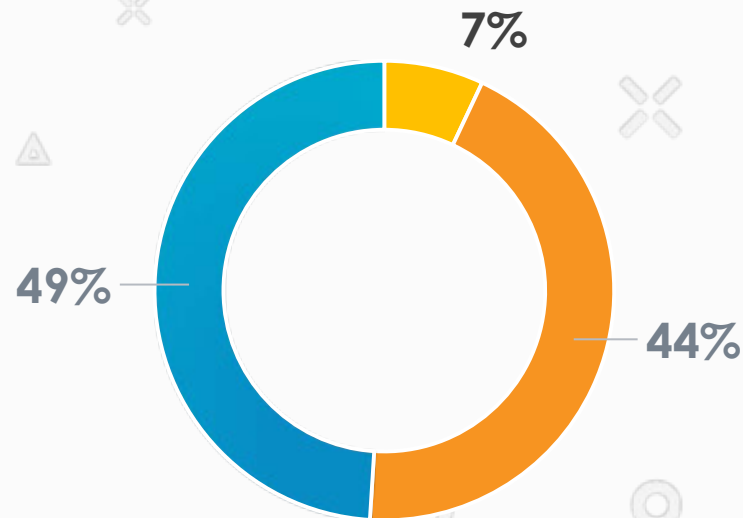
4x

criteo.
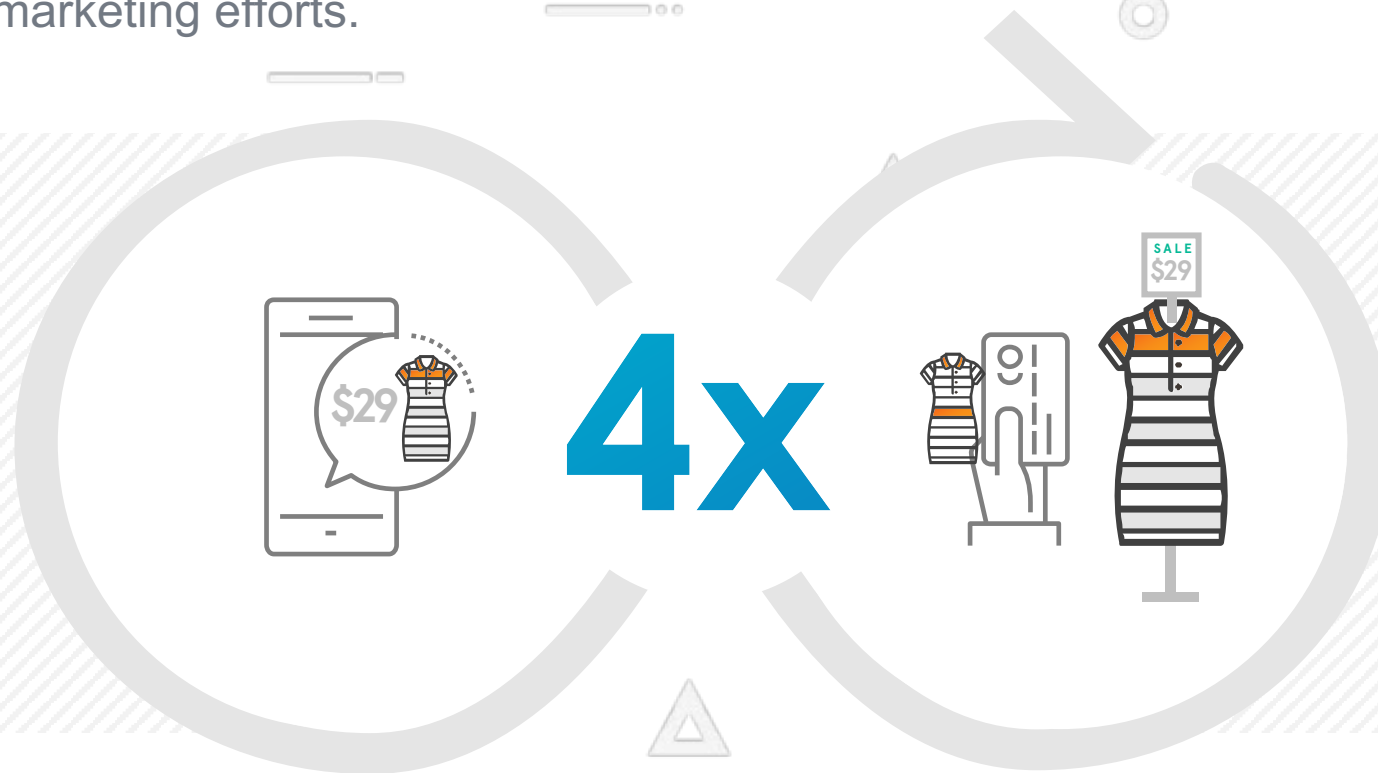
Omnichannel Matters

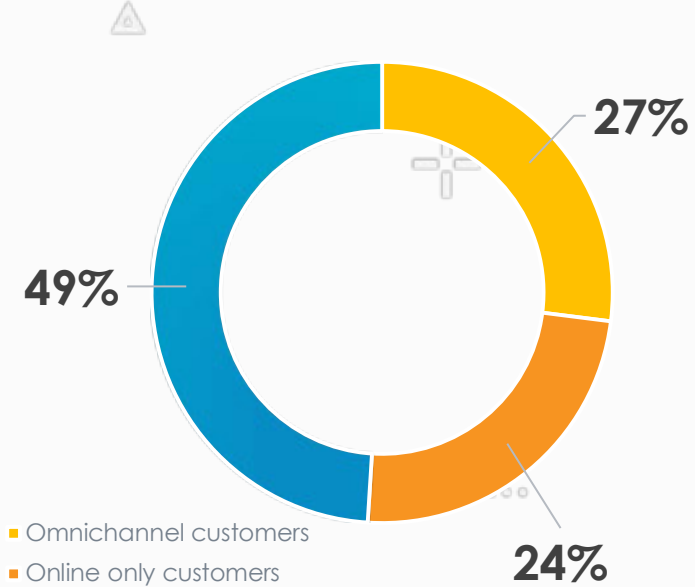Omnichannel customers generate the highest lifetime value.

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

Share of Customers

7%

44%

49%

- Omnichannel customers
- Online only customers
- Offline only customers

Share of Sales

27%

24%

49%

- Omnichannel customers
- Online only customers
- Offline only customers

criteo.

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. Q1 2018

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