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 **47% 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 **3 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.

---

**Source:** Criteo, Netherlands, Q1 2018.  
**Base:** retail (see [Methodology](#)).
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

Source: Criteo, Netherlands, Q1 2018.
Base: retail (see Methodology).
Mass Merchant and Fashion / Luxury are the two retail subcategories with the highest share of mobile sales.

Source: Criteo, United States, Q1 2018.
Base: retail, apps excluded.
47% Apps account for half of mobile sales.
Mobile is the majority for retailers with a shopping app.

**App Opportunity**

Europe
In-App Share of Mobile eCommerce Transactions

- **Mobile Web**: 53%
- **In-App**: 47%

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

- **Q1 2017**: 36%
- **Q1 2018**: 44%

**YoY Increase**: 22%

Source: Criteo, Netherlands, Q1 2018.
Base: retail, apps excluded.
App Opportunity

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

Source: Criteo, Q1 2018.
Base: left: all retailers, excluding apps / right: retailers with an app and a mobile website.
In most world regions, mobile now accounts for more than 50% of online transactions, and in-app sales dominate.

**Share of Transactions Excluding Apps**

- **All retailers**
  - 56% Mobile Web
  - 44% Desktop

**Share of Online Transactions by Device**

- **Committed retailers**
  - 29% Mobile Web
  - 26% Desktop
  - 45% App

**Base:** Left: all retailers, excluding apps / Right: retailers with an app and a mobile website.

**Source:** Criteo, Europe, Q1 2018.
App Opportunity

Shopping apps generate higher conversion rates.

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

- Mobile Web: 4%
- App: 13%
- Desktop: 9%

Conversion Rate: 3x

**Source:** Criteo, Europe, Q1 2018.

**Base:** Retailers with an app and a mobile website. Conversion rate = buyers / product page viewers.
Shopping Moments

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

Netherlands Sales by Device Type and Hour of the Day

Netherlands Sales by Device Type and Day of Week

Source: Criteo, Netherlands, Q1 2018.
Base: index, 100 = daily average. Retailers, excluding apps.
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, Q1 2018. Base: retailers combining online and offline sales data.
Omnichannel Matters

Omnichannel customers generate the highest lifetime value.

Omnichannel customers generate 27% of all sales, despite representing only 7% of all customers.

**Share of Customers**
- Omnichannel customers: 49%
- Online only customers: 44%
- Offline only customers: 7%

**Share of Sales**
- Omnichannel customers: 27%
- Online only customers: 49%
- Offline only customers: 24%

*Source: Criteo, United States, Q1 2018.*

*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. Q1 2018

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