



Global Commerce Review

Korea, 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 **66% of mobile sales** for retailers who invest in both mobile web and shopping apps.



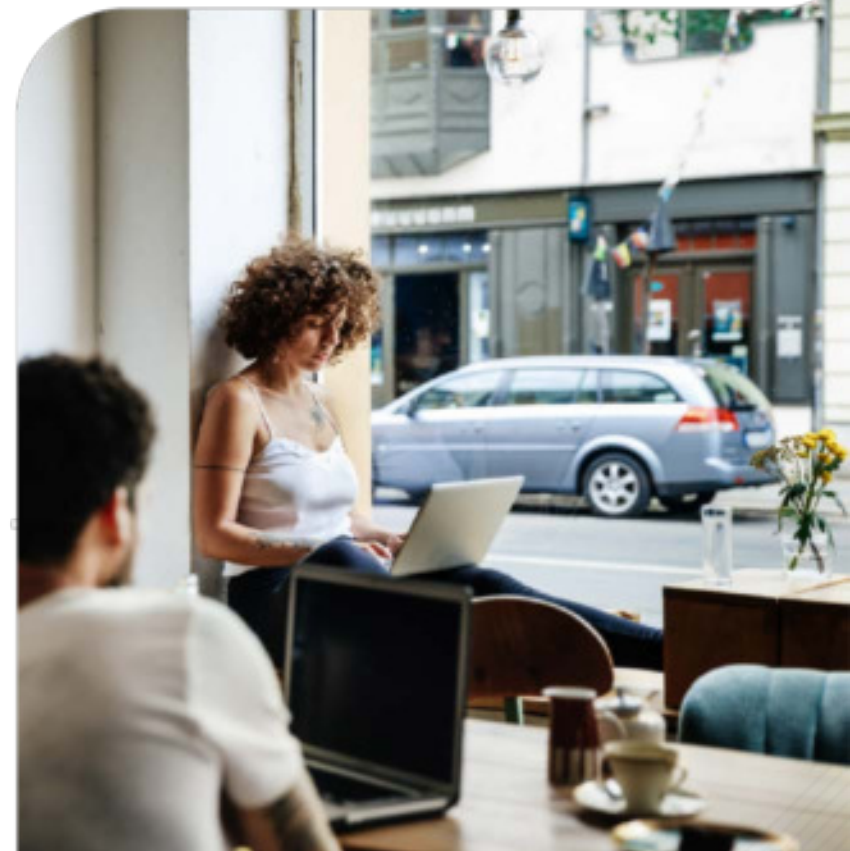
Shopping apps generate higher conversion rates.

The conversion rate on shopping apps is more than **5 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.

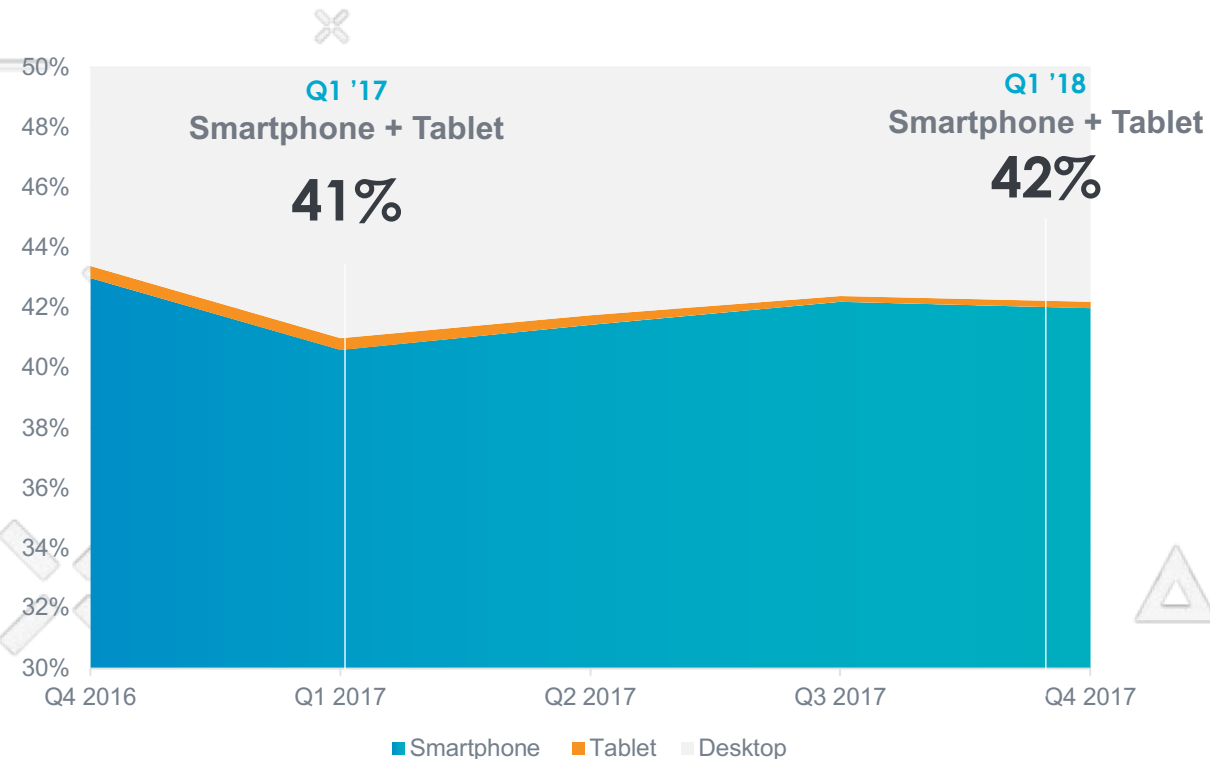


Mobile Growth

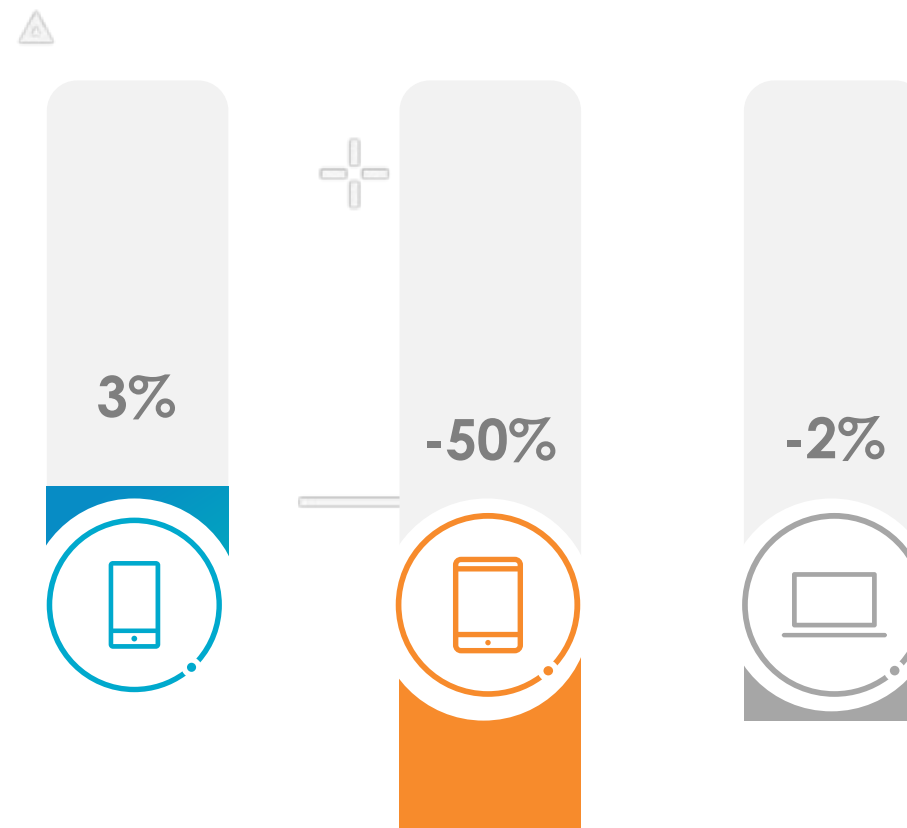
Mobile web usage reaches maturity, and smartphone keeps growing.



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



Q1 Year-Over-Year



66%

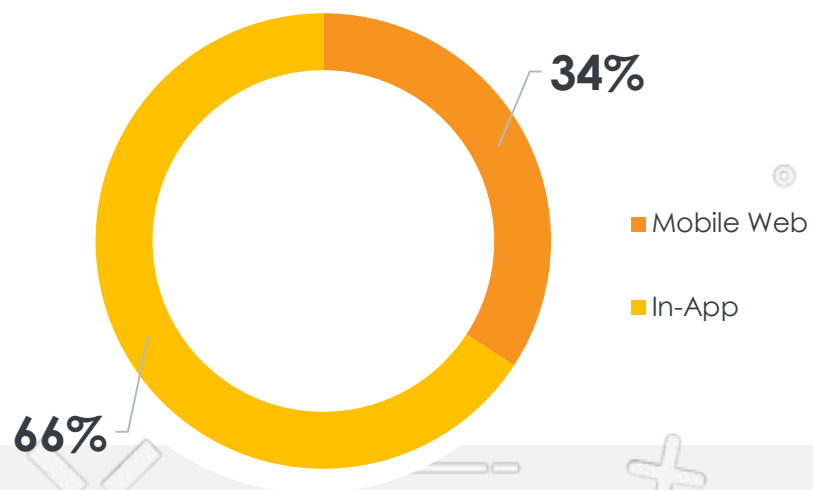
Apps account for
2/3 of mobile sales.

App Opportunity

Mobile is the majority for retailers with a shopping app.

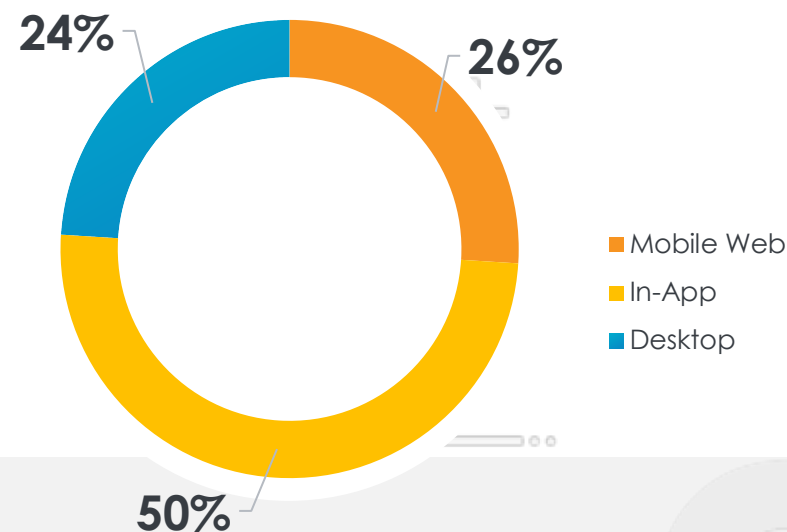
North East Asia

In-App Share of Mobile eCommerce Transactions



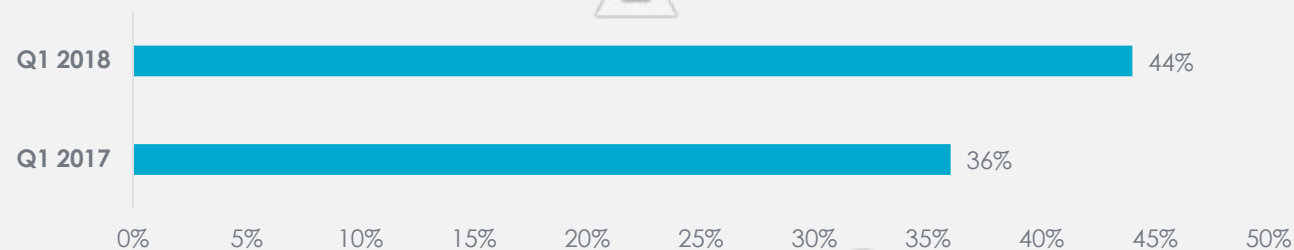
North East Asia

Share of eCommerce Transactions by Environment



Worldwide

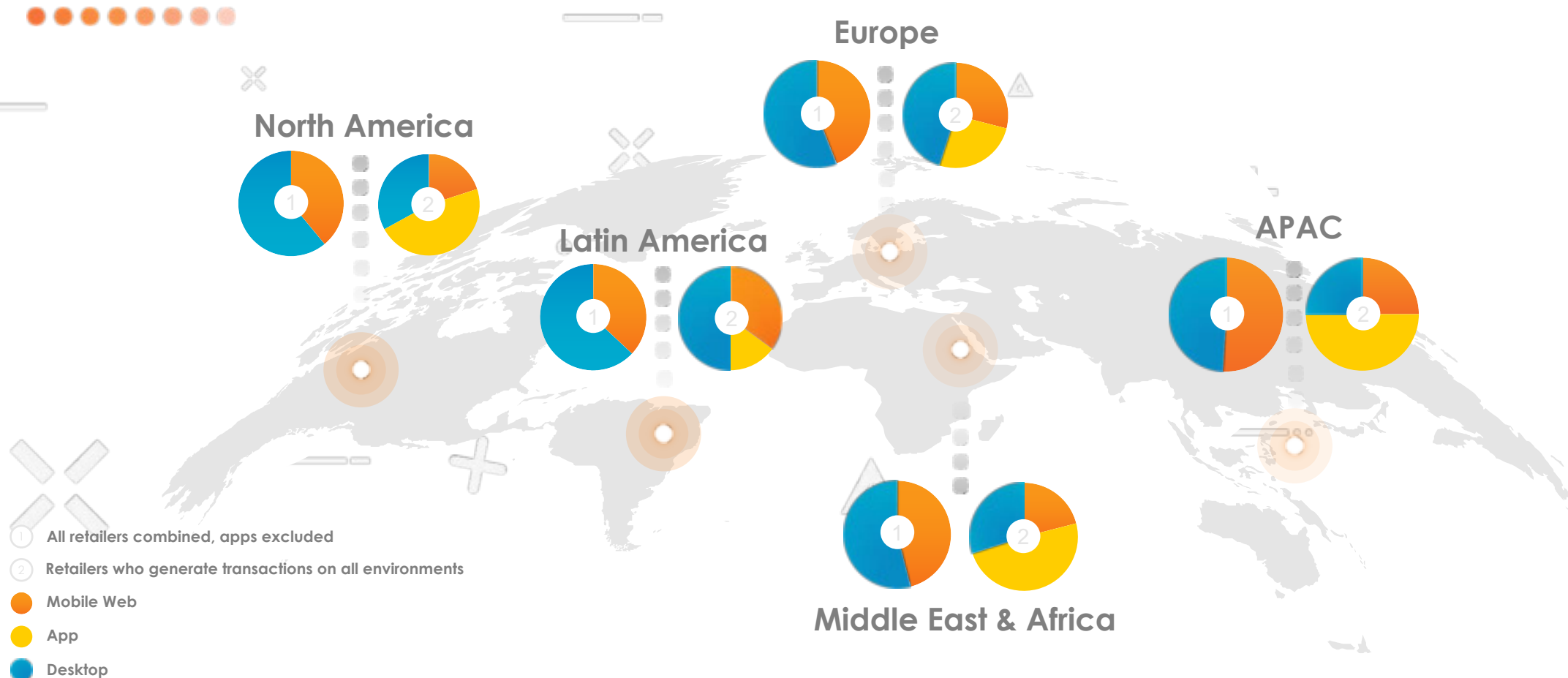
YoY Increase of the Share of In-App Transactions, Globally



22%
YoY Increase

App Opportunity

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



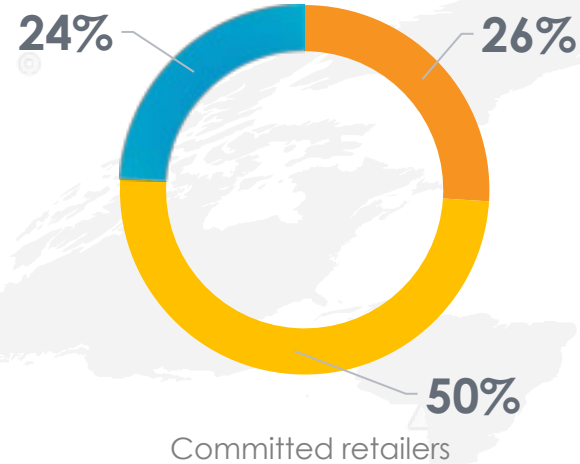
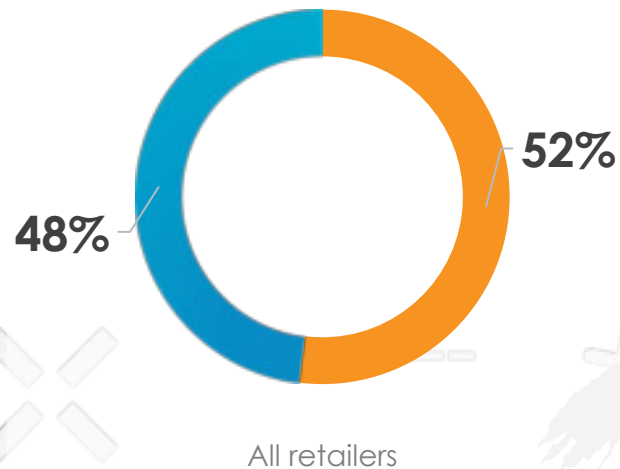
App Opportunity

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



Share of Transactions
Excluding Apps

Share of Online
Transactions by Device



App

Mobile Web

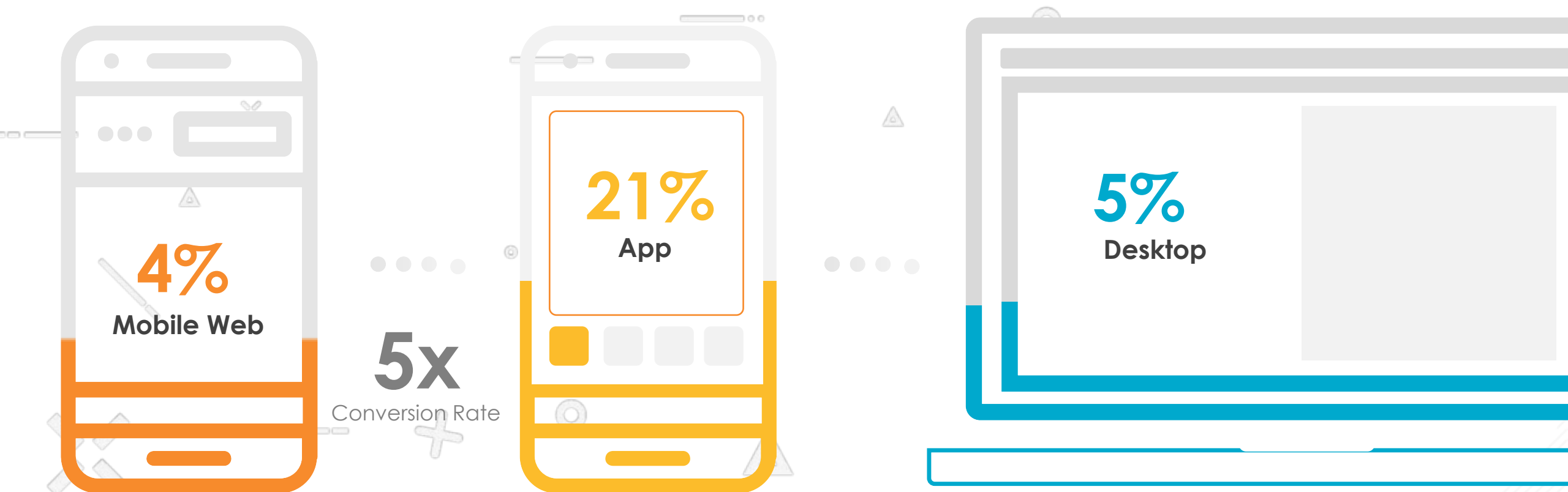
Desktop

App Opportunity

Shopping apps generate higher conversion rates.



In North East Asia, the conversion rate on shopping apps is more than 5 times higher than on mobile web.

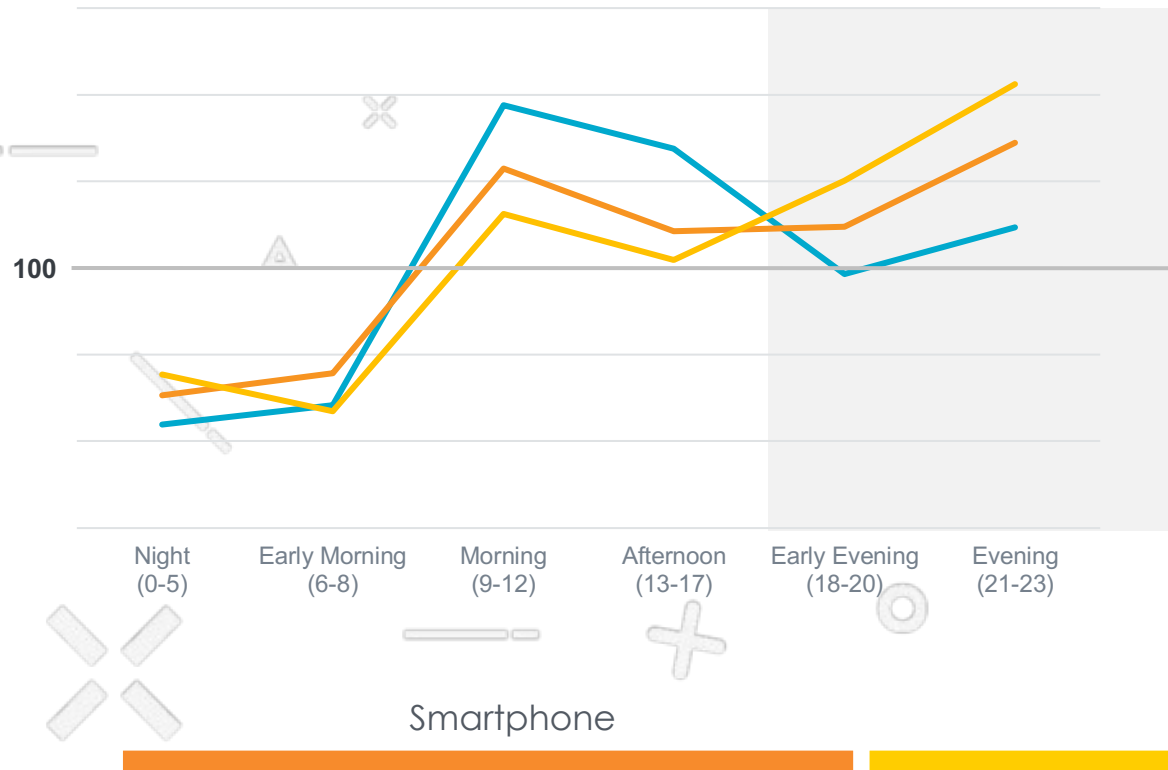


Shopping Moments

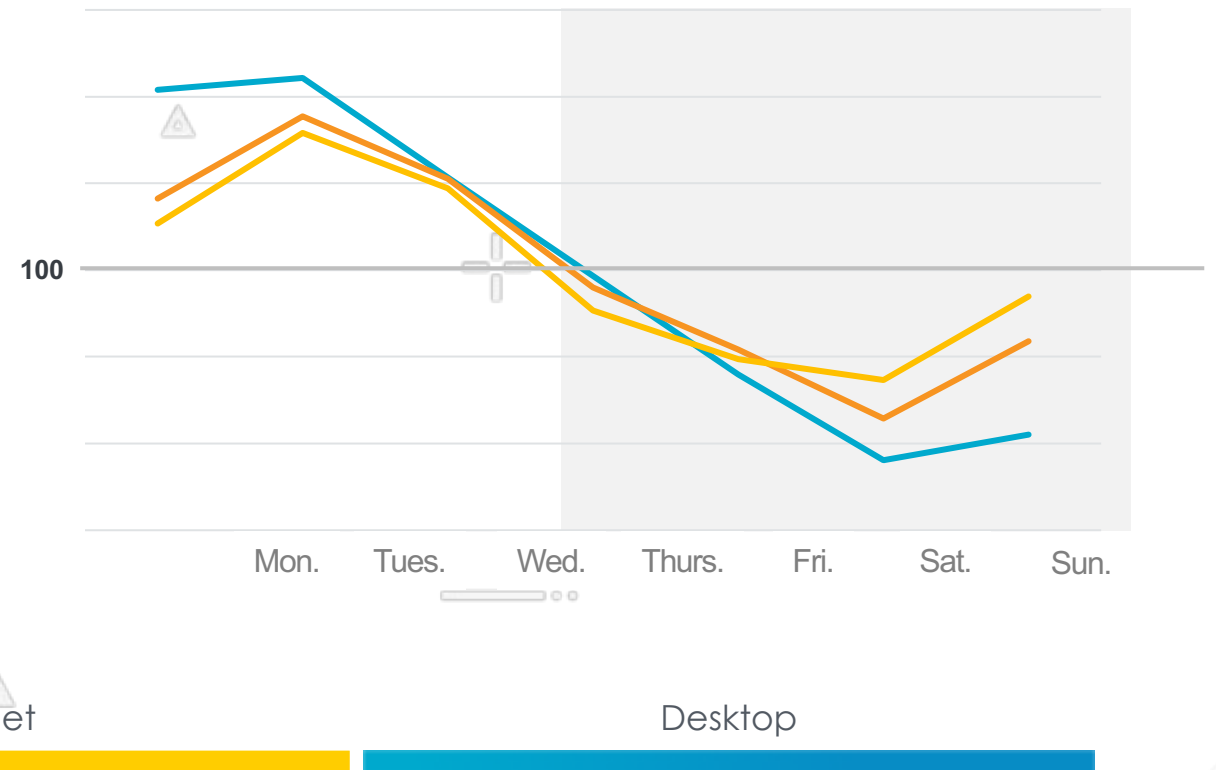
Desktop usage dominates working hours, while mobile wins nights and weekends.



Korea Sales by Device Type and Hour of the Day



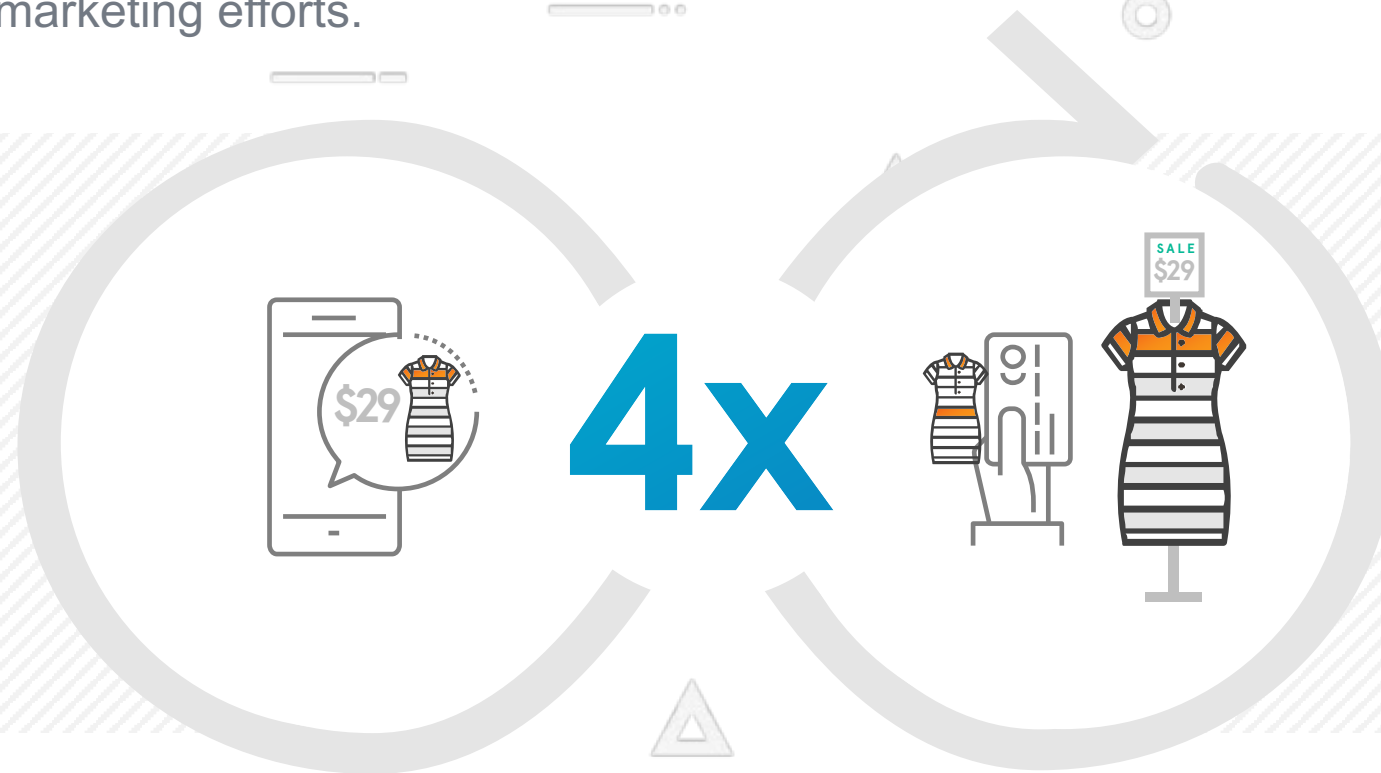
Korea Sales by Device Type and Day of Week



Omnichannel Matters

Offline sales boost shopper knowledge - and online results.

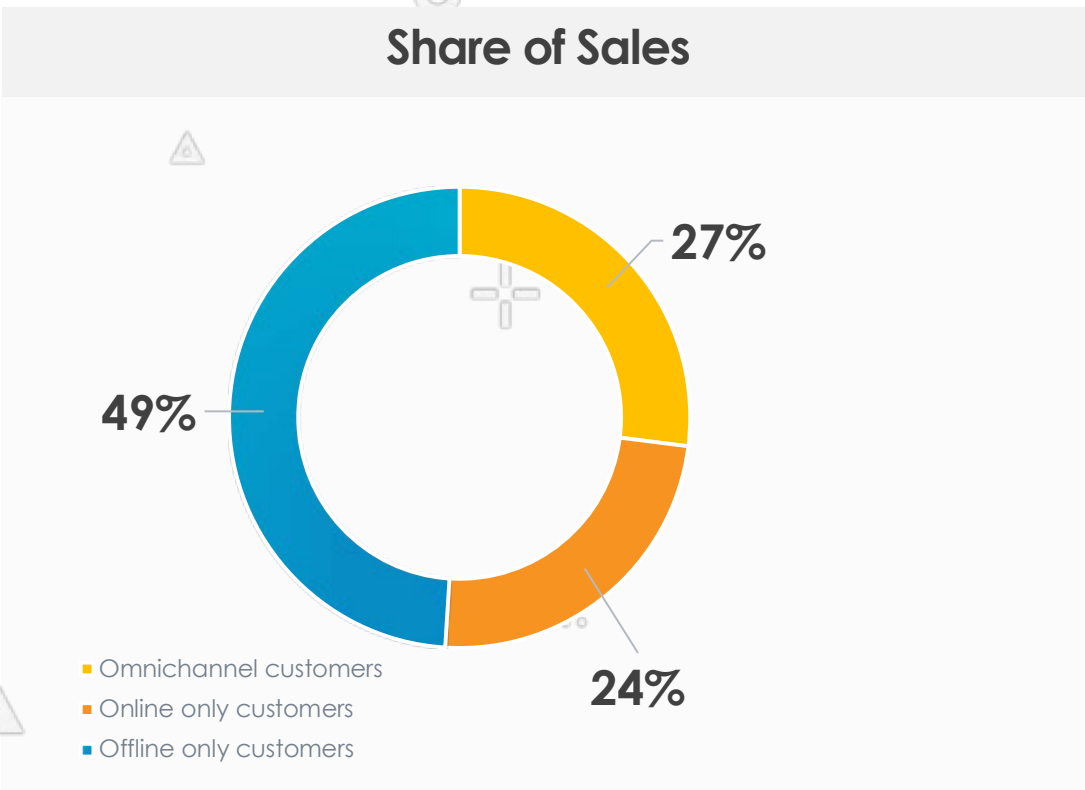
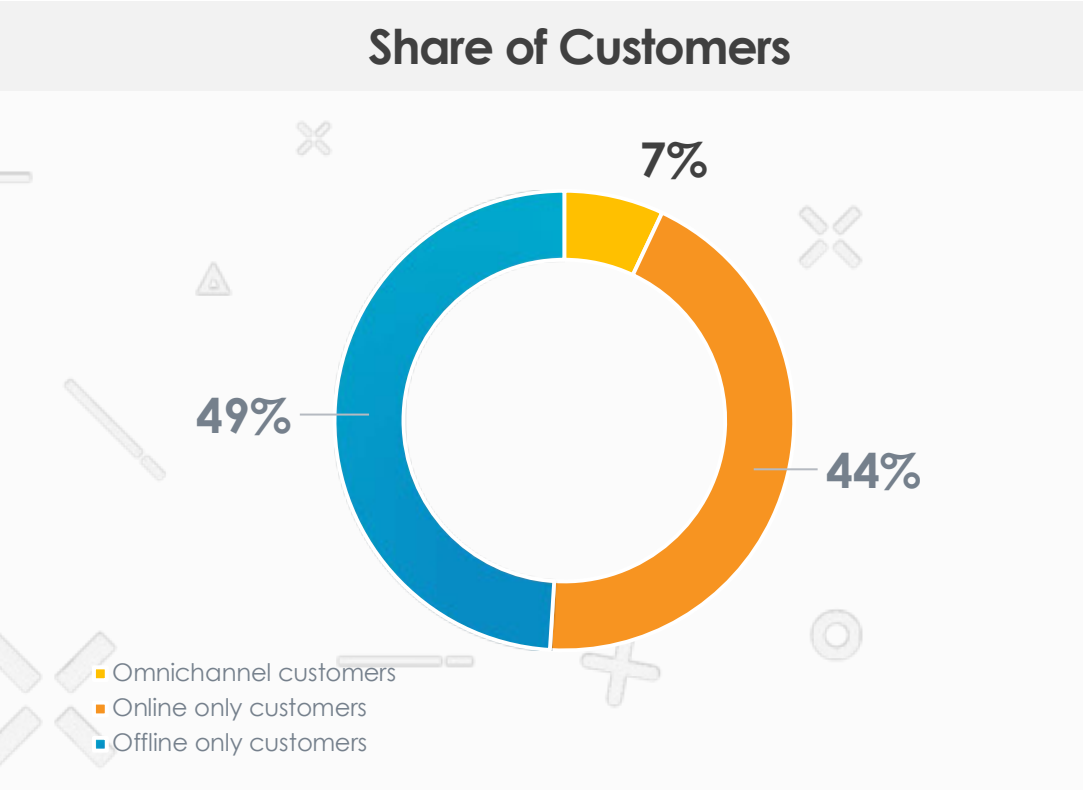
Omnichannel retailers that can combine their offline and online data can apply over four times as much sales data to optimize their marketing efforts.



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

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