

The text "Global Commerce Review" in a bold, dark sans-serif font. To the left of the text is a large, light gray 'X' mark. Above the text are several small, faint geometric shapes: a horizontal line, a plus sign, and a circle.

Global Commerce Review

The text "South East Asia, Q1 2018" in a bold, dark sans-serif font. Above the text is a horizontal row of eight small circles in shades of orange and yellow.

South East Asia, Q1 2018

The year "2018" in a large, bold, dark gray sans-serif font. To the left of the first digit is a large, light gray triangle pointing right. Above the number are several small, faint geometric shapes: a horizontal line, a plus sign, and a circle.

2018

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 **66% of mobile sales** for retailers who invest in both mobile web and shopping apps.



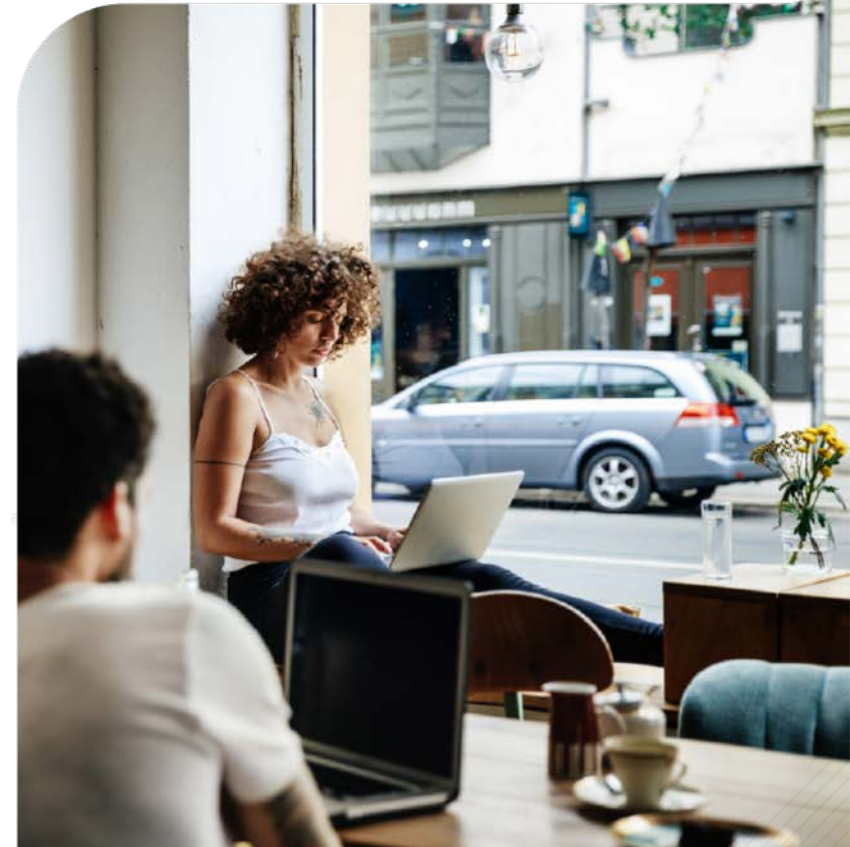
Shopping apps generate higher conversion rates.

The conversion rate on shopping apps is more than **5 times** higher than on mobile web.



Using offline sales data can boost online results.

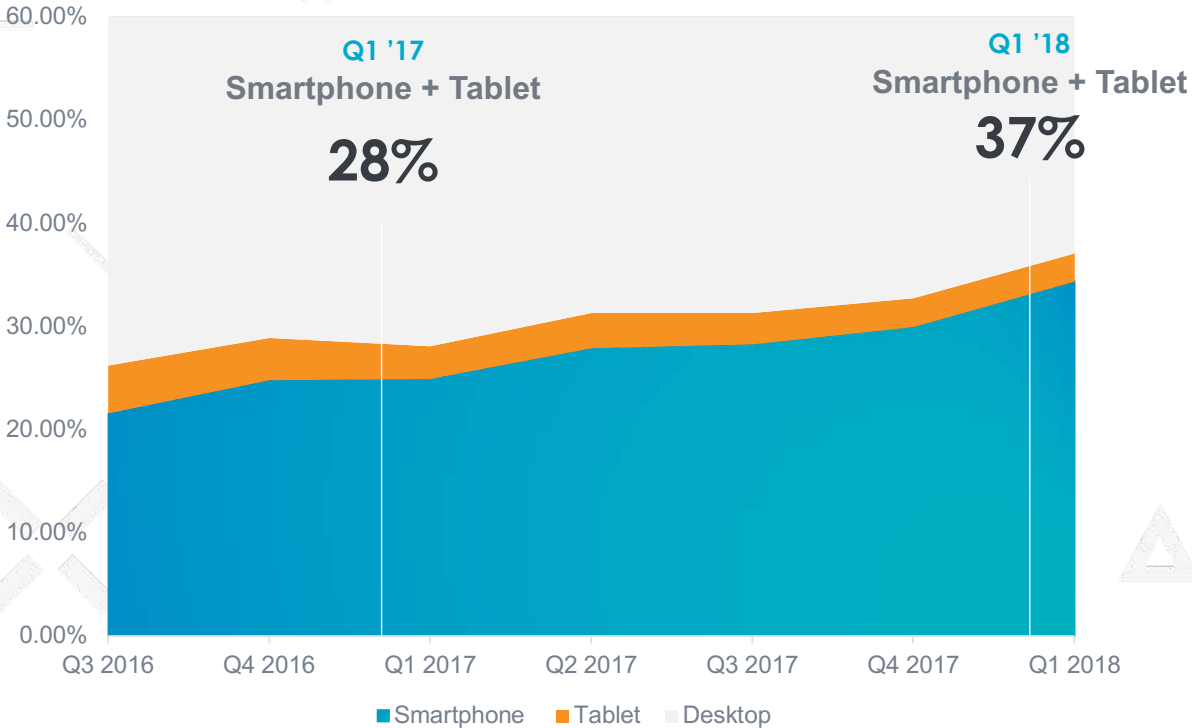
Omnichannel retailers can apply over **4 times** as much sales data to optimize their marketing efforts.



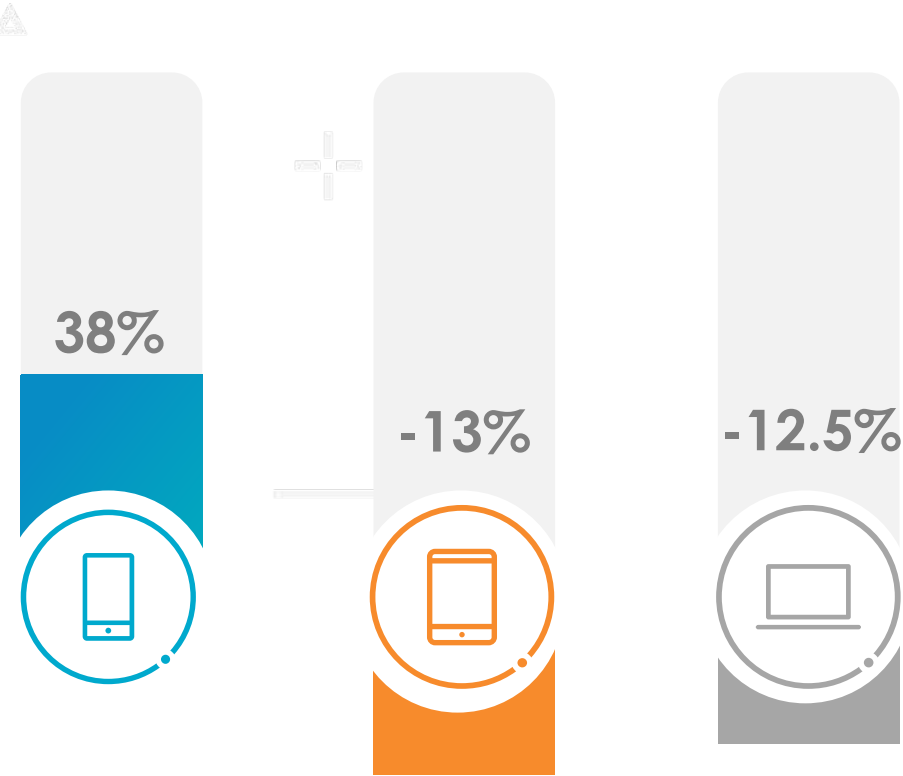
Mobile Growth

Mobile web usage reaches maturity, and smartphone keeps growing.

Sales by Device, Q1 2017 and Q1 2018, Apps Excluded



Q1 Year-Over-Year



Mobile Growth

Health / Beauty and Fashion Luxury are the two retail subcategories with the highest share of mobile sales.



Share of Mobile Sales, Q1 2018, Apps Excluded



66%

Apps account for
2/3 of mobile sales.

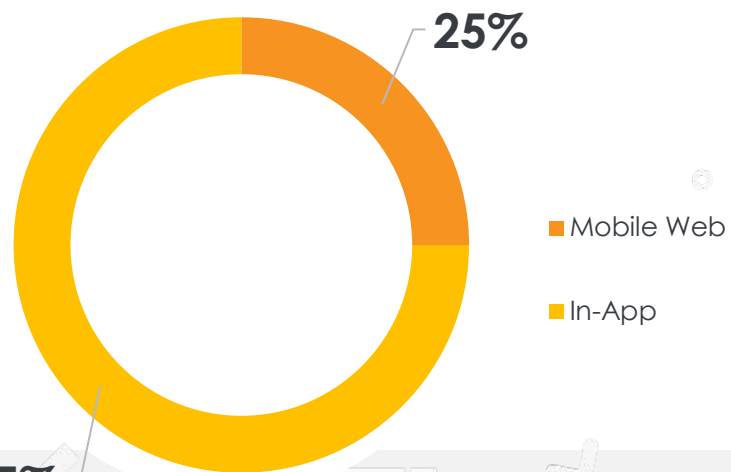
App Opportunity

Mobile is the majority for retailers with a shopping app.



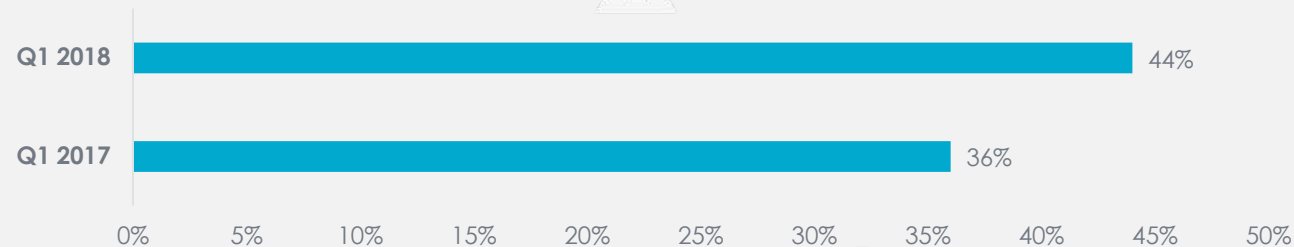
APAC

In-App Share of Mobile eCommerce Transactions



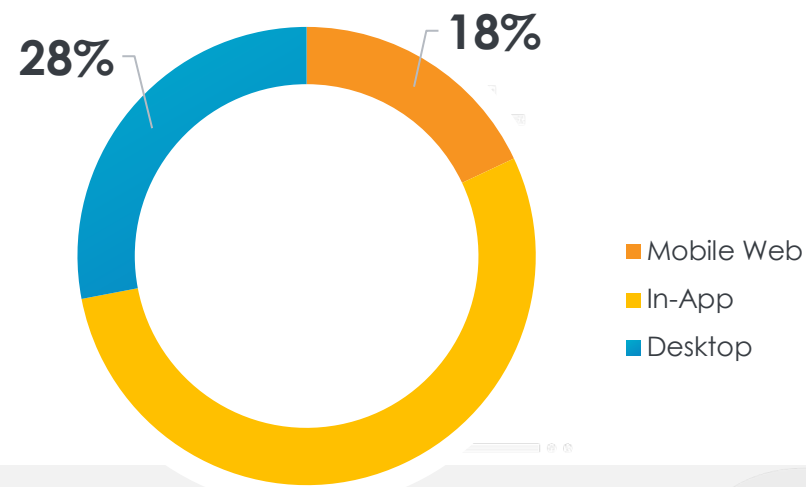
Worldwide

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



APAC

Share of eCommerce Transactions by Environment



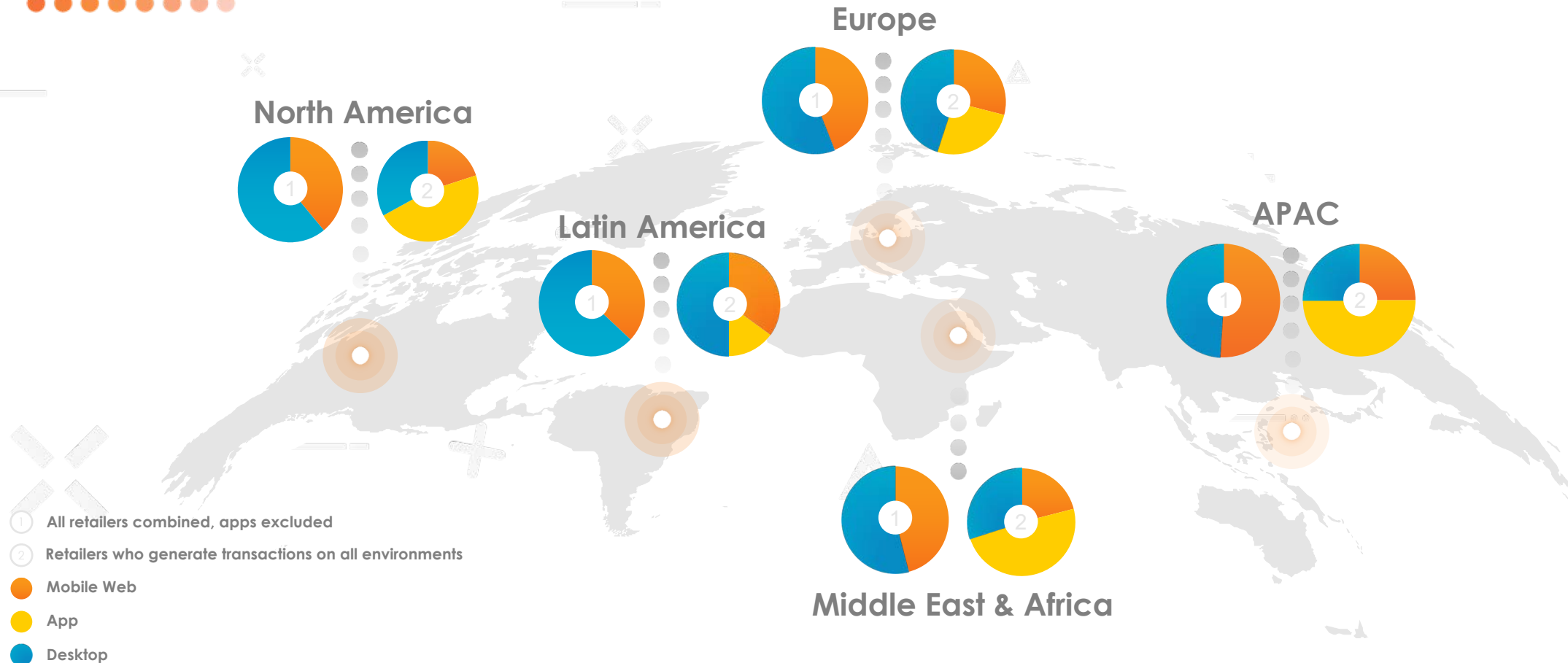
22%
YoY Increase

Source: APAC, 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.

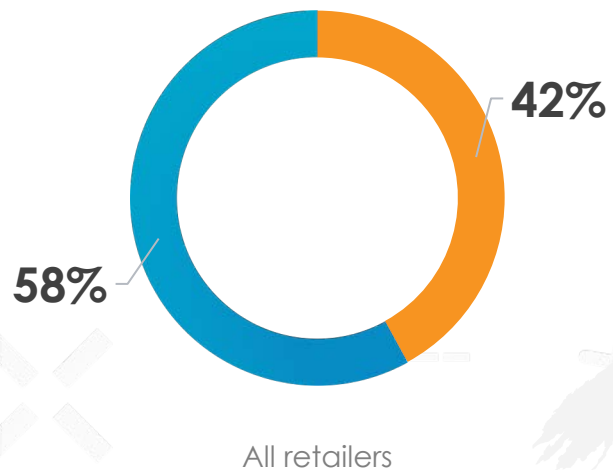


App Opportunity

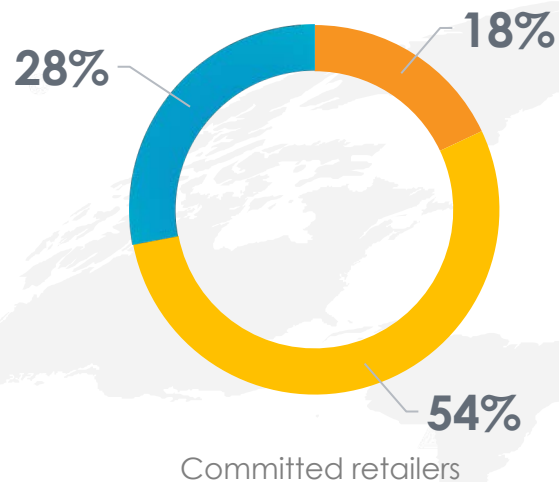
In most world regions, mobile now accounts for more than 50% of online transactions, and in-app sales dominate.



Share of Transactions
Excluding Apps



Share of Online
Transactions by Device



APAC



App

Mobile Web

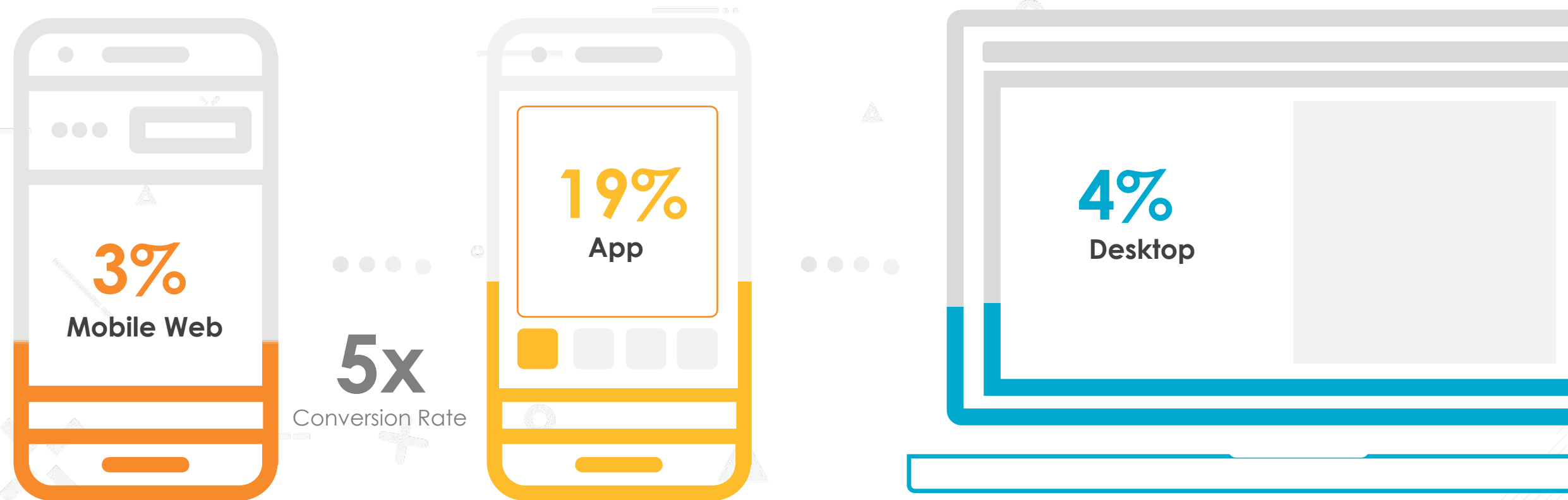
Desktop

App Opportunity

Shopping apps generate higher conversion rates.



In APAC, the conversion rate on shopping apps is more than 5 times higher than on mobile web.

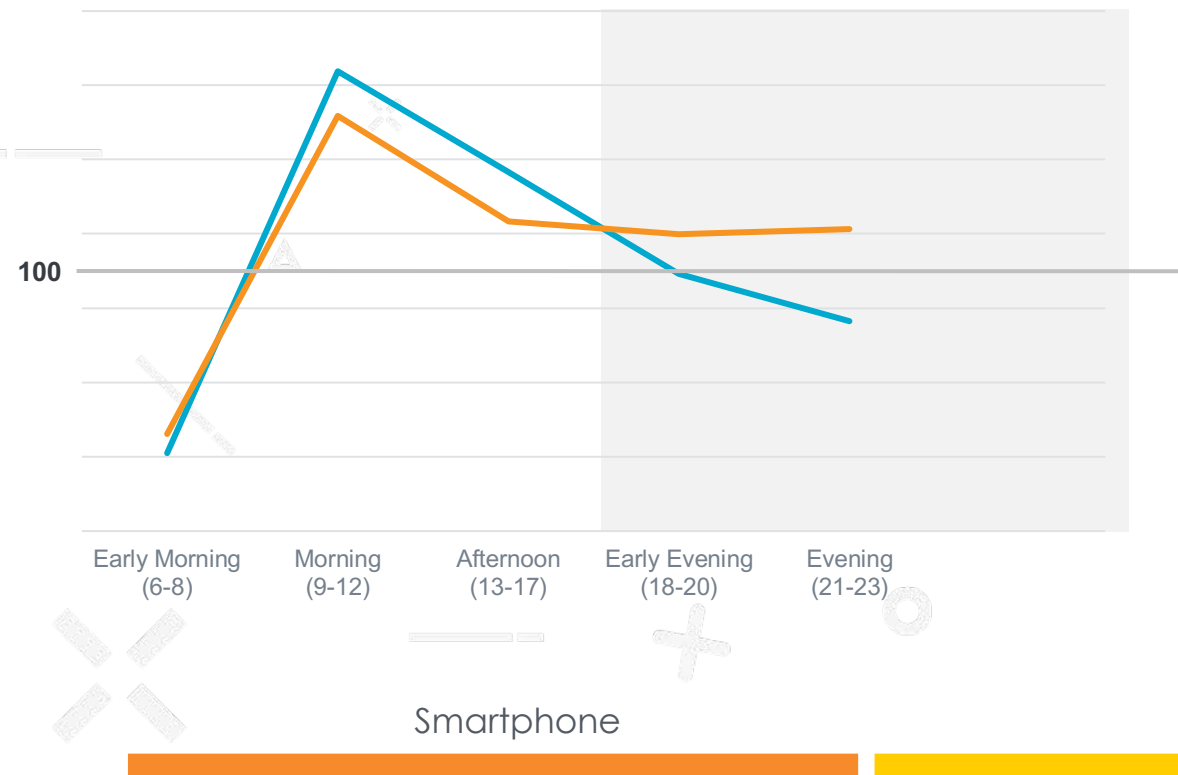


Shopping Moments

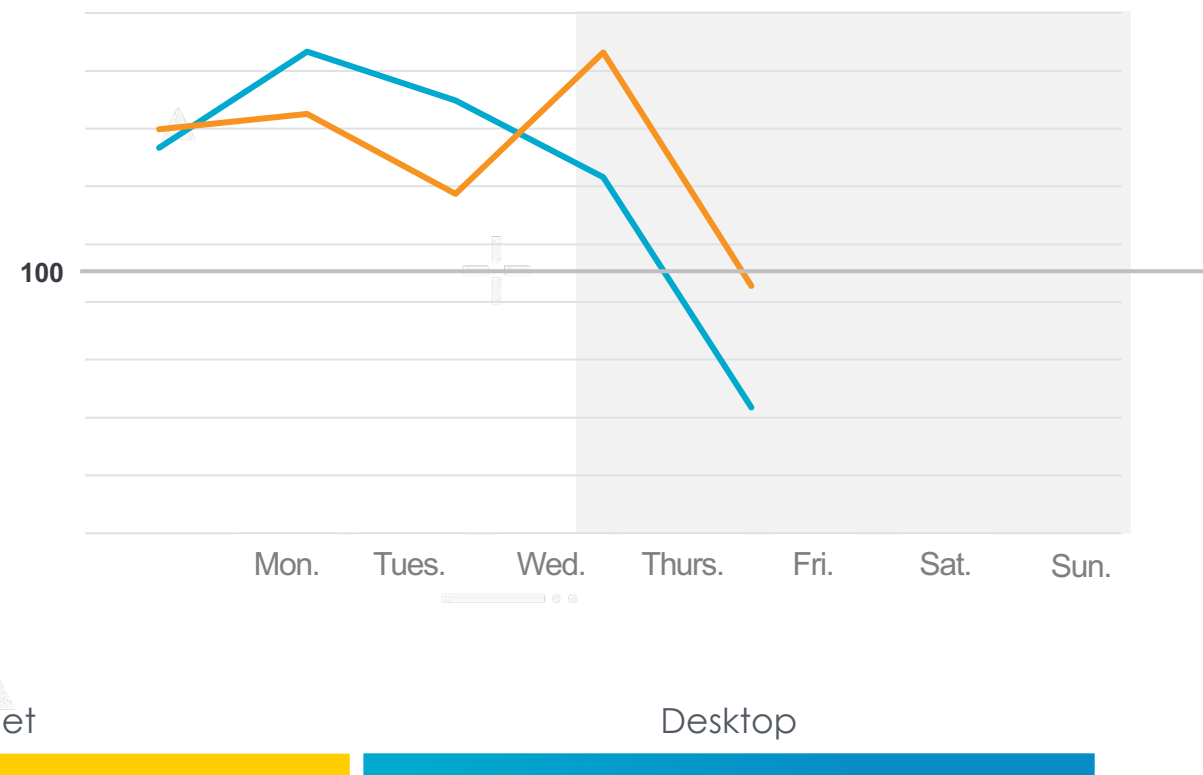
Desktop usage dominates working hours, while mobile wins nights and weekends.



South East Asia Sales by Device Type and Hour of the Day



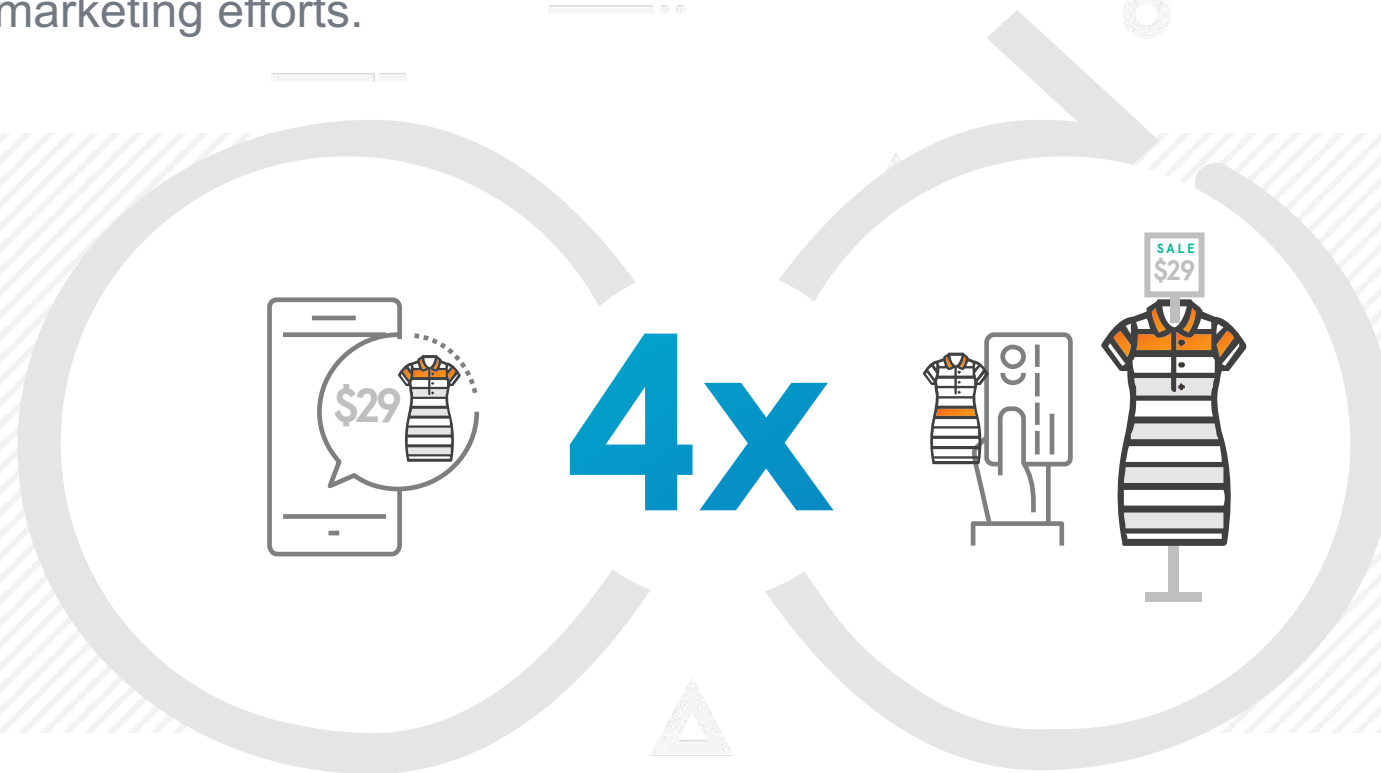
South East Asia Sales by Device Type and Day of the Week



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.

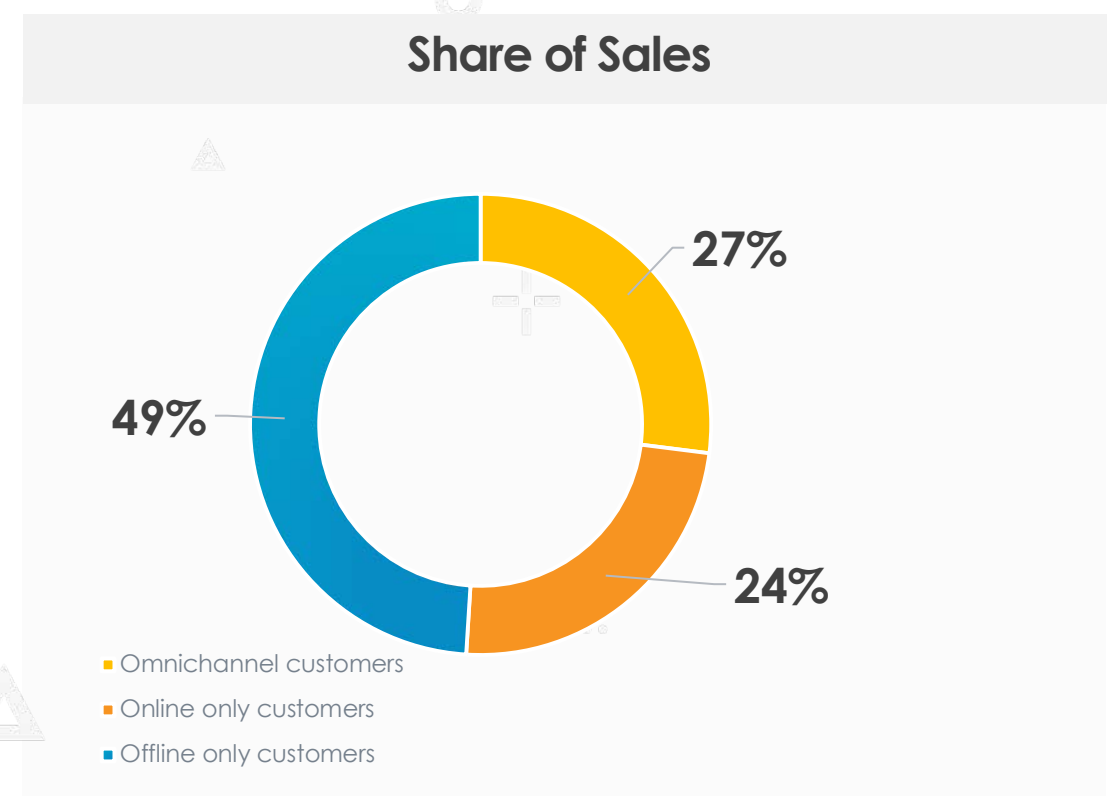
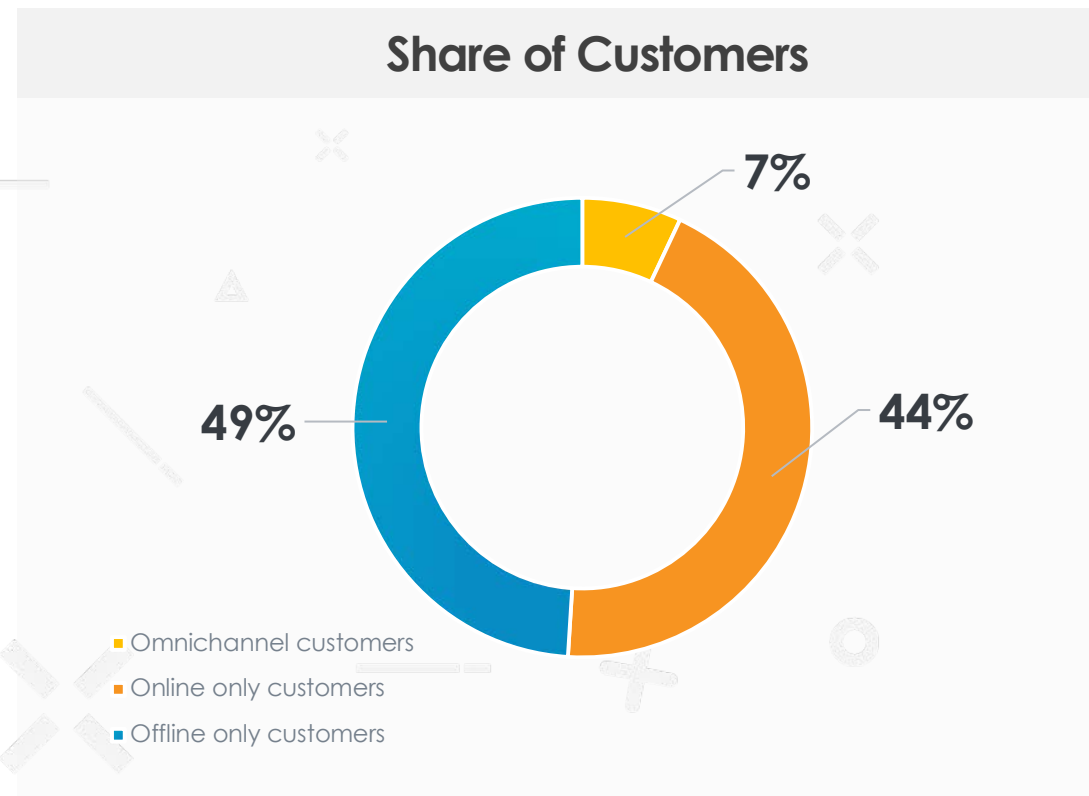


Omnichannel Matters

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. 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