

criteo.

# Global Commerce Review



Russia, 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.



**20% of desktop sales** are preceded by a click on a mobile device.

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



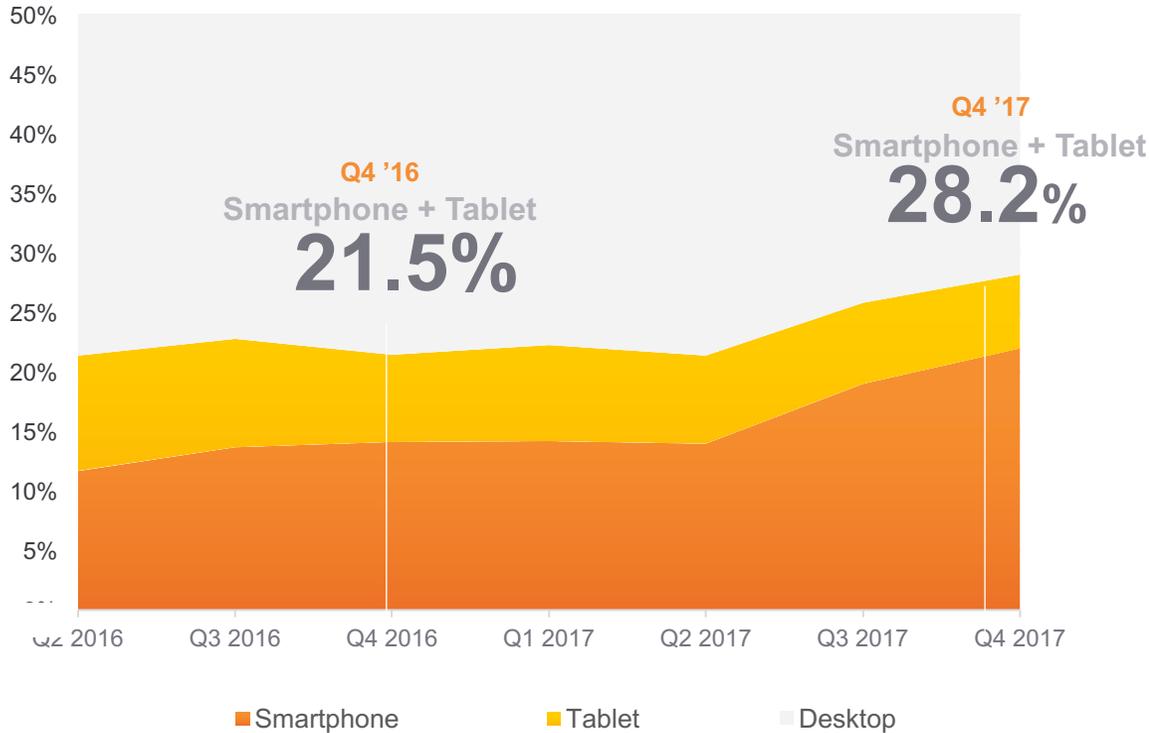
Shoppers matched on another device spend an **average of 30% more** per order.

MOBILE GROWTH

# Mobile web usage increases and smartphone surges.



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



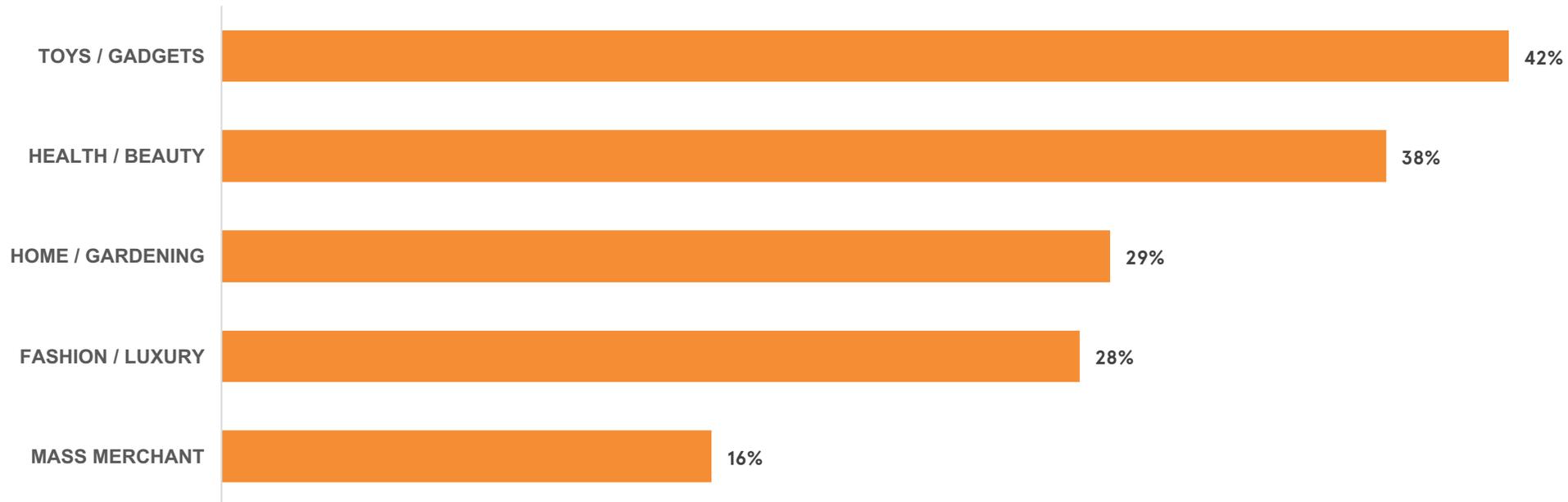
### Q4 YoY



# Toys/Gadgets and Health/Beauty are the two retail subcategories with the highest share of mobile sales.



Russian retailers, Q4 2017, Apps excluded

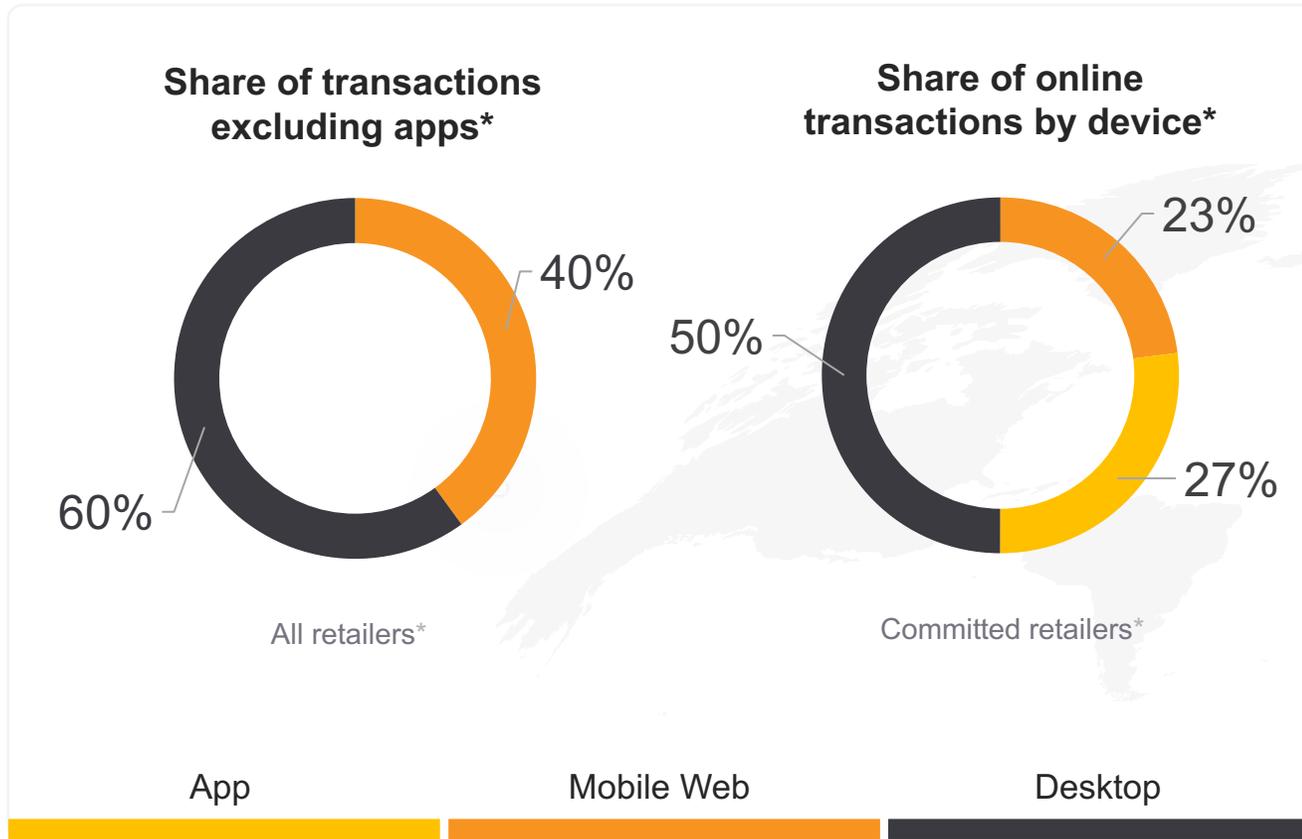


54%

Apps account  
for 54% of  
mobile sales.\*

APP OPPORTUNITY

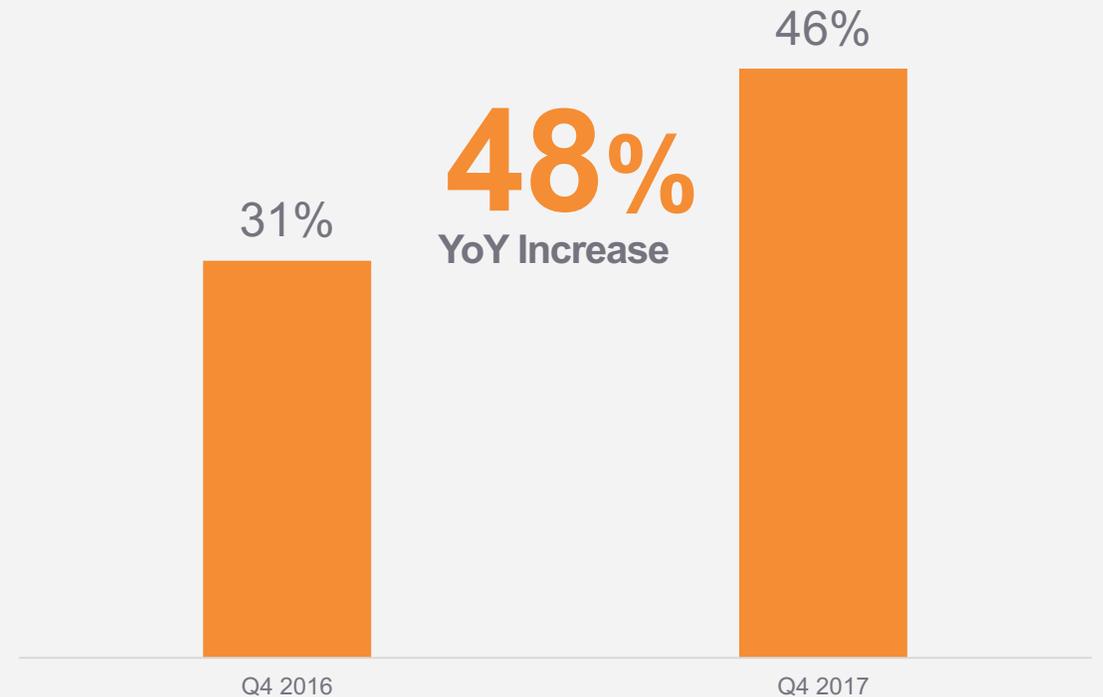
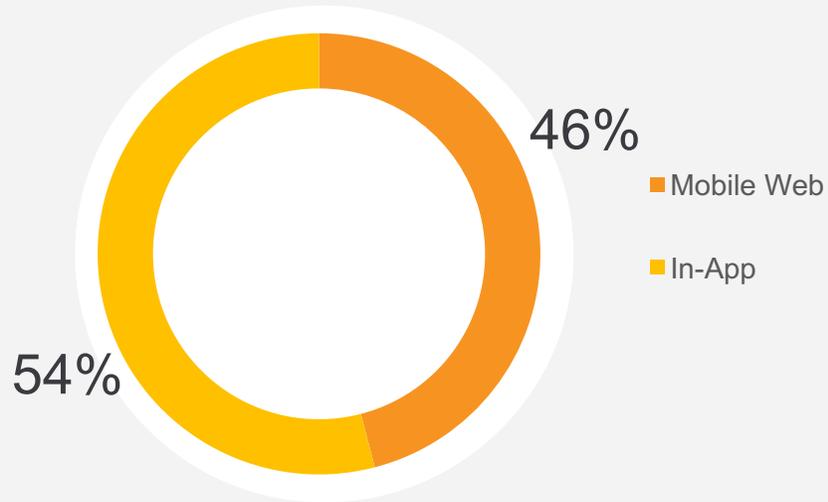
**In Europe, retailers with a shopping app now generate 50% of their sales on mobile devices.**



# Mobile is the majority for retailers with a shopping app.

Europe  
In-App Share of Mobile eCommerce Transactions

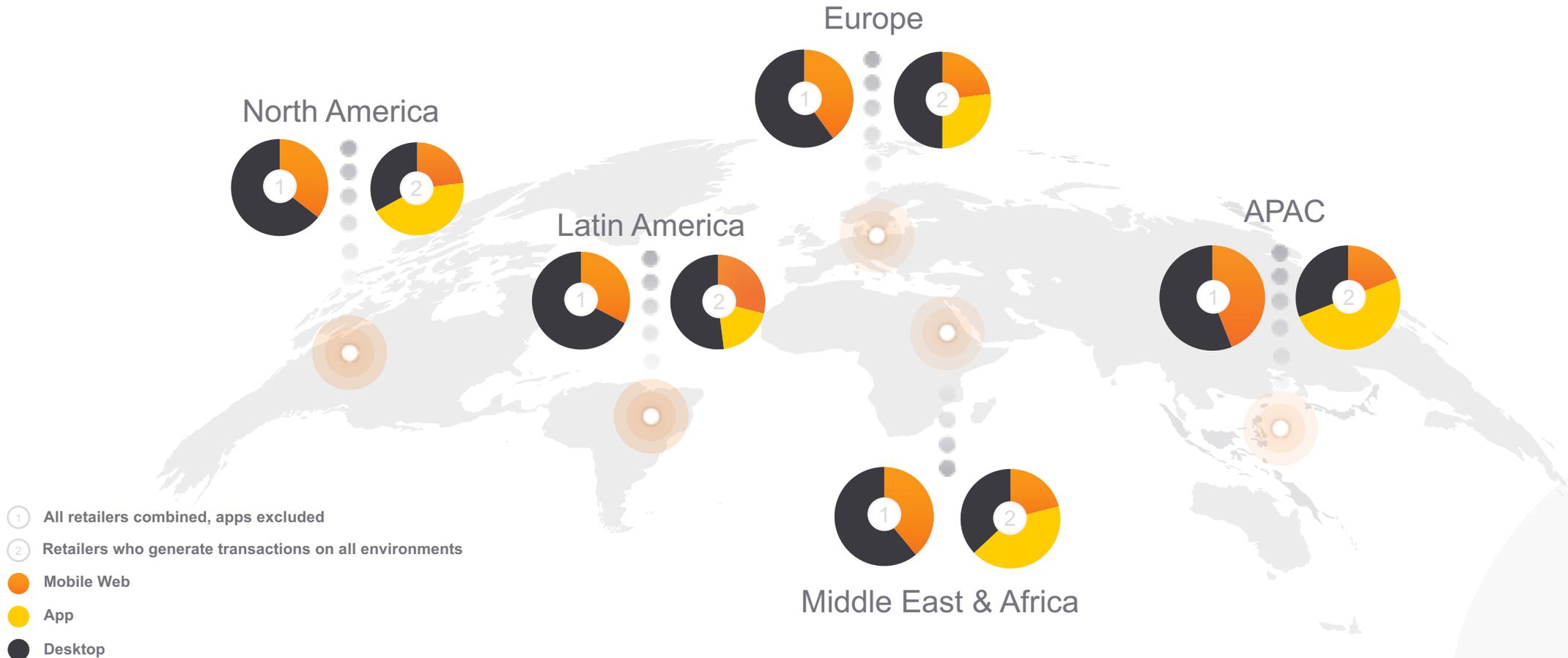
Worldwide  
YoY Increase of the Share of In-App Transactions, Globally



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.**

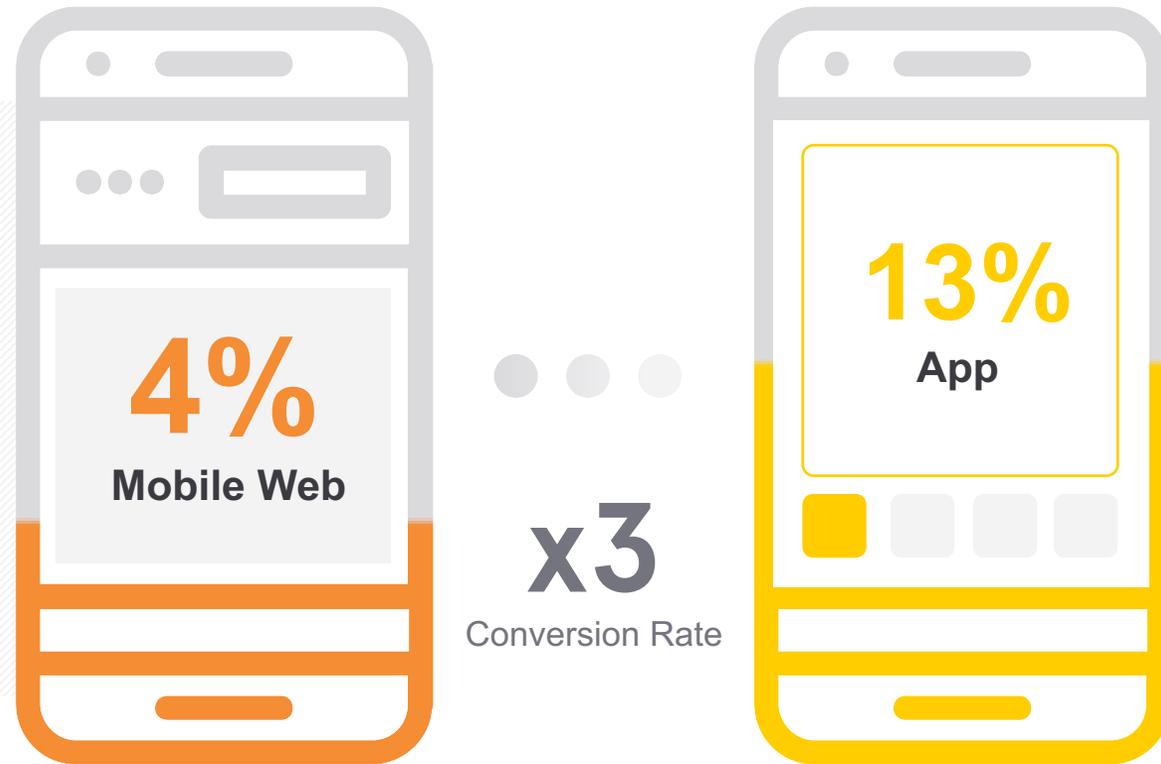


Source: Criteo data, Worldwide, retail advertisers, Q4 2017

# Shopping apps generate higher conversion rates.



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

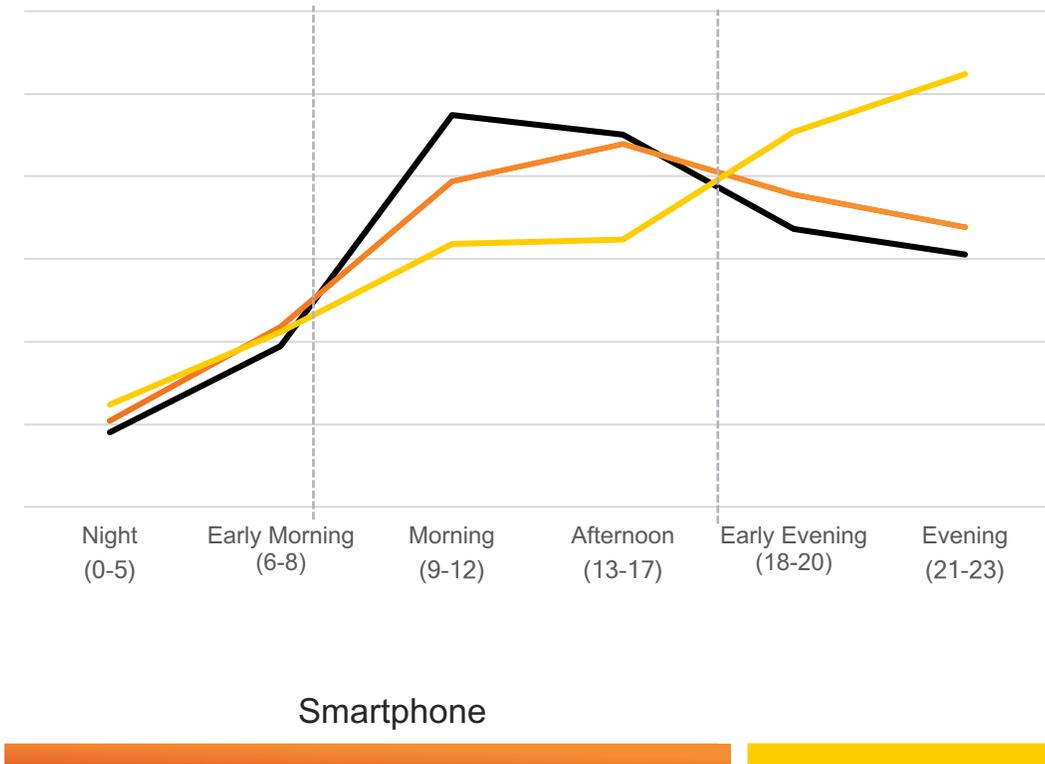


SHOPPING MOMENTS

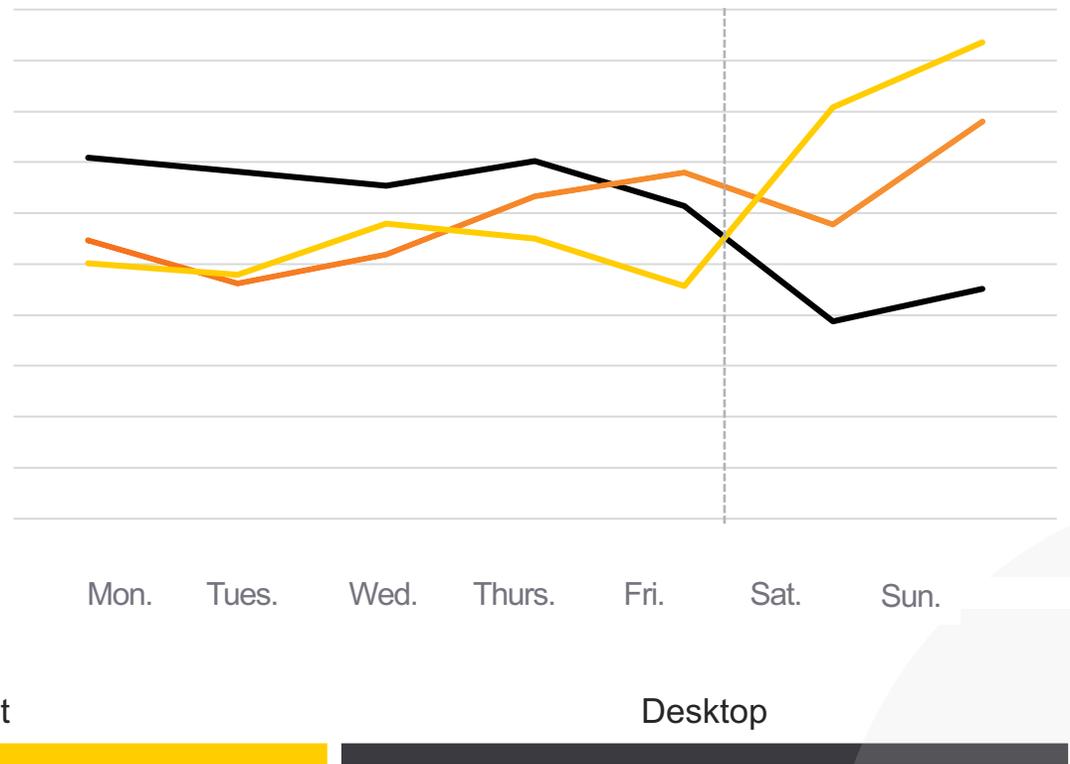
# Desktop usage dominates working hours, while mobile wins nights and weekends.



Sales by Device Type and Hour of the Day\*



Sales by Device Type and Day of the Week\*\*



COMBINING DATA

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



20% of all desktop transactions in the Russia are preceded by a click on a mobile device.

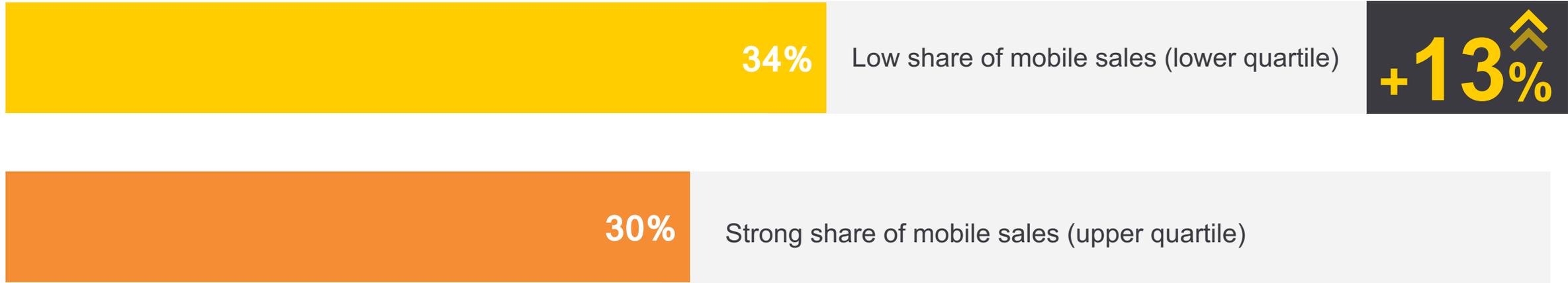


COMBINING DATA

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



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



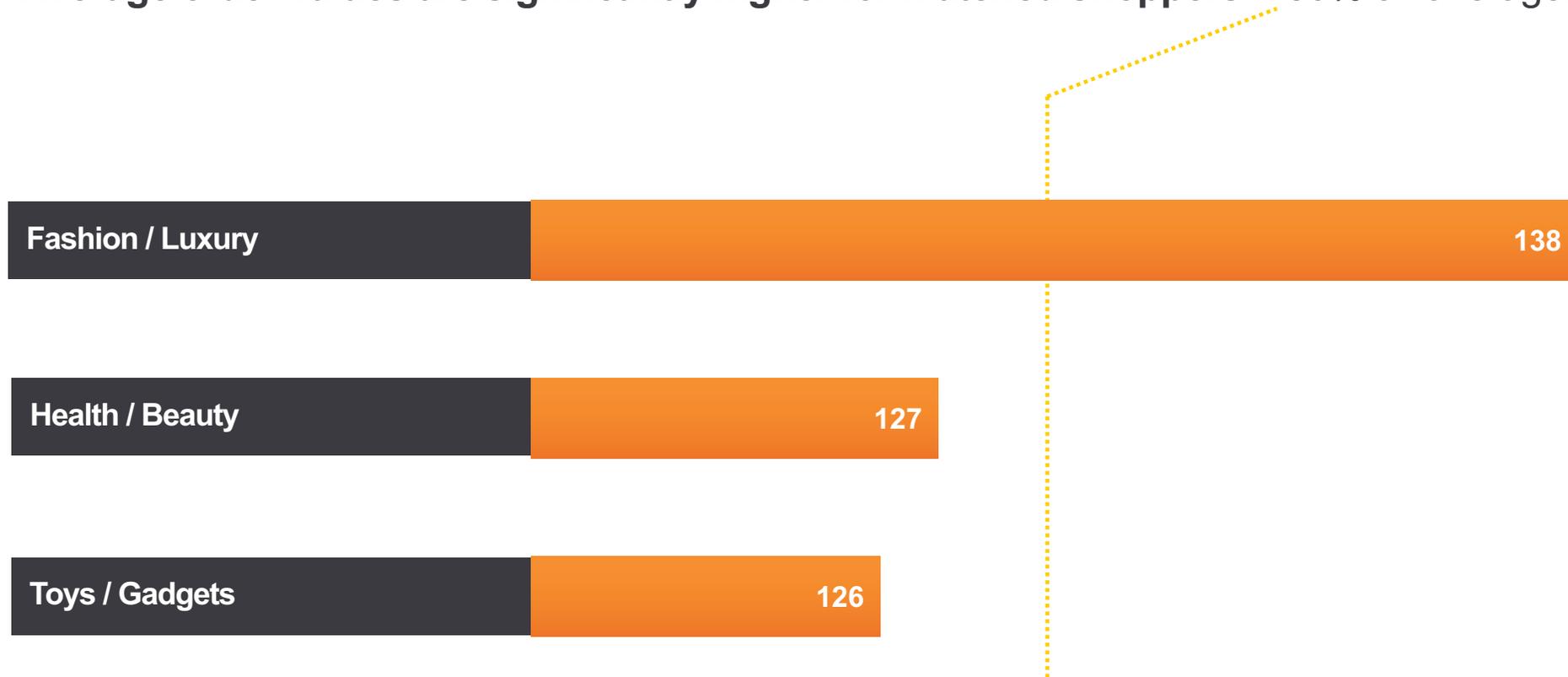
**Advertiser takeaway:** Combining cross-device data helps make up for a below-average share of sales on mobile

COMBINING DATA

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



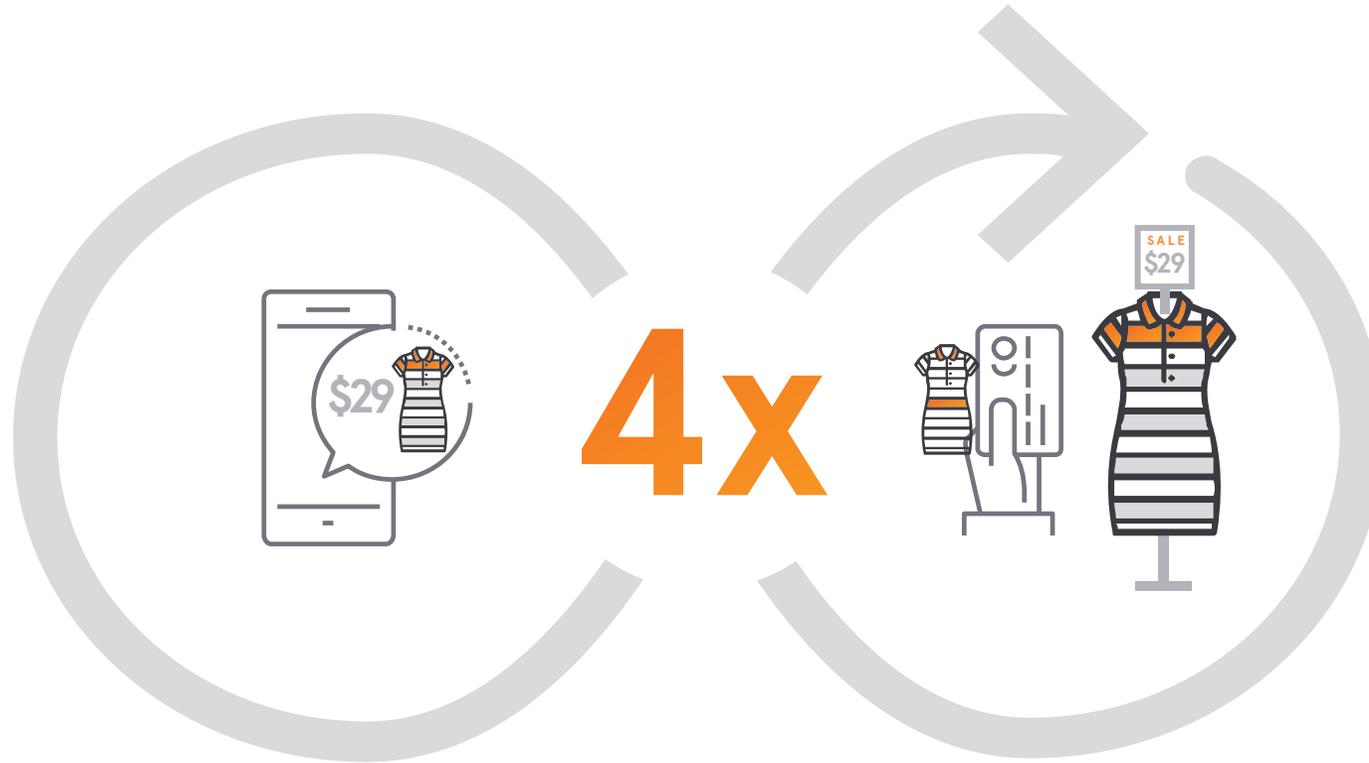
Average order values are significantly higher for matched shoppers: +30% on average.



# 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\*.

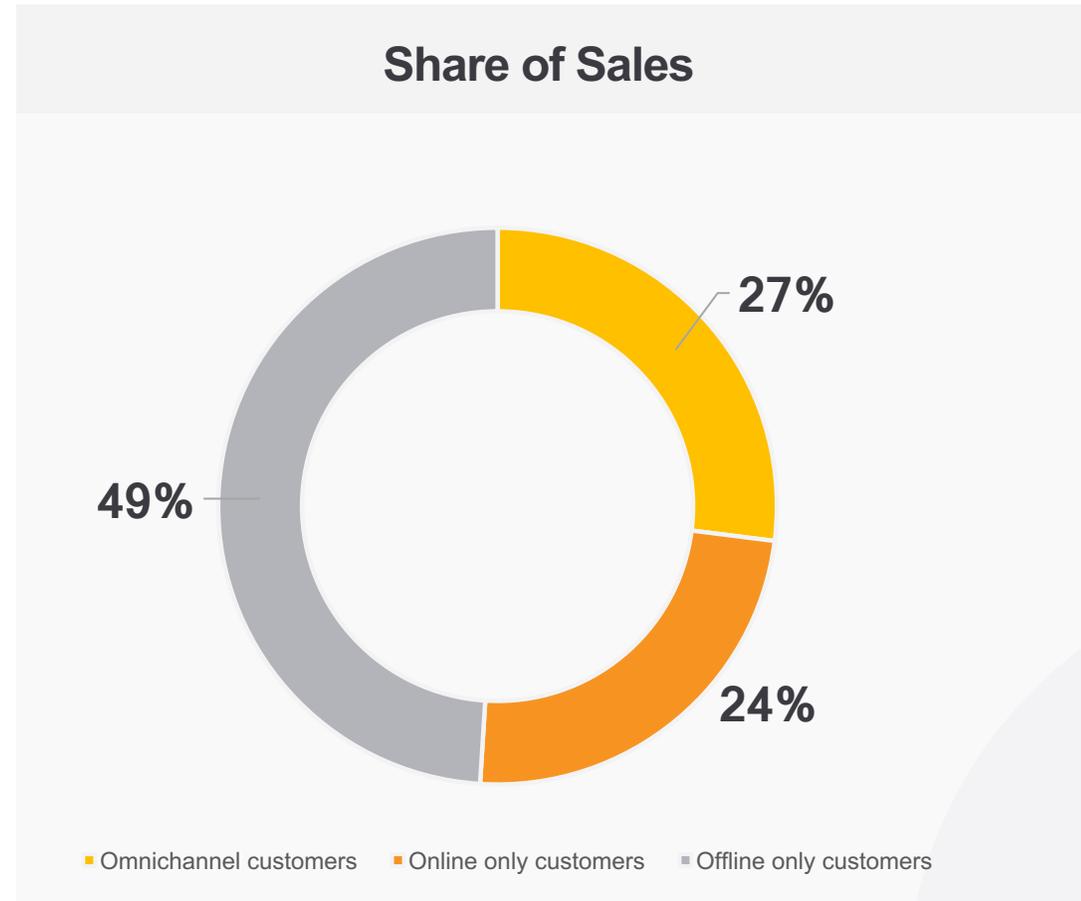
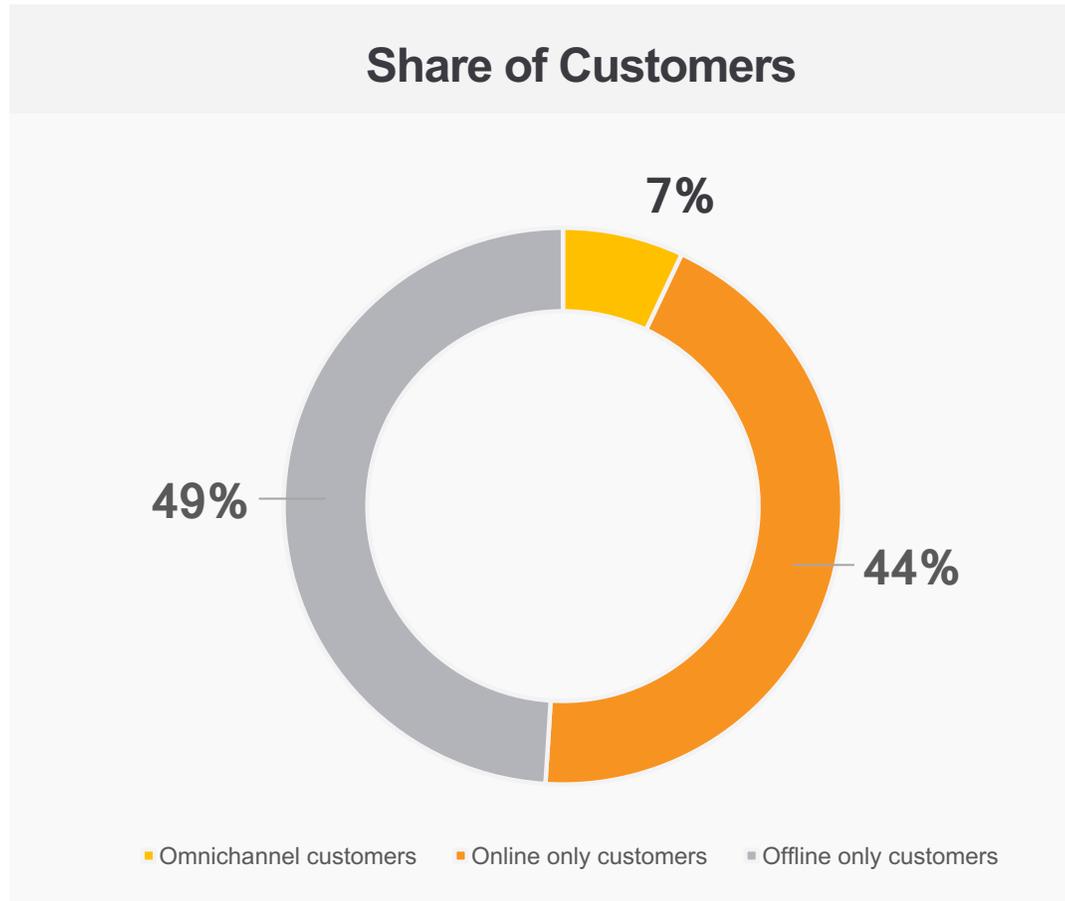


Source: Criteo data, Q4 2017, US retail advertisers who combine online and offline sales data.

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