

# Global Commerce Review

United States, 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 **70% 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.

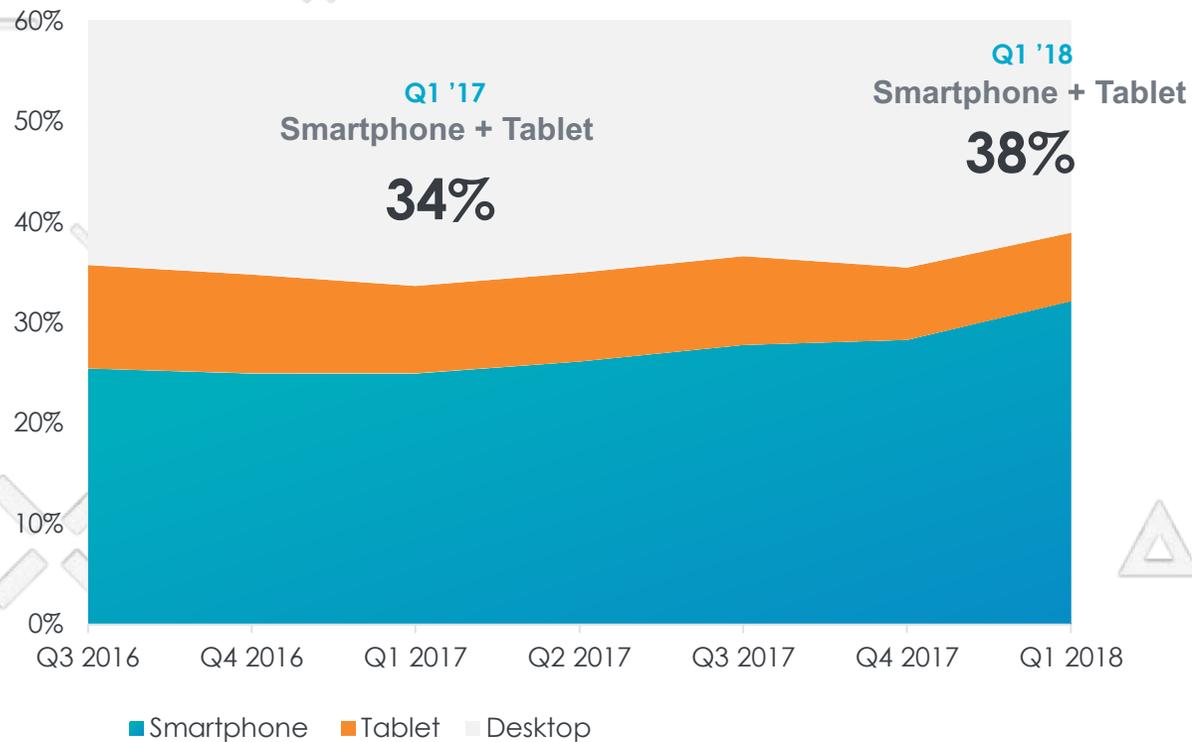


# Mobile Growth

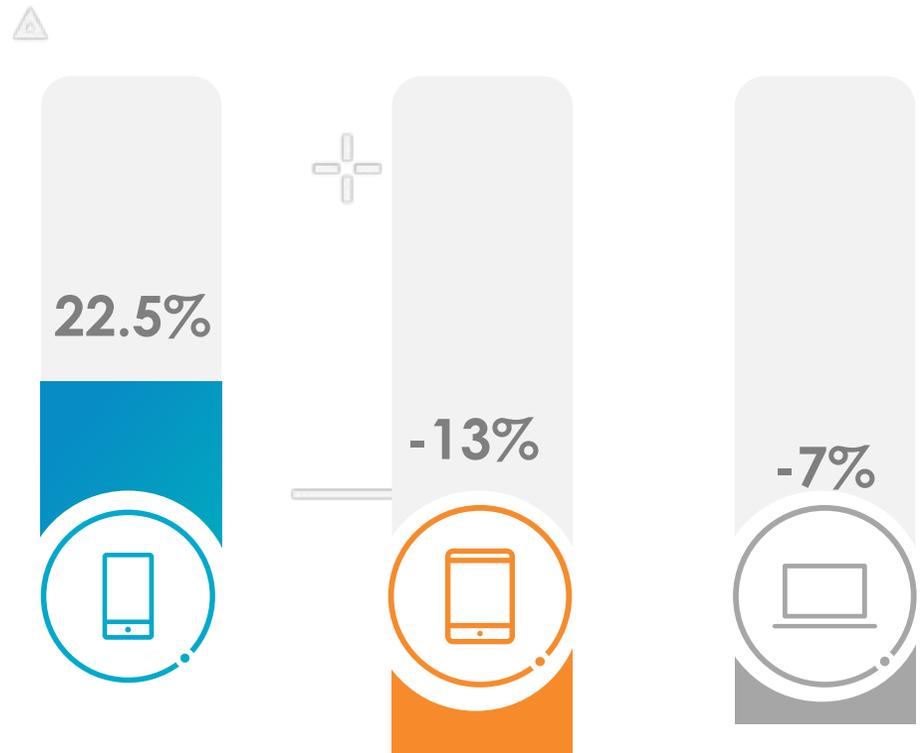
Mobile web usage reaches maturity, and smartphone keeps growing.



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



### Q1 Year-Over-Year

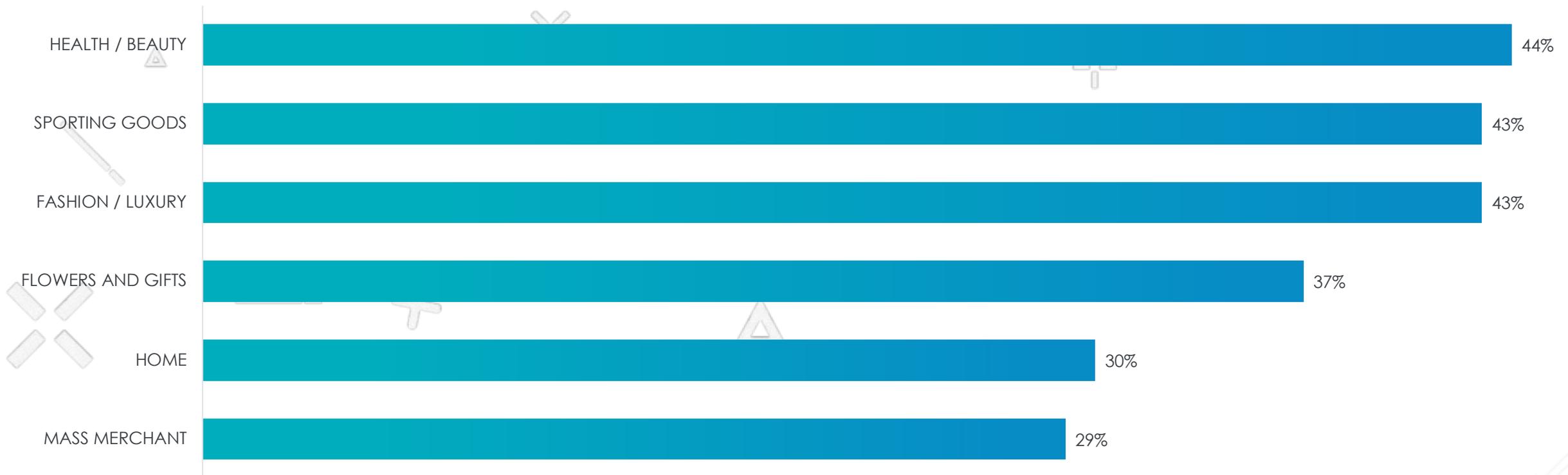


# Mobile Growth

Health / Beauty and Sporting Goods are the two retail subcategories with the highest share of mobile sales.



## Share of Mobile Sales, Q1 2018, Apps Excluded



70%

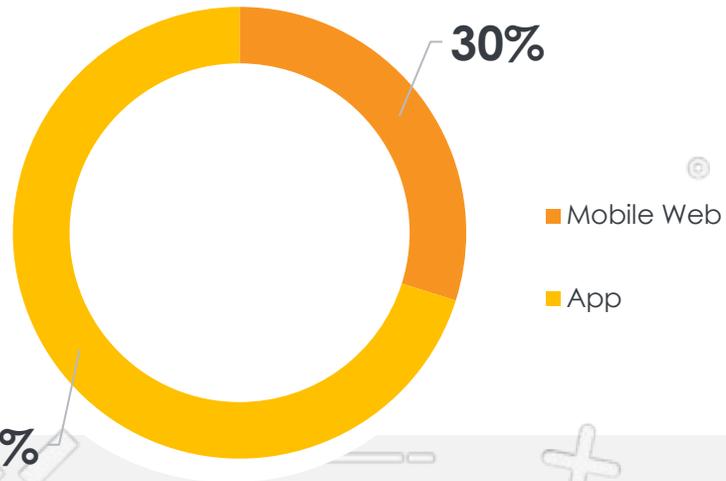
Apps account for over  
2/3 of mobile sales.

# App Opportunity

Mobile is the majority for retailers with a shopping app.

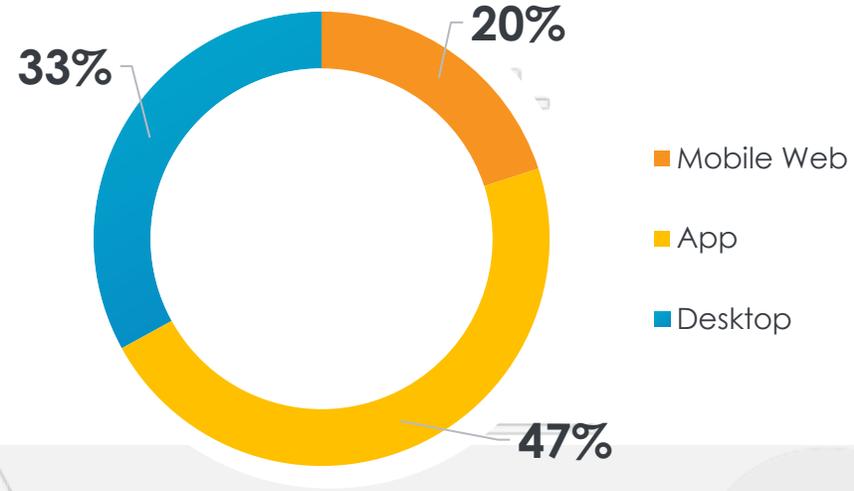
## North America

In-App Share of Mobile eCommerce Transactions



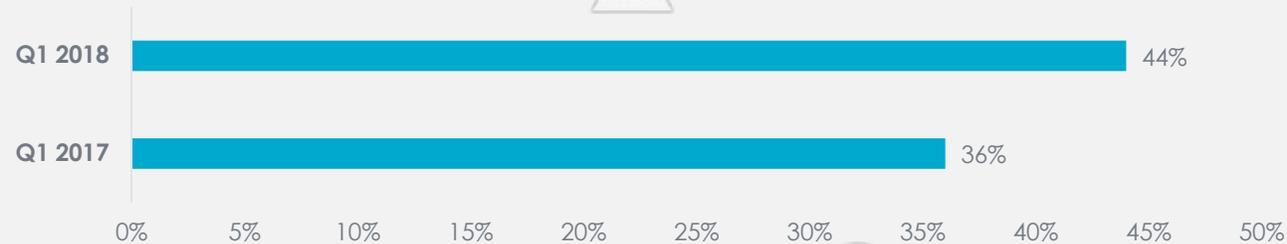
## North America

Share of eCommerce Transactions by Environment



## Worldwide

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



22%

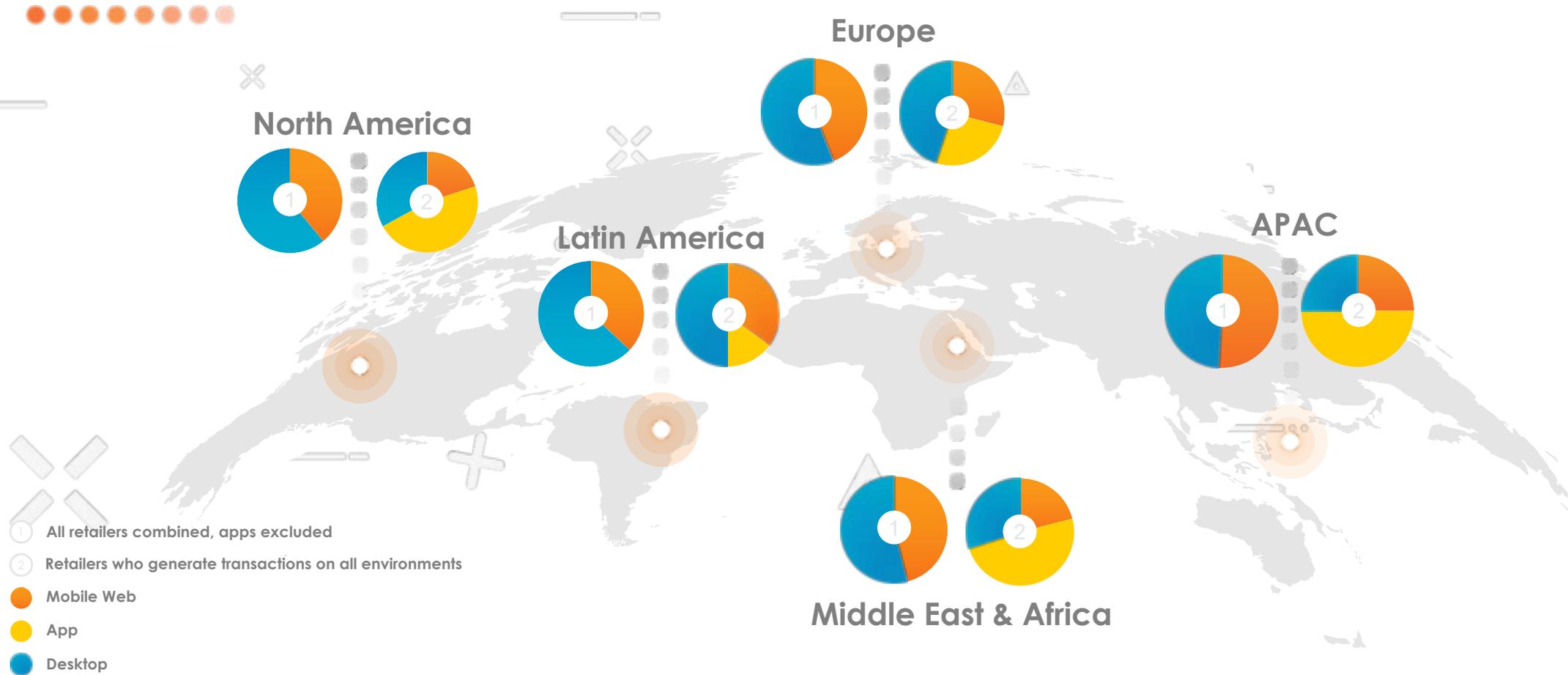
YoY Increase

Source: Criteo, United States, Q1 2018.

Base: retail, apps excluded.

# App Opportunity

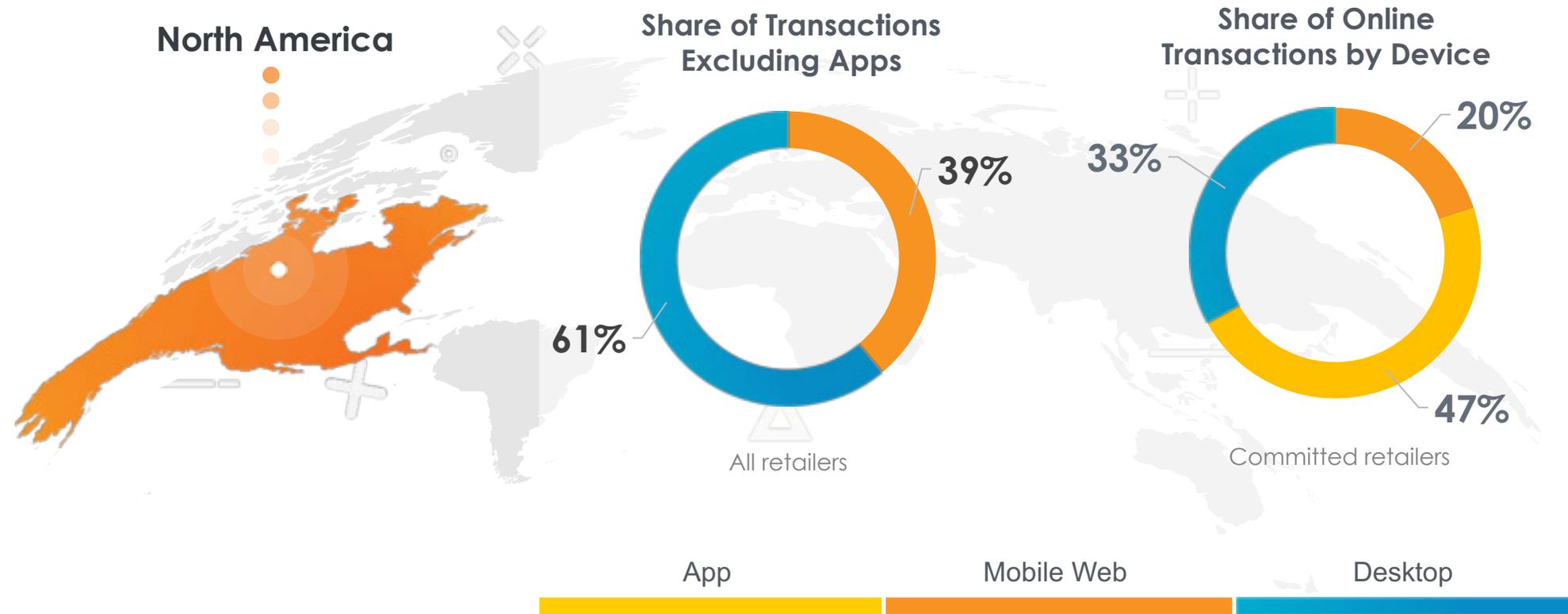
In most world regions, mobile now accounts for more than 50% of online transactions, and in-app sales dominate.



- ① All retailers combined, apps excluded
- ② Retailers who generate transactions on all environments
- Mobile Web
- App
- Desktop

# App Opportunity

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

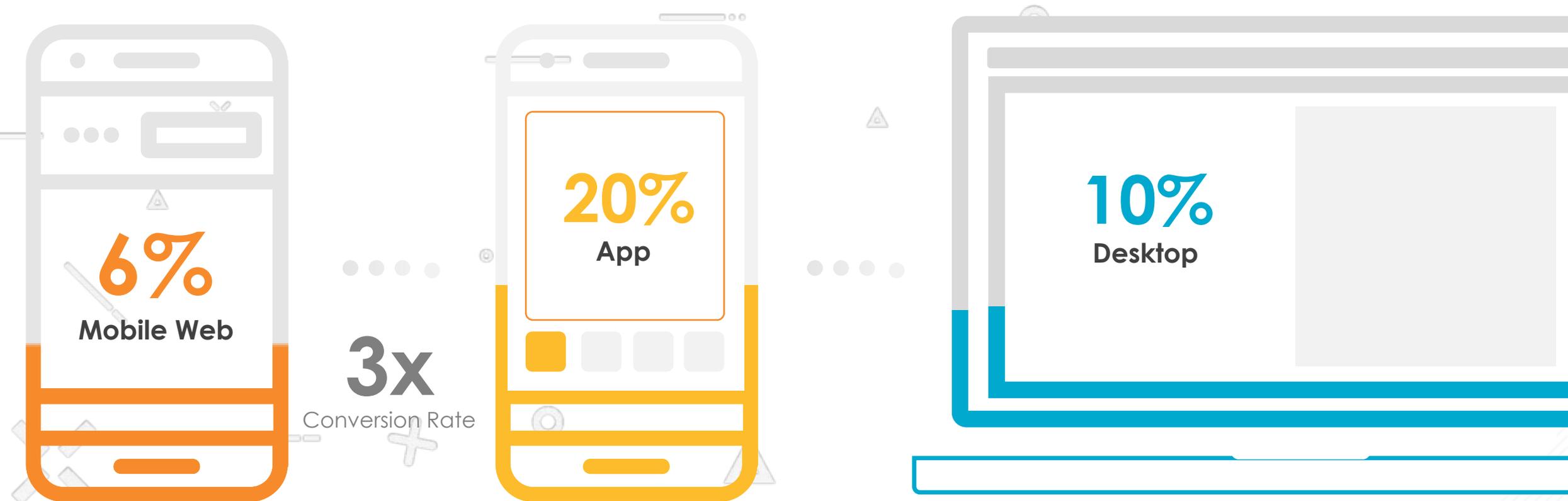


# App Opportunity

Shopping apps generate higher conversion rates.



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

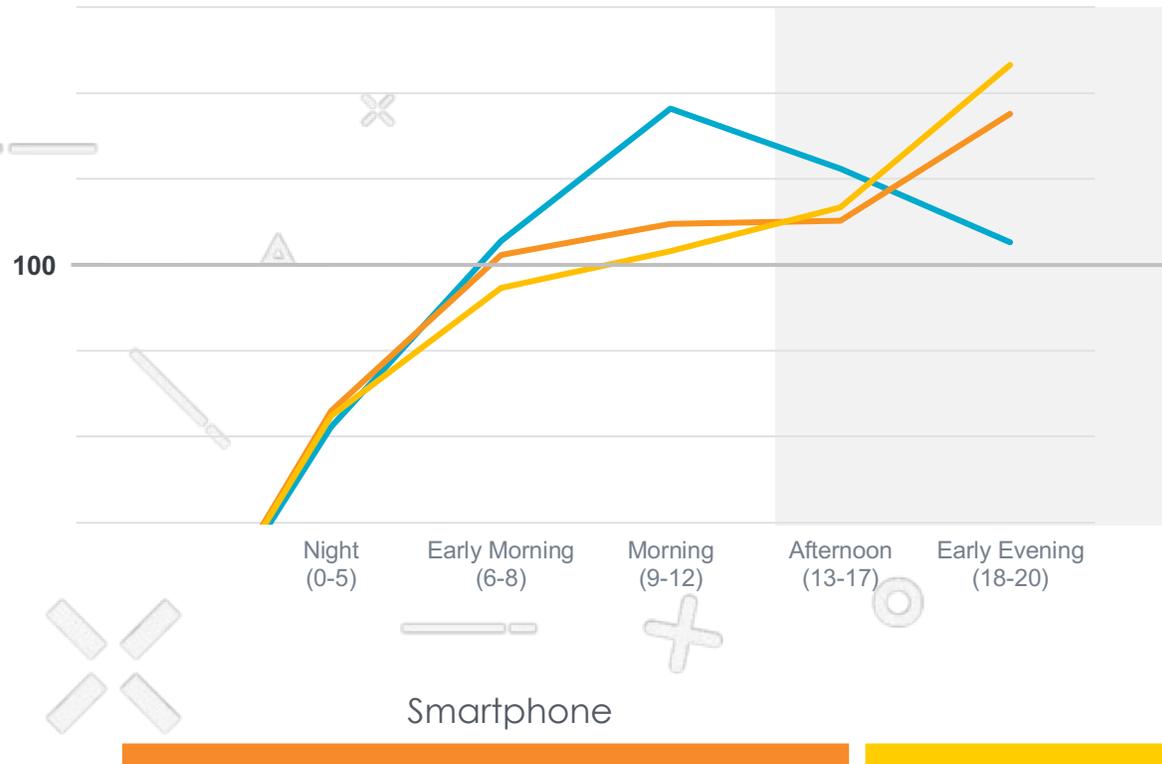


# Shopping Moments

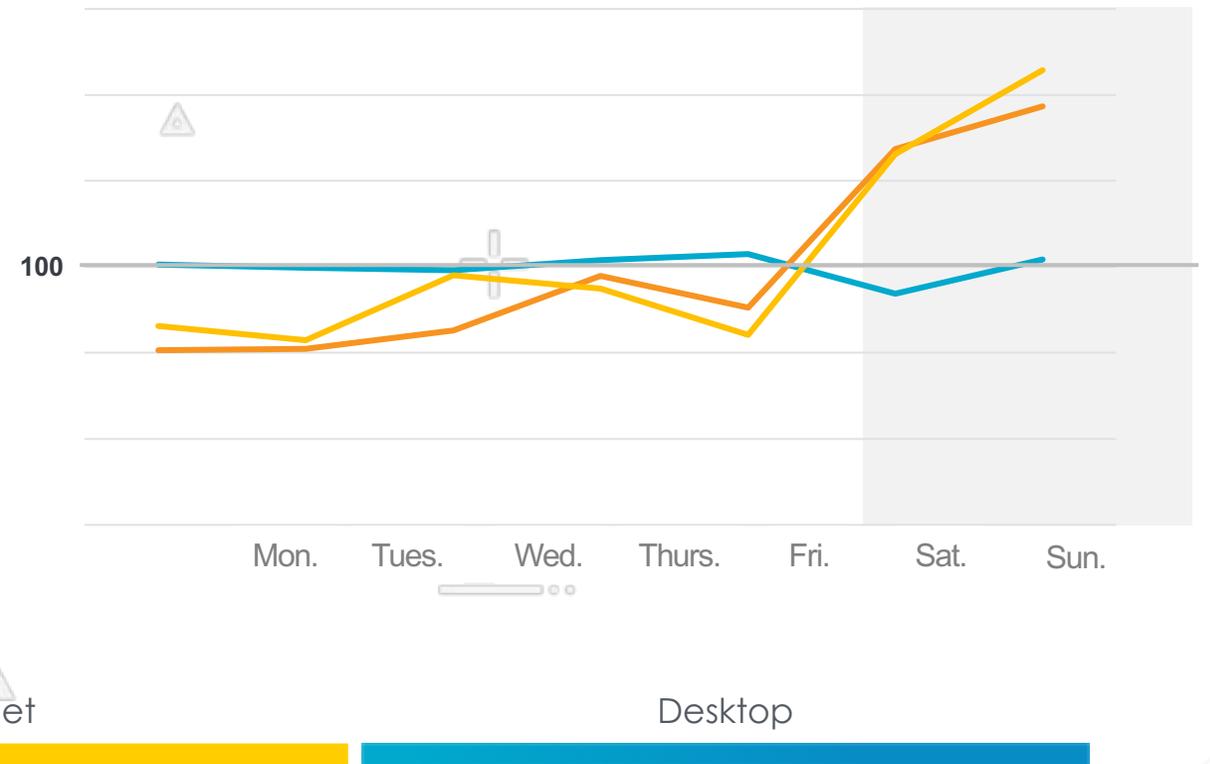
Desktop usage dominates working hours, while mobile wins nights and weekends.



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



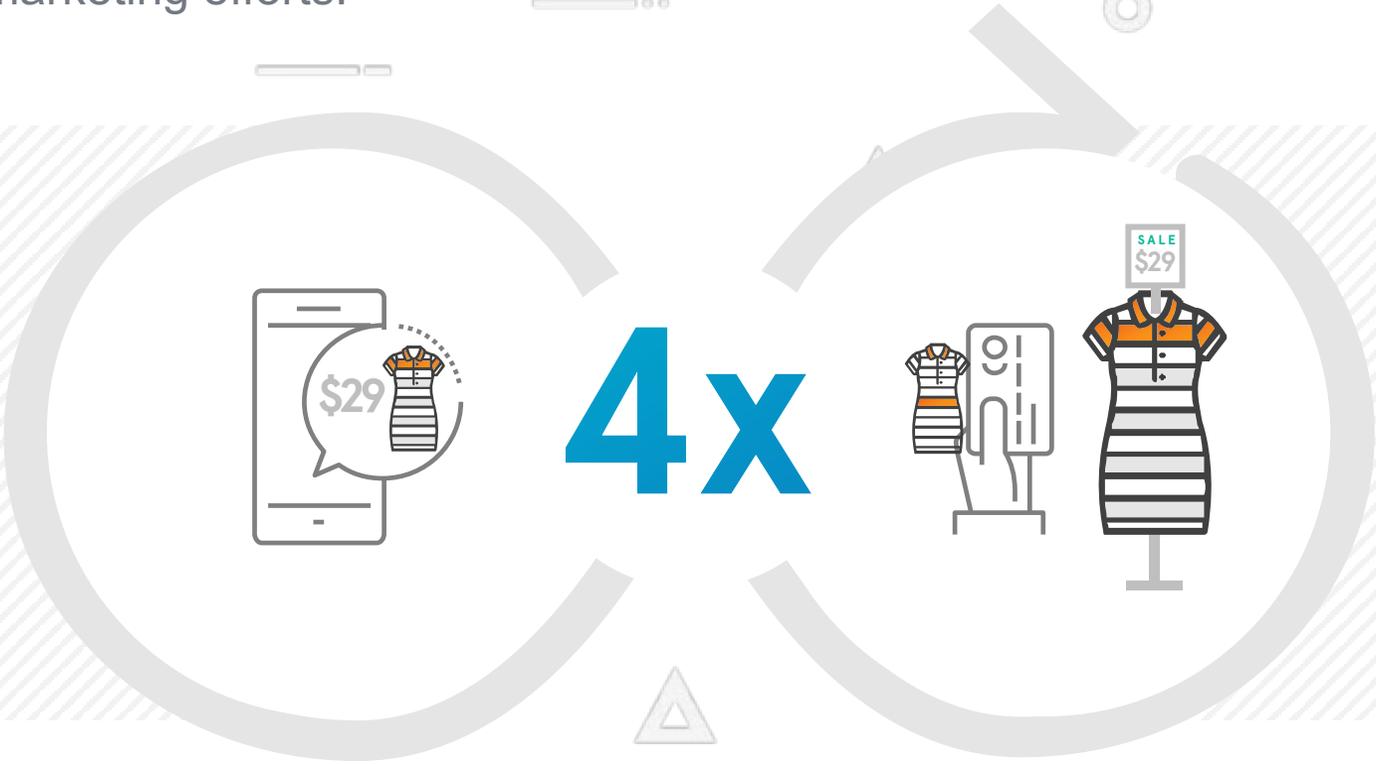
## US Sales by Device Type and Hour of the Day



# 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.

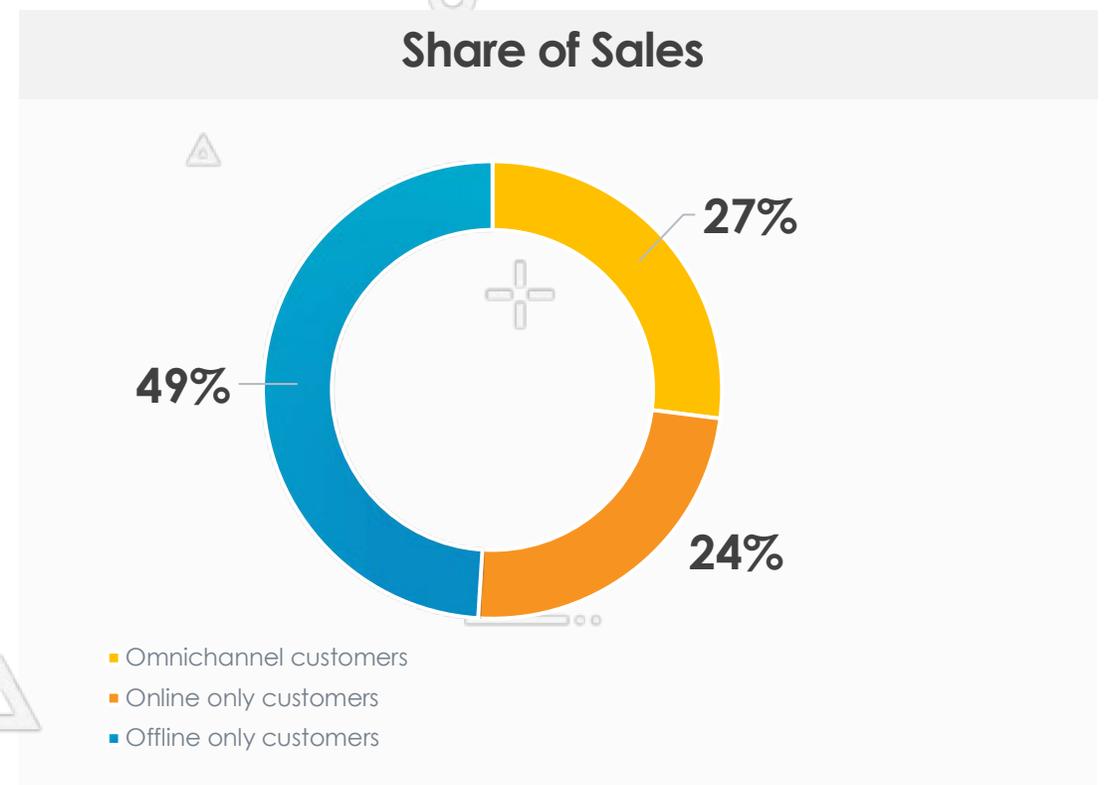
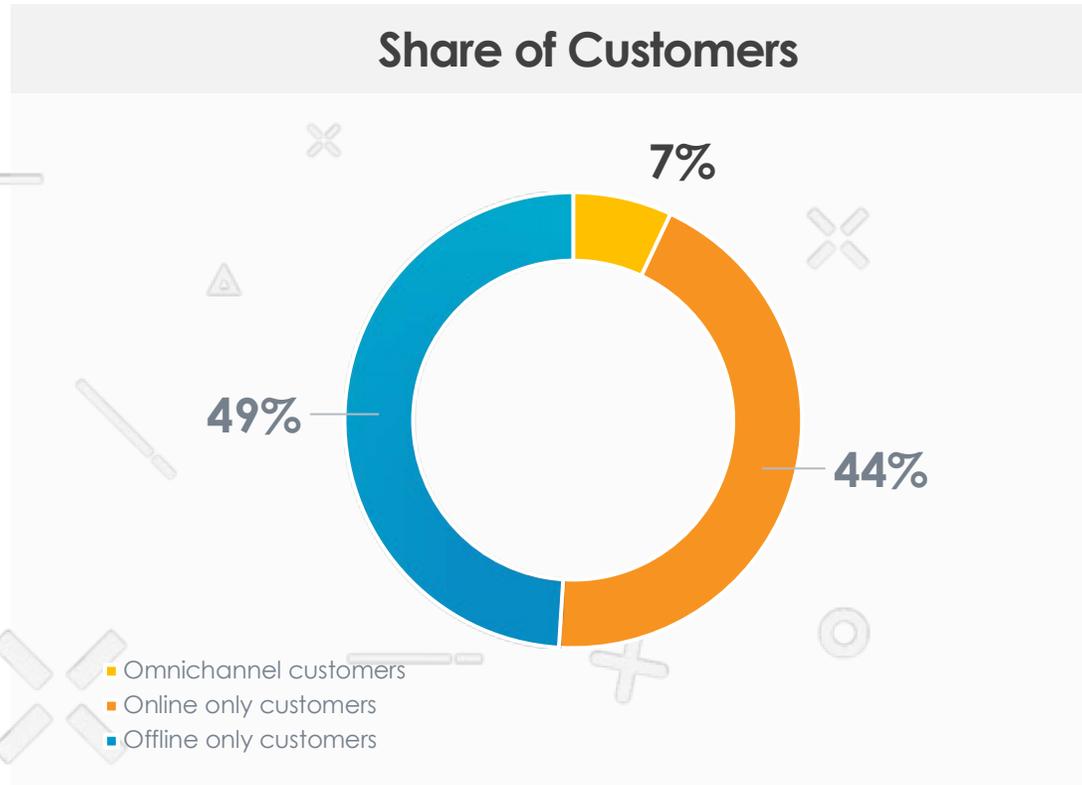


# Omnichannel Matters

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. 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](https://criteo.com/about)