

criteo.

Global Commerce Review



United States, 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 **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.

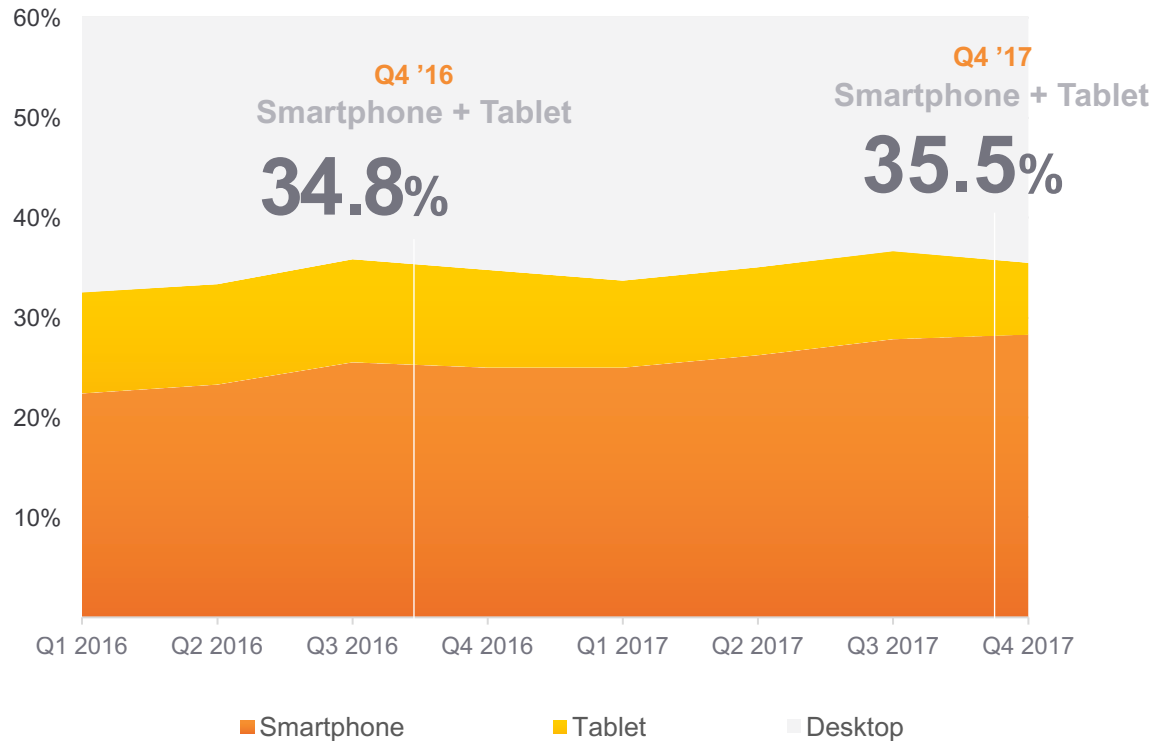


Shoppers matched on another device spend an **average of 17% more** per order.

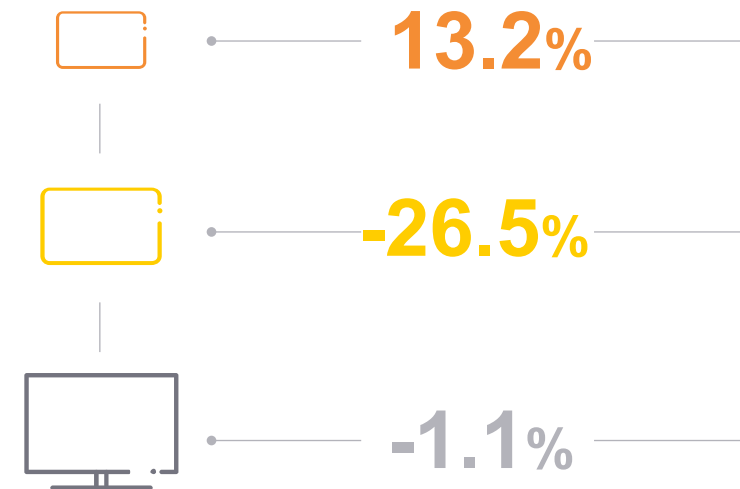
Mobile web usage reaches maturity, and smartphone keeps growing.



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



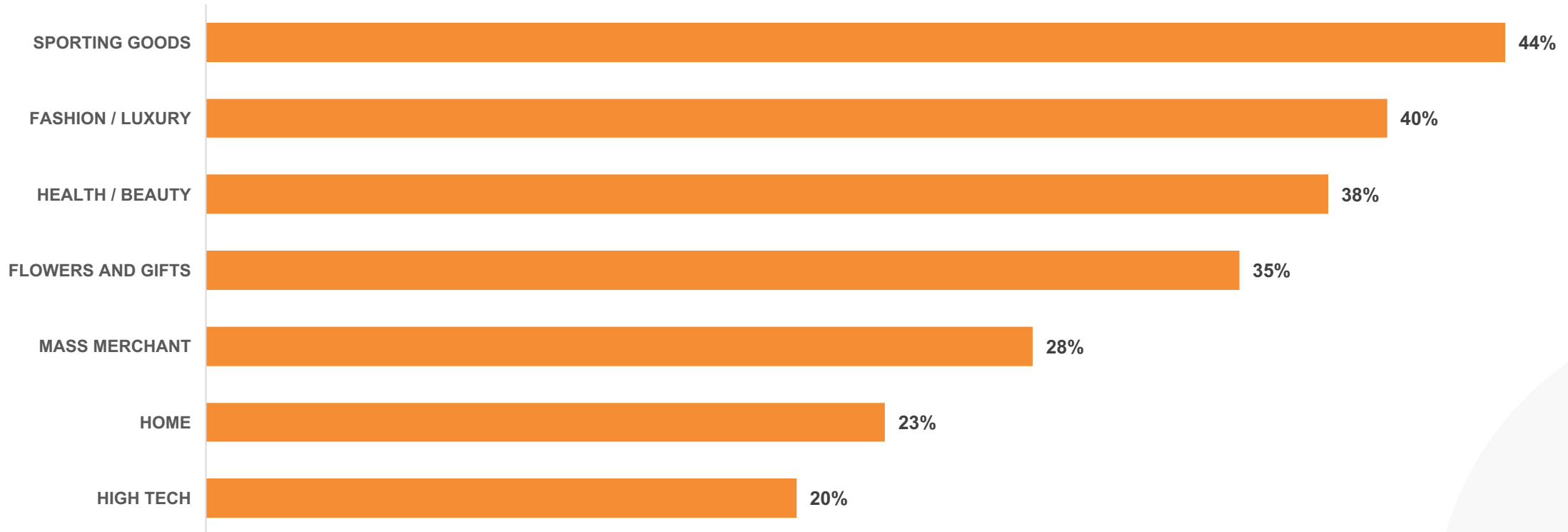
Q4 YoY



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



66%

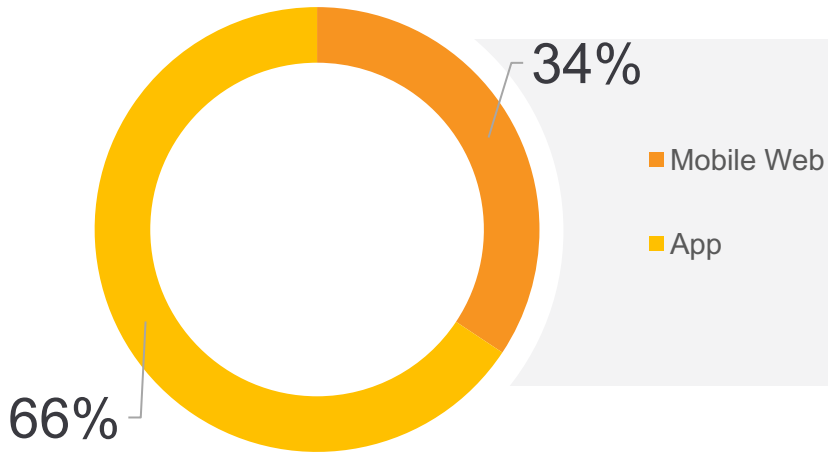
Apps account
for 66% of
mobile sales.

APP OPPORTUNITY

Mobile is the majority for retailers with a shopping app.

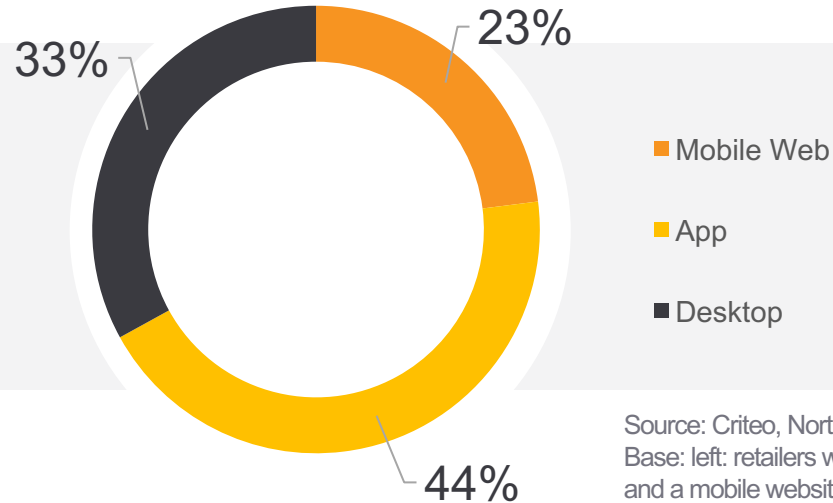
North America

In-App Share of Mobile eCommerce Transactions



North America

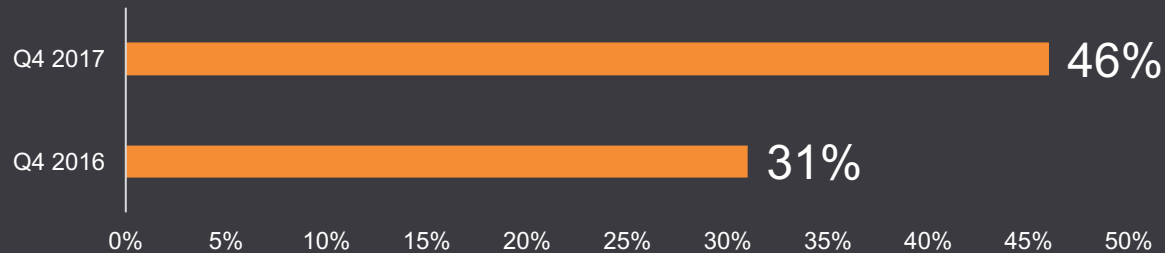
Share of eCommerce Transactions by Environment



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



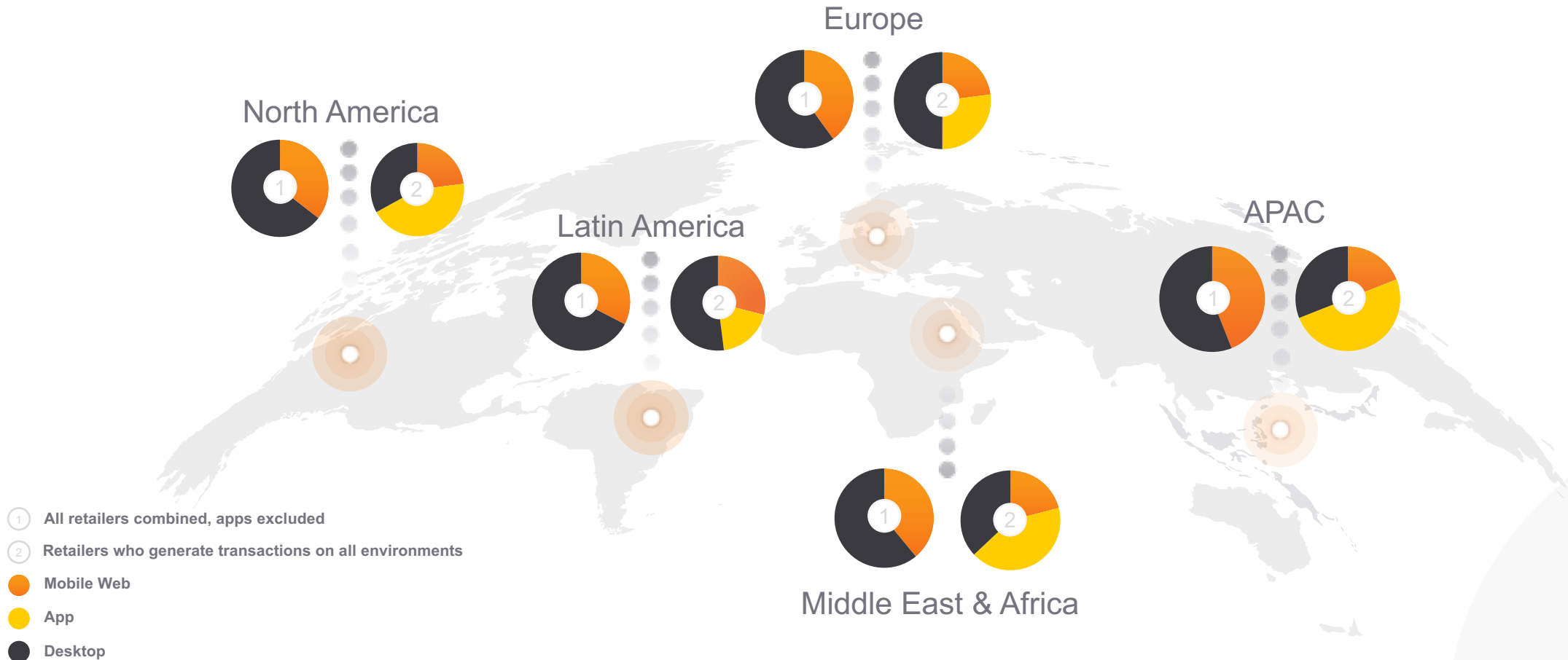
48%
YoY Increase

Source: Criteo, Worldwide, Q4 2017.

Base: retail, apps included.

APP OPPORTUNITY

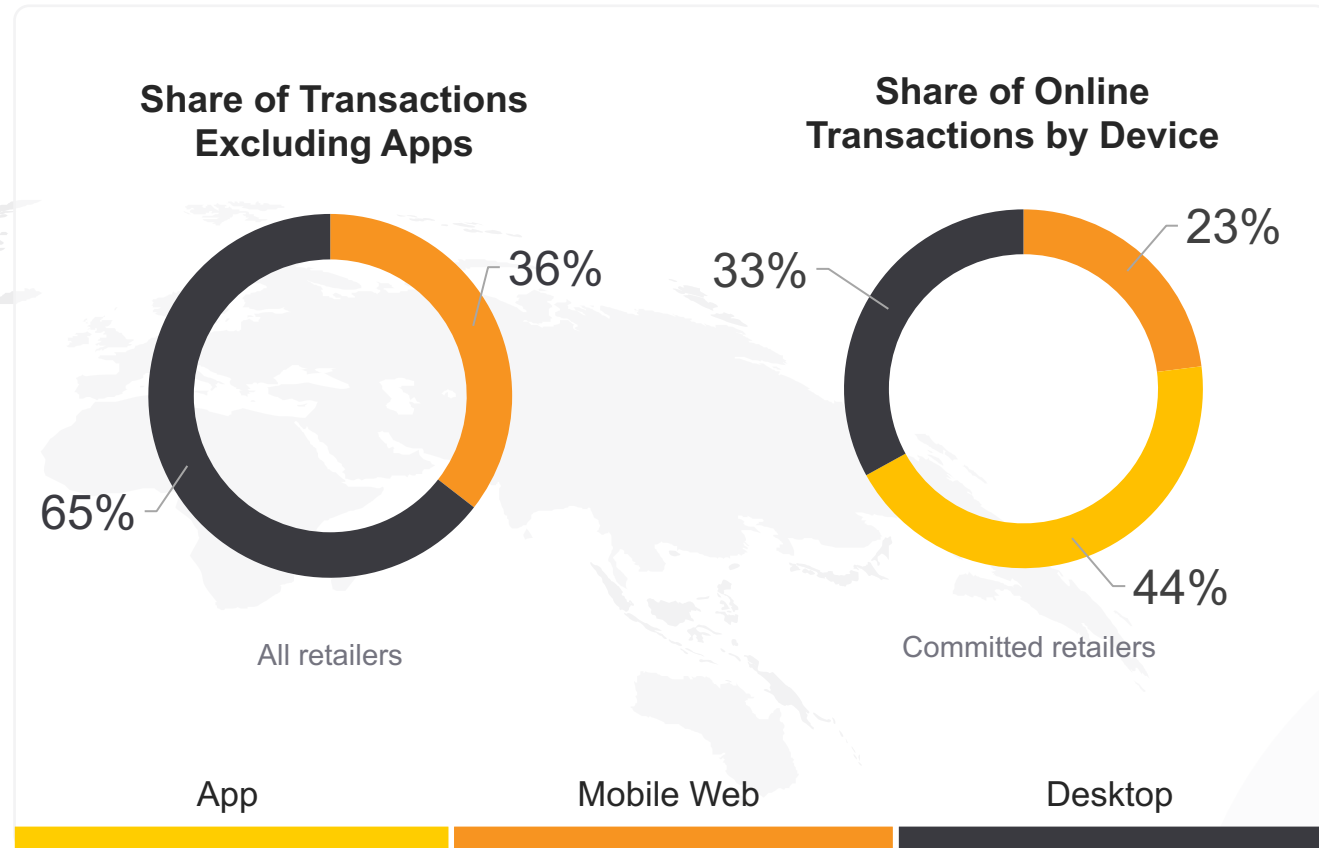
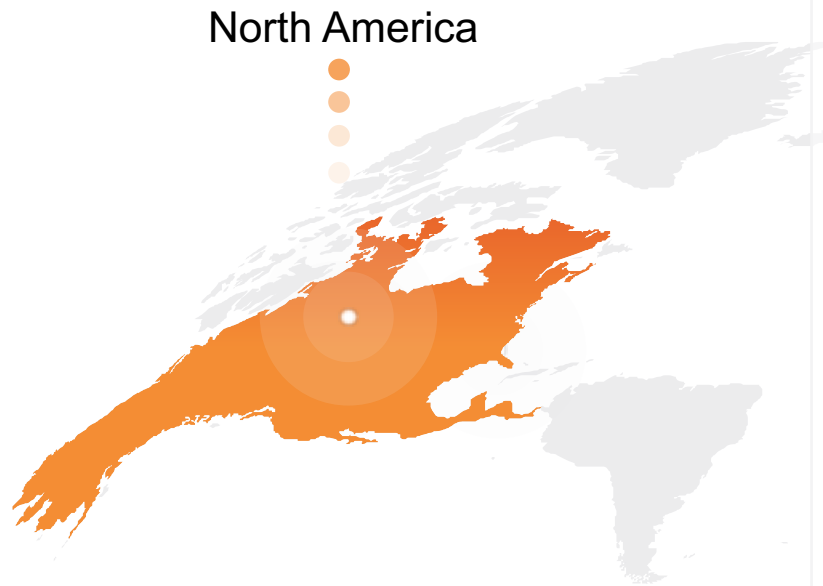
In most world regions, mobile now accounts for more than 50% of online transactions, and in-app sales dominate.



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

APP OPPORTUNITY

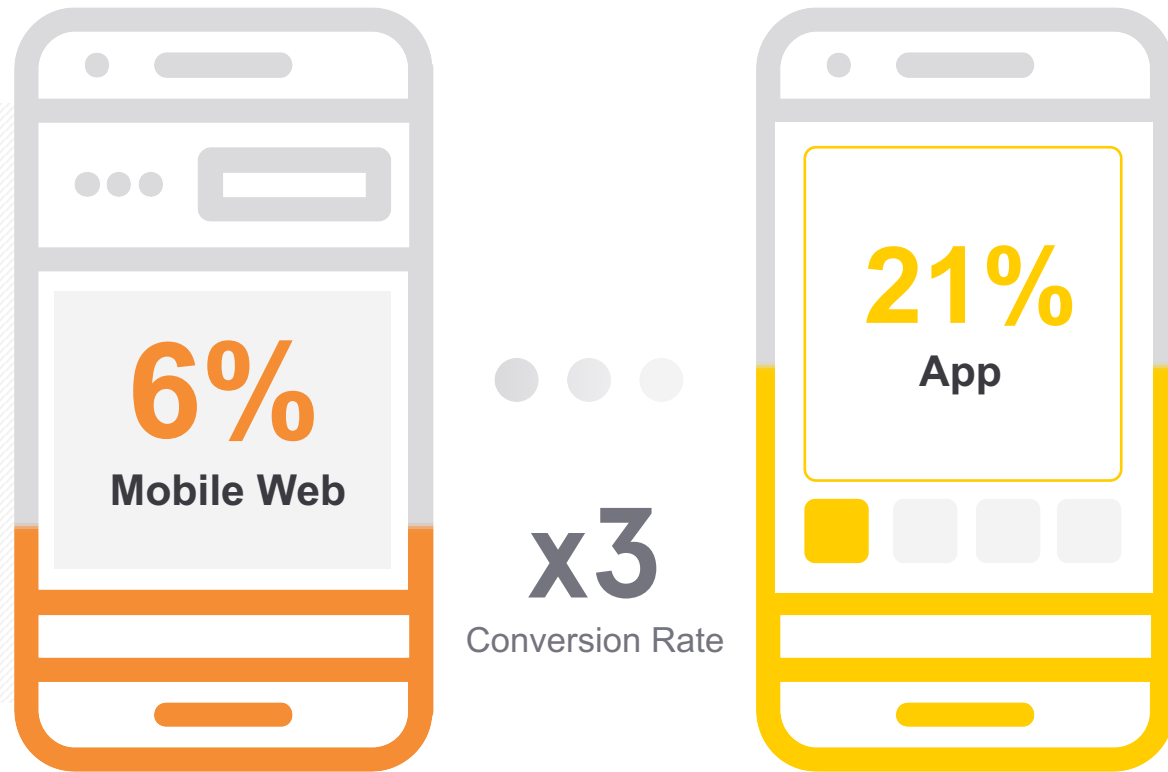
In North America, retailers with a shopping app now generate 67% of their sales on mobile devices.



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.

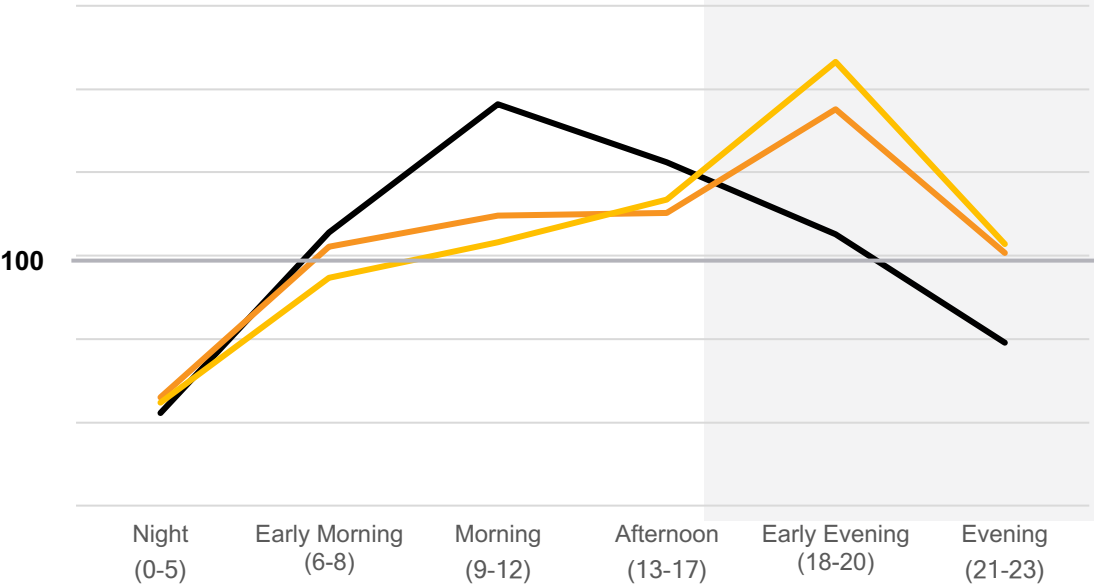


SHOPPING MOMENTS

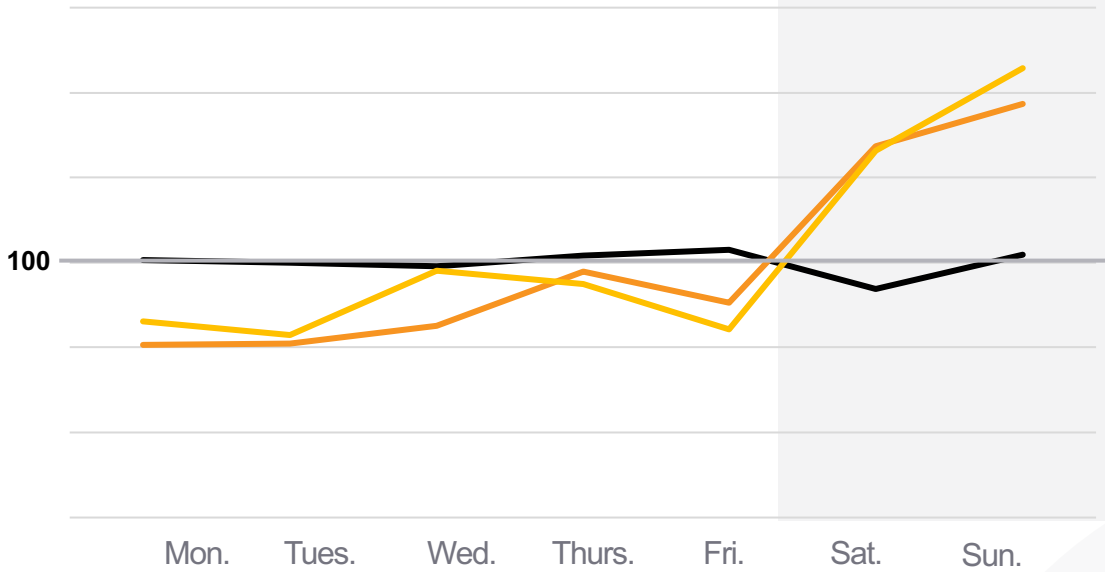
Desktop usage dominates working hours, while mobile wins nights and weekends.



US Sales by Device Type and Hour of the Day



US Sales by Device Type and Day of the Week



Smartphone

Tablet

Desktop

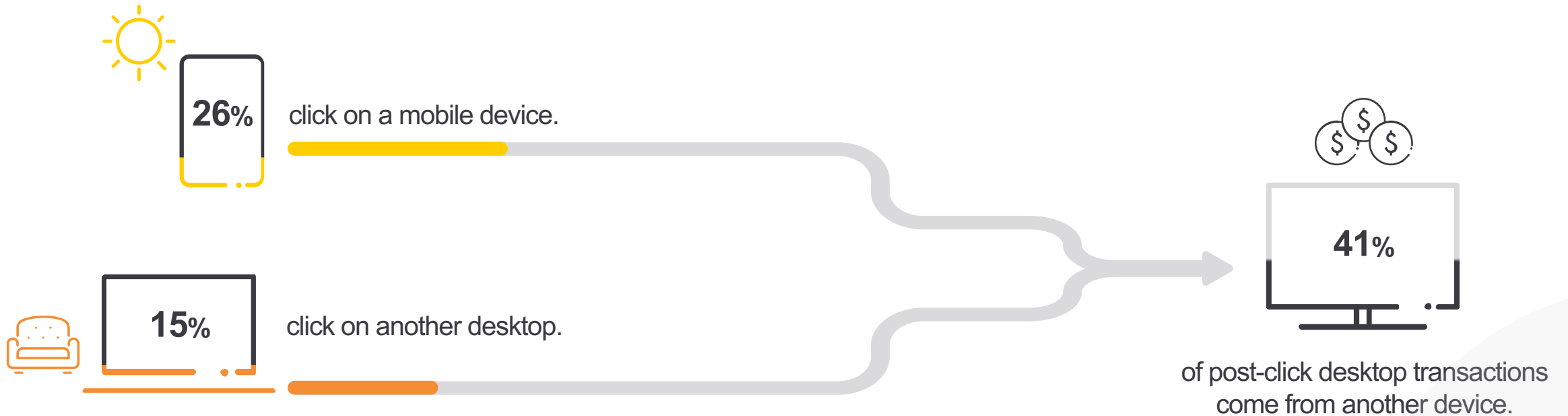


COMBINING DATA

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.

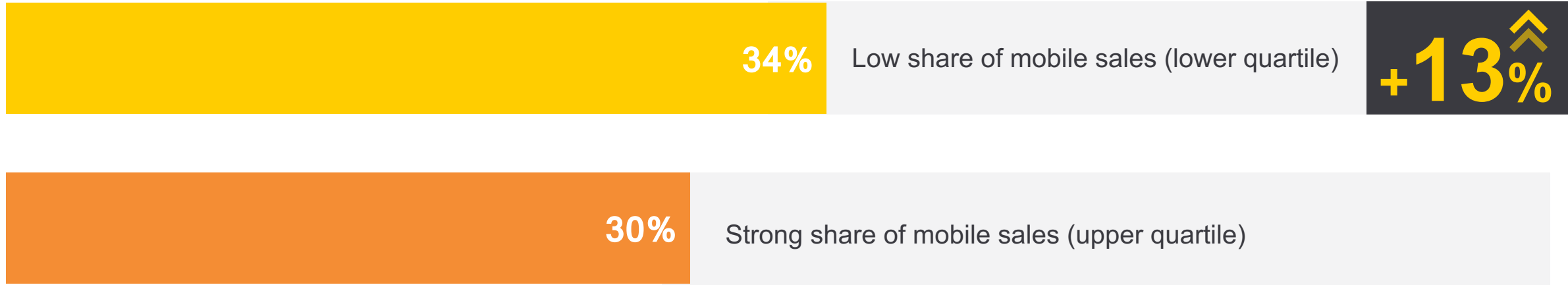


COMBINING DATA

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.



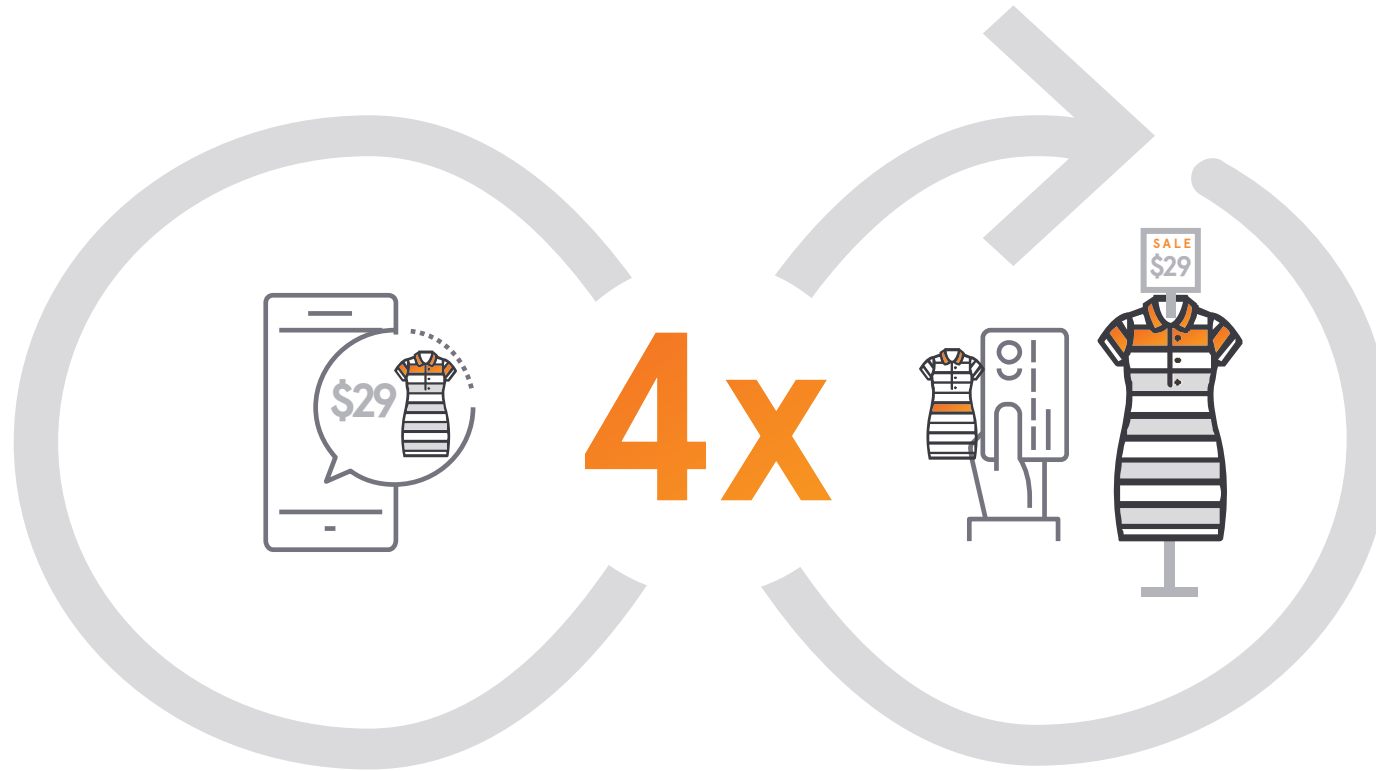
Average order values are significantly higher for matched shoppers: +17% on average.



Offline sales boost shopper knowledge - and online results.



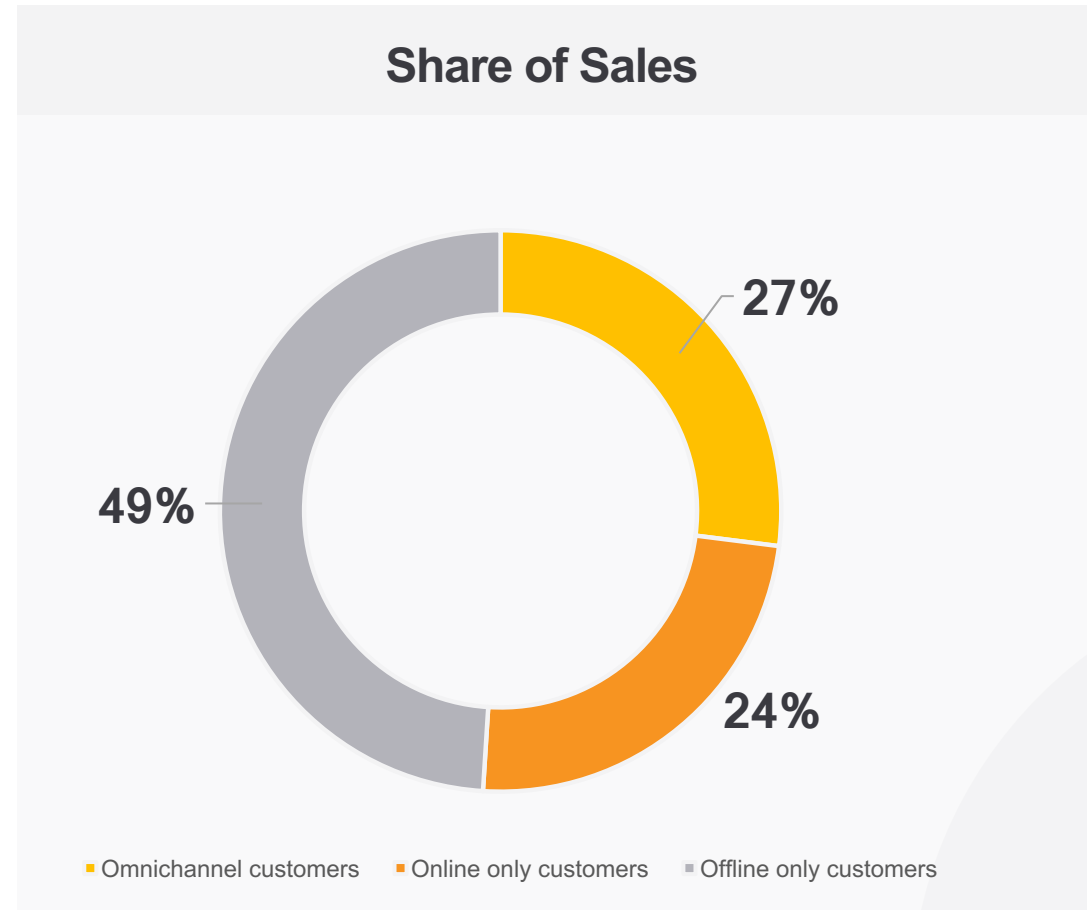
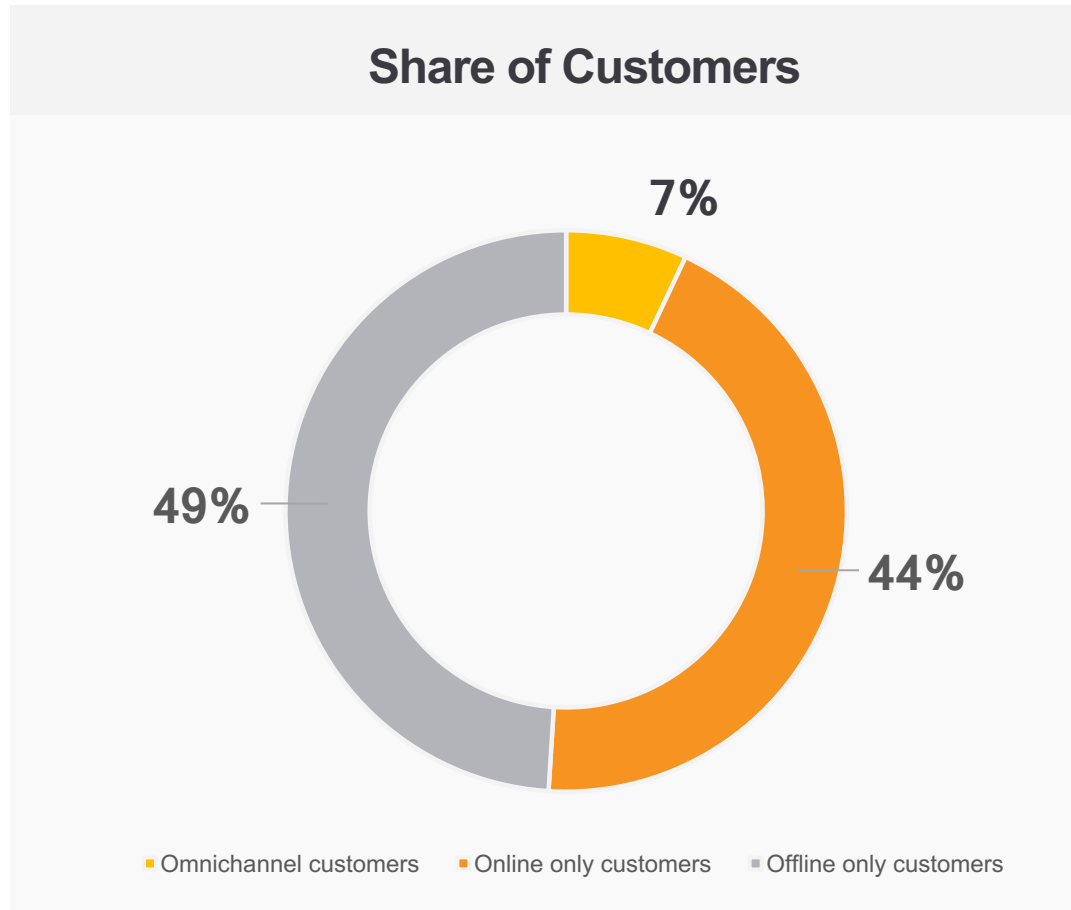
Omnichannel retailers that can combine their offline and online data can apply **over four times** as much sales data to optimize their marketing efforts.



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