



# Global Commerce Review

Australia & New Zealand, 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 **62% of mobile sales** for retailers who invest on both mobile web and shopping apps.

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



**32% of desktop sales** are preceded by a click on a mobile device.

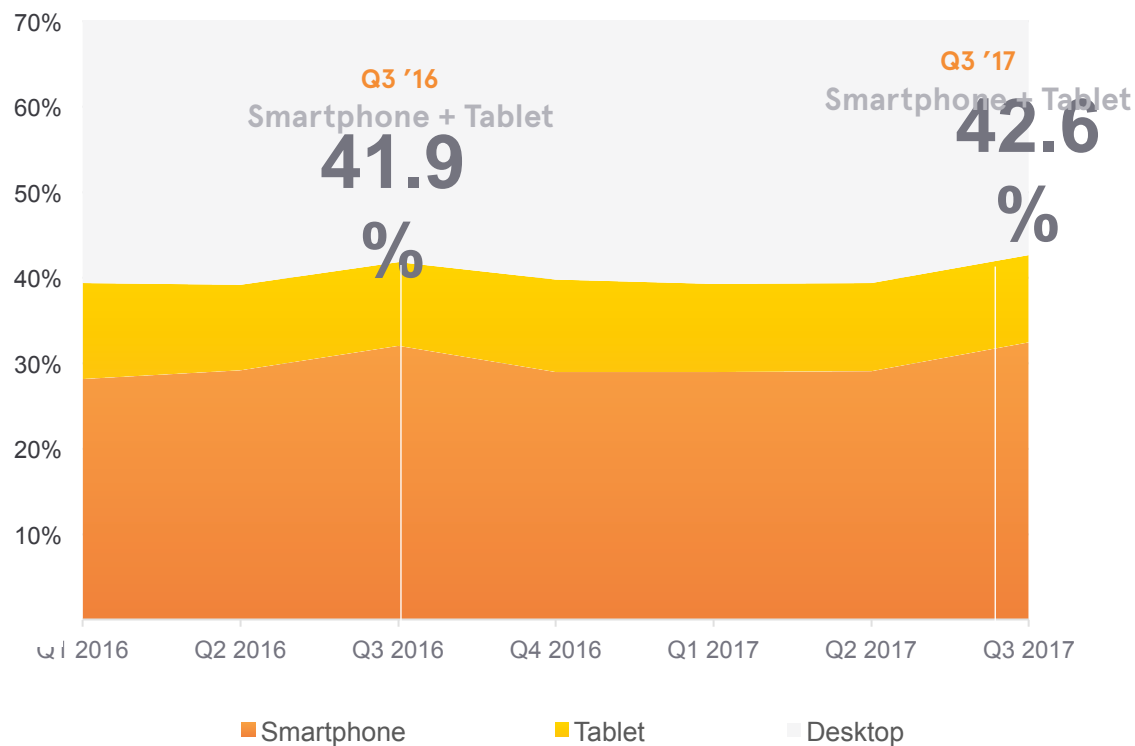
Combining intent data lets you see more shopping dollars per shopper.



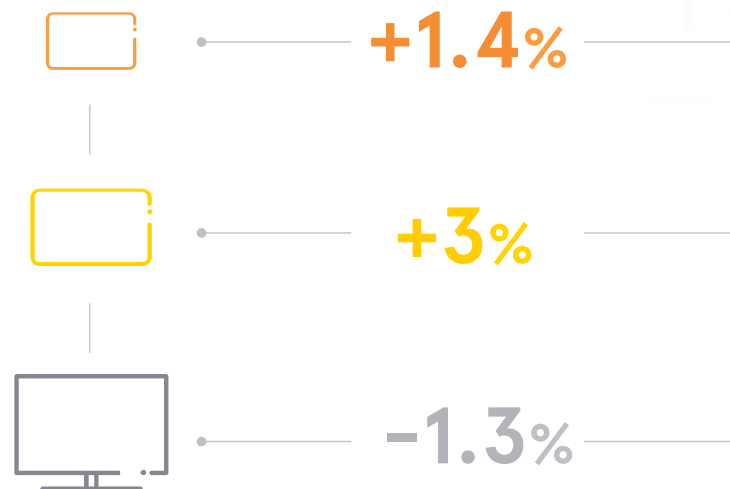
Shoppers matched on another device spend an **average of 13% more** per order.

# Mobile web usage plateaus, leaving room for apps to surge.\*

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



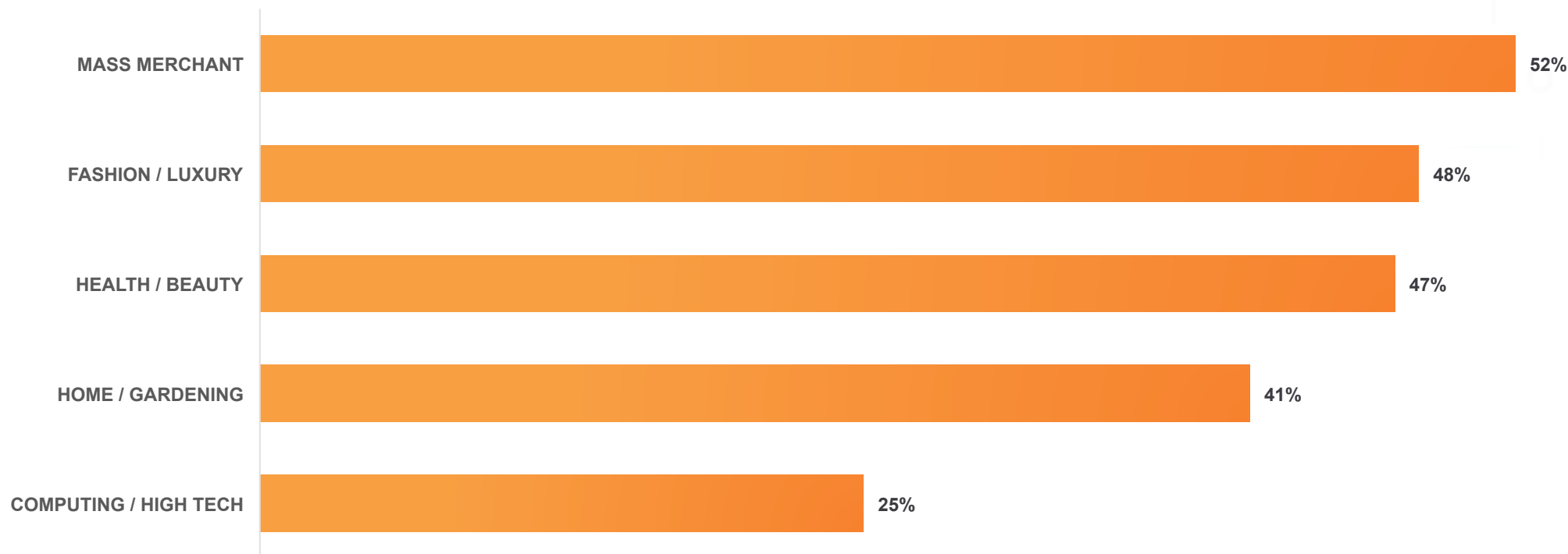
## Q3 YoY



Source: Criteo data, Australia & New Zealand, retail advertisers, Q3 2017, apps excluded.

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

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

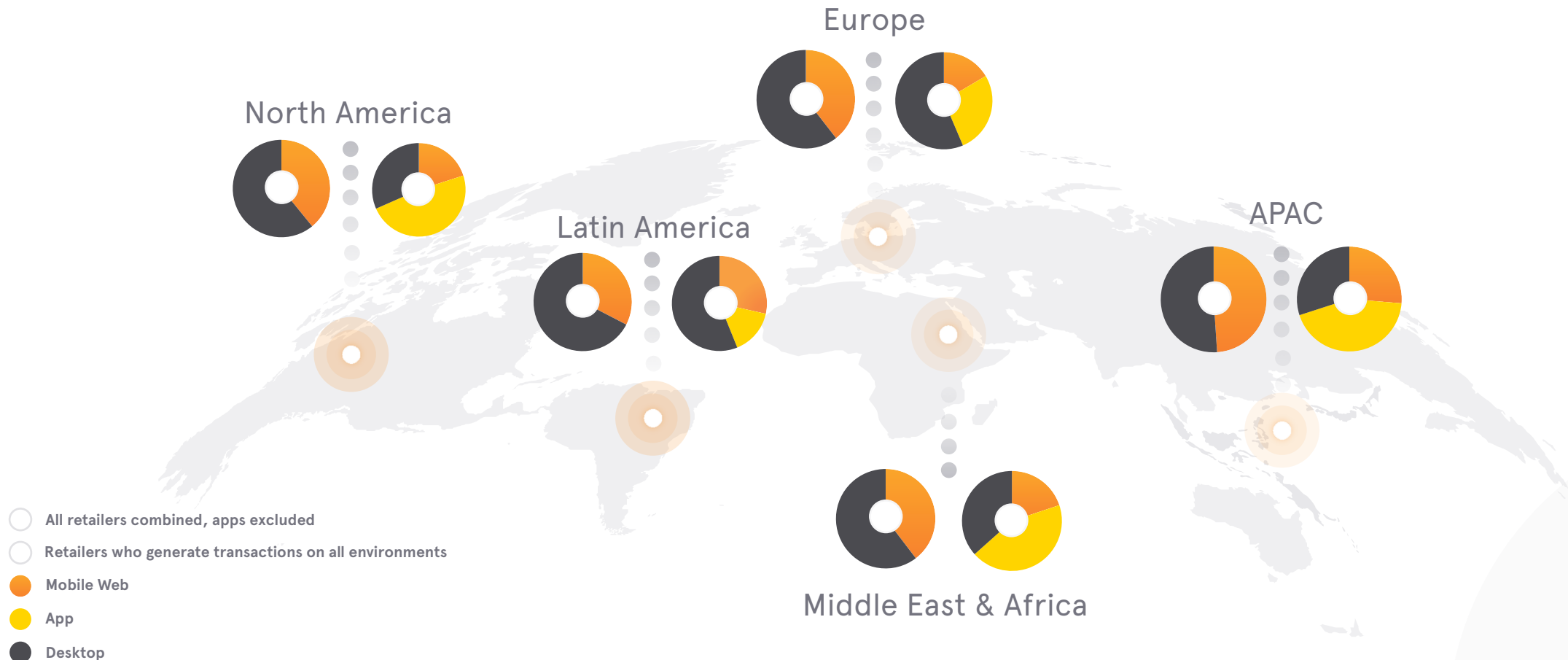


Source: Criteo data, Australia & New Zealand, retail advertisers, Q3 2017, apps excluded

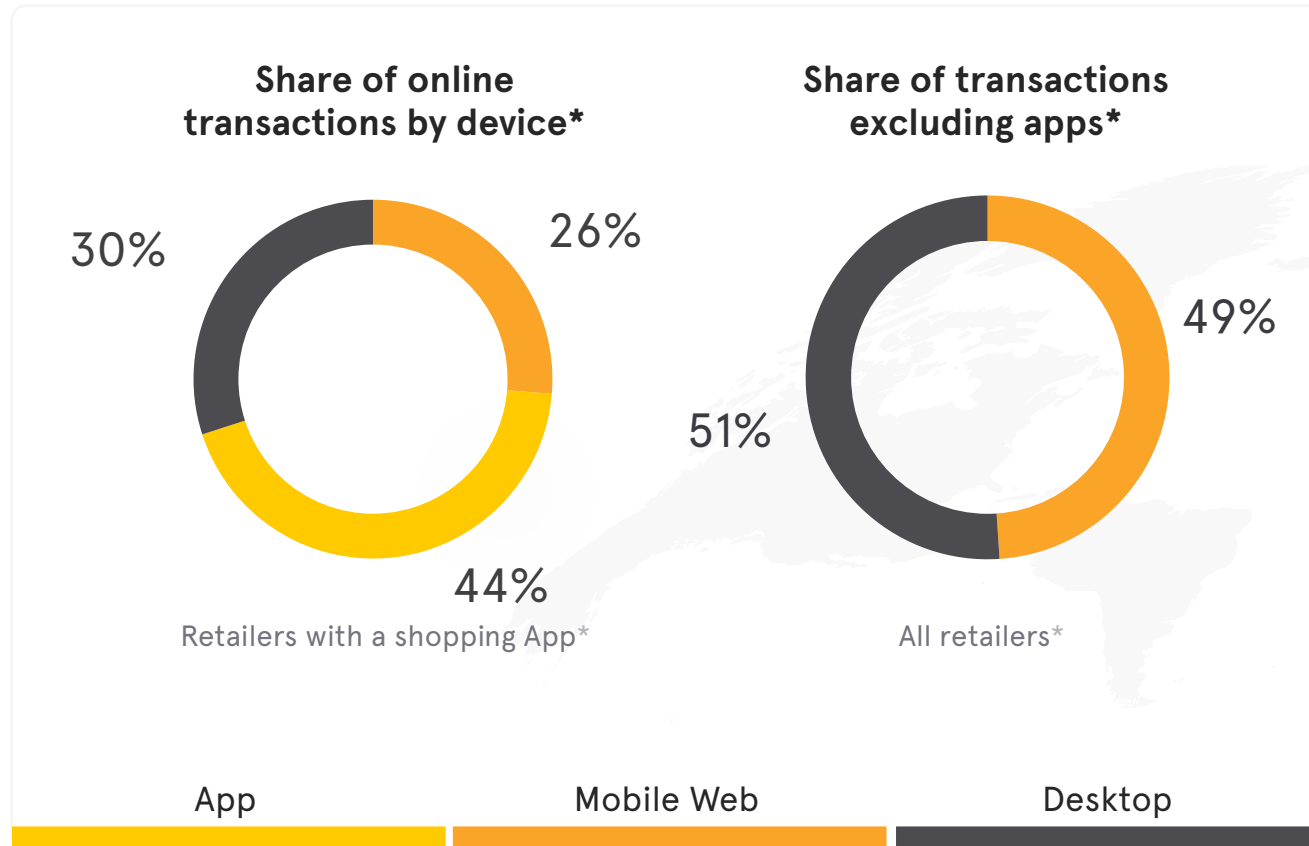
62% Apps account  
for 62% of  
mobile sales.\*

\*Criteo, APAC, Q3 2017. For retailers who generate sales on both mobile web and in-app.

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



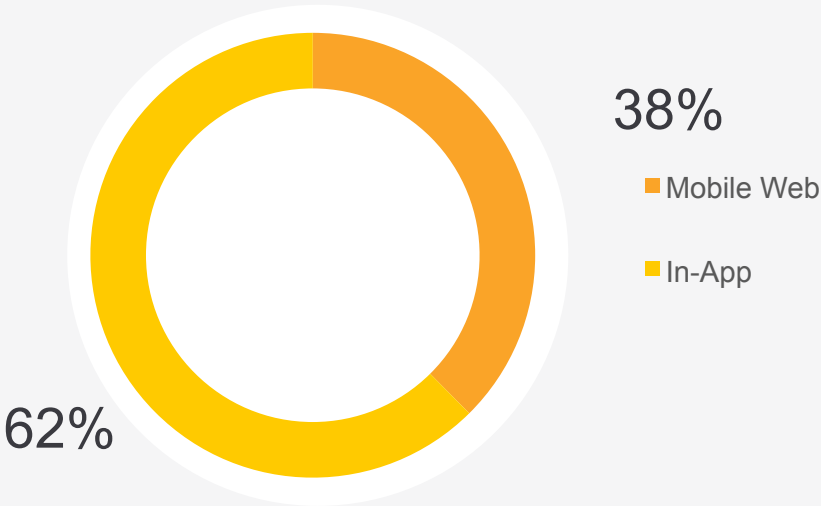
**In APAC, retailers with a shopping app now generate 70% of their sales on mobile devices.**



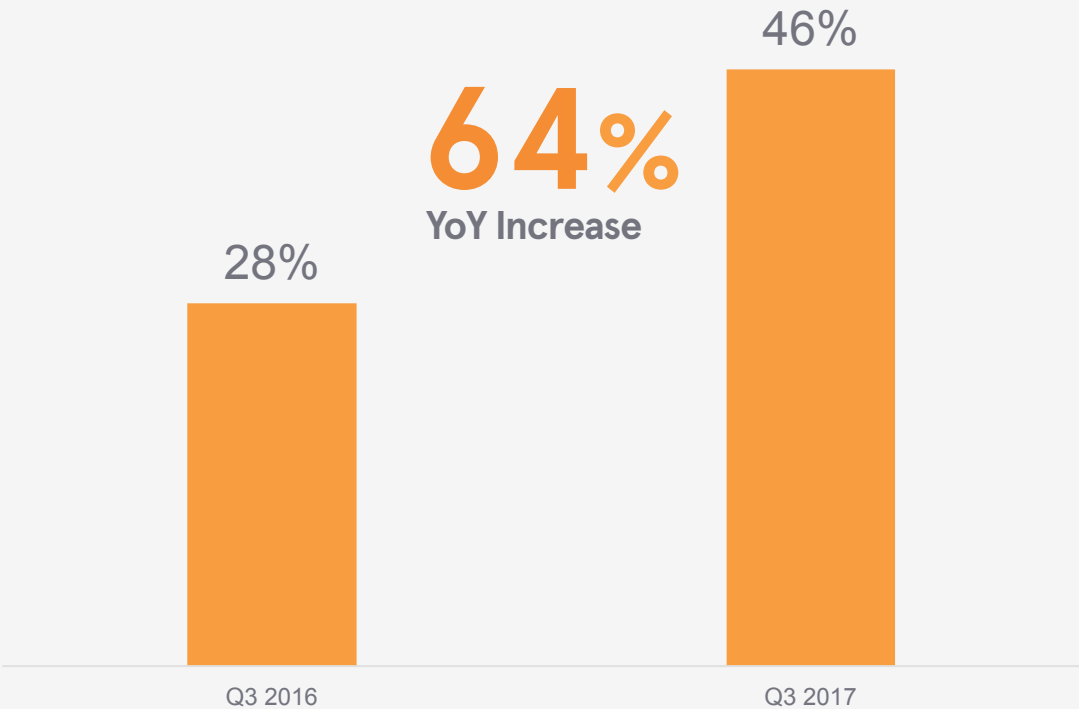
\*Share of online transactions by device for retailers with a shopping app (left) and for all retailers, excluding apps (right). APAC, retail, Q3 2017.

# Apps account for a majority of mobile sales in APAC.

APAC  
In-App Share of Mobile Ecommerce Transactions



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

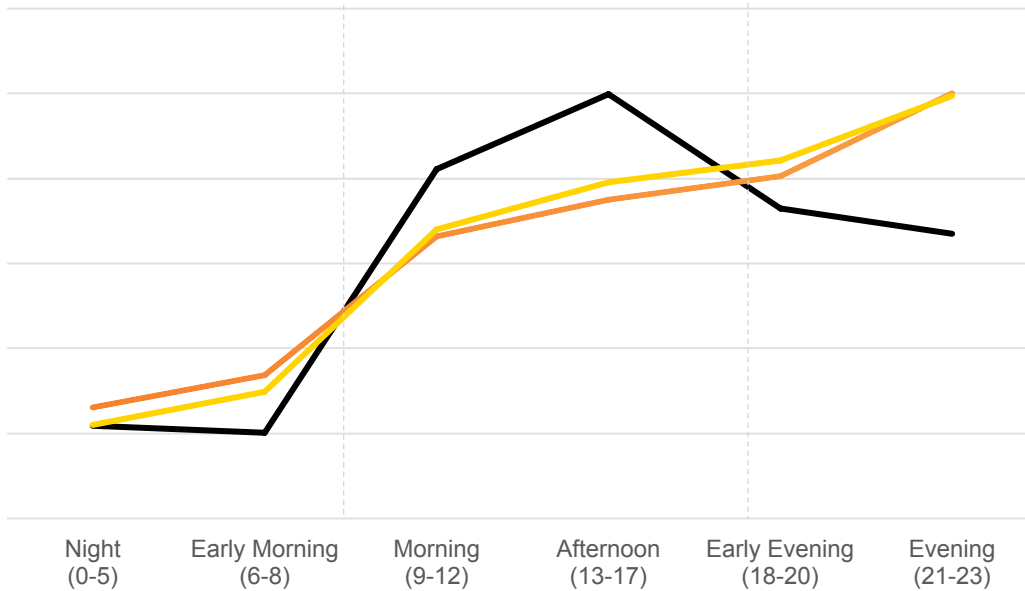


Source: Criteo, APAC and Worldwide, Q3 2017. Retailers who generate sales on both mobile web and in-app.

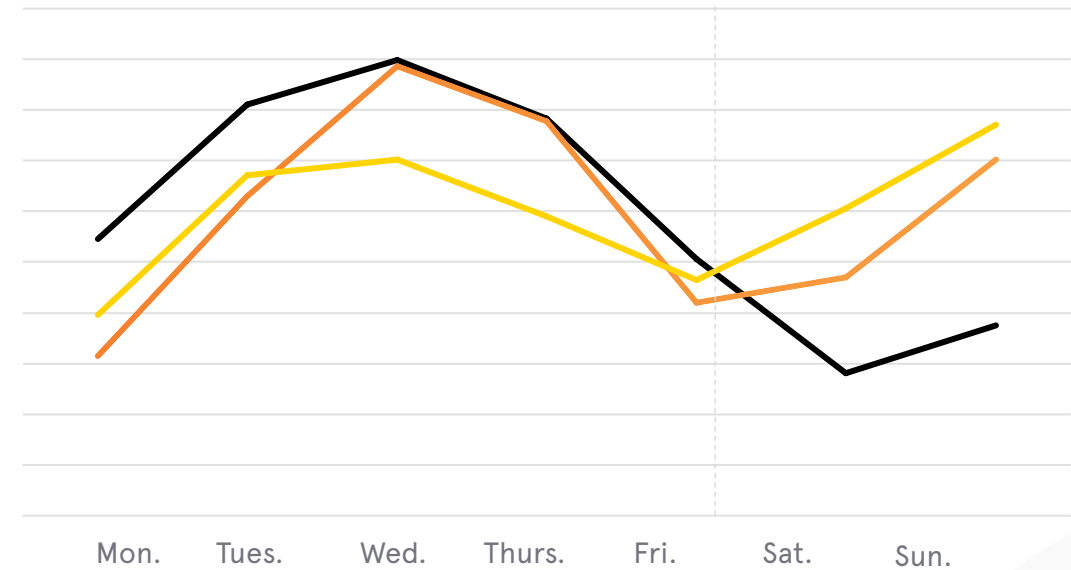


# Desktop usage dominates working hours, while mobile wins evenings and weekends.

Sales by Device Type and Hour of the Day



Sales by Device Type and Day of the Week



Smartphone

Tablet

Desktop

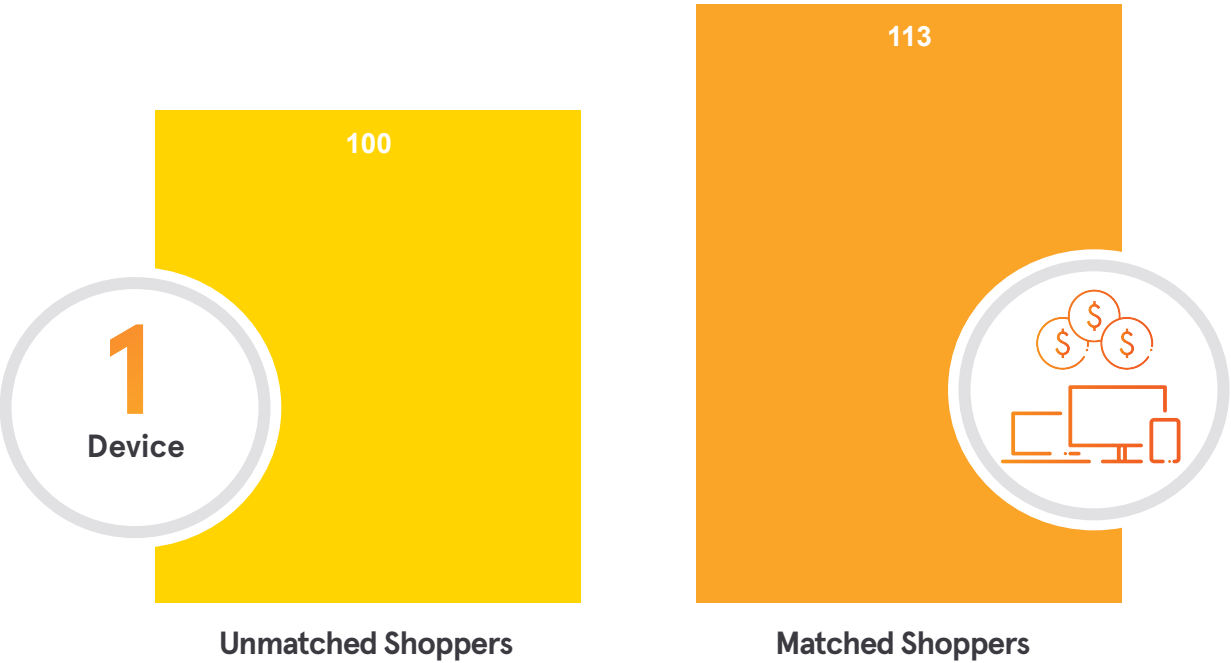
## Combining cross-device data lets you understand the winding shopper journey.

32% of all desktop transactions in Australia & New Zealand are preceded by a click on a mobile device.



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

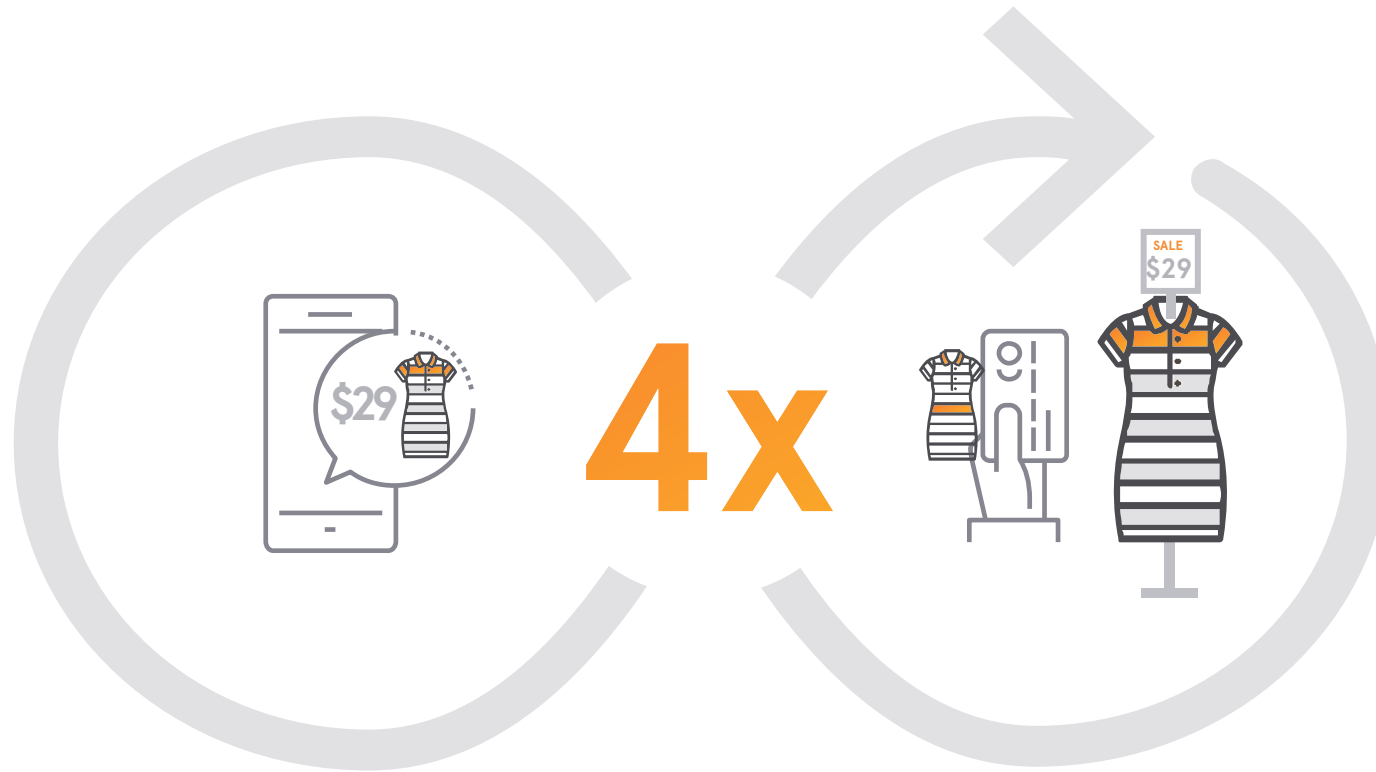
Average order values are significantly higher for matched shoppers: +13% on average.



Source: Criteo data, Australia and New Zealand, fashion advertisers, Q3 2017. Average order value for matched shoppers, for every \$100 spent by unmatched shoppers.

## 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.