Today’s shoppers are active on all browsing environments, they don’t stay in walled gardens, and they’re buying more on-the-go.

**Key Findings.**

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.

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

26% 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 17% more per order.

Source: Criteo, United States, Q4 2017. Base: retail (see Methodology).
Mobile web usage reaches maturity, and smartphone keeps growing.

Sales by Device, Q4 2016 and Q4 2017, Apps Excluded

Q4 YoY

**Smartphone + Tablet**

<table>
<thead>
<tr>
<th>Q4 '16</th>
<th>Q4 '17</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone + Tablet</td>
<td>34.8%</td>
<td>35.5%</td>
</tr>
<tr>
<td></td>
<td>-26.5%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Criteo, United States, Q4 2017. Base: retail (see Methodology).
Sporting Goods and Fashion / Luxury are the two retail subcategories with the highest share of mobile sales.

Share of Mobile Sales, Q4 2017, Apps Excluded

- Sporting Goods: 44%
- Fashion / Luxury: 40%
- Health / Beauty: 38%
- Flowers and Gifts: 35%
- Mass Merchant: 28%
- Home: 23%
- High Tech: 20%

Source: Criteo, United States, Q4 2017. Base: retail, apps excluded.
Apps account for 66% of mobile sales.

Source: Criteo, United States, Q4 2017. Base: retailers with an app and a mobile website.
Mobile is the majority for retailers with a shopping app.

**North America**

**In-App Share of Mobile eCommerce Transactions**
- Mobile Web: 34%
- App: 66%

**Share of eCommerce Transactions by Environment**
- Mobile Web: 23%
- App: 44%
- Desktop: 33%

Source: Criteo, North America, Q4 2017.
Base: left: retailers with a mobile website / right: retailers with an app and a mobile website.

**Worldwide**

**YoY Increase of the Share of In-App Transactions, Globally**
- Q4 2016: 31%
- Q4 2017: 46%

YoY Increase: 48%

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

Source: Criteo, Q4 2017.

Base: left: all retailers, excluding apps / right: retailers with an app and a mobile website.
In North America, retailers with a shopping app now generate 67% of their sales on mobile devices.

**APP OPPORTUNITY**

<table>
<thead>
<tr>
<th>Share of Transactions Excluding Apps</th>
<th>Share of Online Transactions by Device</th>
</tr>
</thead>
<tbody>
<tr>
<td>All retailers</td>
<td>Committed retailers</td>
</tr>
<tr>
<td>App</td>
<td>Desktop</td>
</tr>
<tr>
<td>36%</td>
<td>23%</td>
</tr>
<tr>
<td>65%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Source: Criteo, North America, Q4 2017.

Base: left: all retailers, excluding apps / right: retailers with an app and a mobile website.
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.

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

**SHOPPING MOMENTS**

US Sales by Device Type and Hour of the Day

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

US Sales by Device Type and Day of the Week

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

**Source:** Criteo, United States, Q4 2017.  **Base:** index, 100 = daily average. Retailers, excluding apps.
Combining cross-device data lets you understand the winding shopper journey.

26% of all desktop transactions in the US are preceded by a click on a mobile device.

Source: Criteo, United States, Q4 2017. Base: all retailers.
Retailers with low mobile sales get more cross-device transactions.

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

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

- **34%** Low share of mobile sales (lower quartile)
- **30%** Strong share of mobile sales (upper quartile)

*Source: Criteo, Worldwide, Q4 2017. Base: retail, post-click transactions, all devices combined, *Share of transactions preceded by at least one click on a different device than the one used for purchasing.*
COMBINING DATA

Combining intent lets you see more shopping dollars per shopper.

Average order values are significantly higher for matched shoppers: +17% on average.

<table>
<thead>
<tr>
<th>Category</th>
<th>Average Order Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashion / Luxury</td>
<td>134</td>
</tr>
<tr>
<td>Health / Beauty</td>
<td>113</td>
</tr>
<tr>
<td>Computing / High Tech</td>
<td>111</td>
</tr>
<tr>
<td>Mass Merchant</td>
<td>111</td>
</tr>
<tr>
<td>Culture / Media / Tickets</td>
<td>108</td>
</tr>
<tr>
<td>Sporting Goods</td>
<td>103</td>
</tr>
<tr>
<td>Flowers &amp; Gifts</td>
<td>101</td>
</tr>
</tbody>
</table>

Source: Criteo, United States, Q4 2017. Base: all retailers, Average order value for matched shoppers by retail category, for every $100 spent by unmatched shoppers.
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.

Source: Criteo, United States, Q4 2017. Base: retailers combining 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.

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**Share of Customers**

- Omnichannel customers: 7%
- Online only customers: 44%
- Offline only customers: 49%

**Share of Sales**

- Omnichannel customers: 27%
- Online only customers: 24%
- Offline only customers: 49%

**Source:** Criteo, Worldwide, November 2017. **Base:** retailers combining online and offline sales data.
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