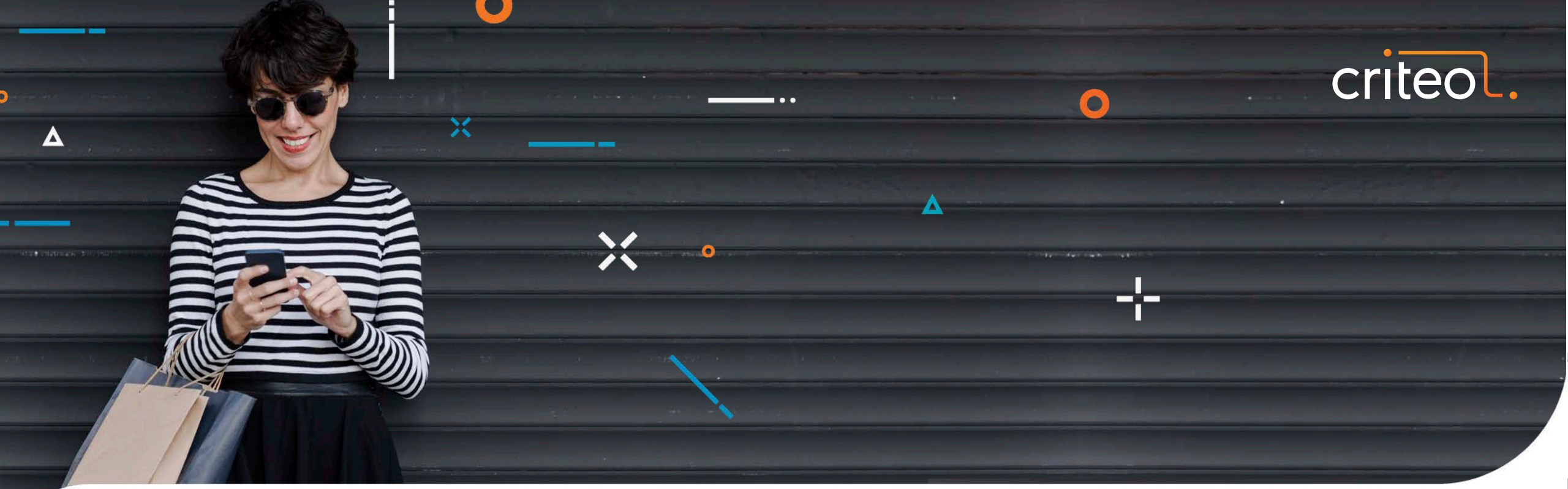

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Global Commerce Review

Spain, Q1 2018

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.

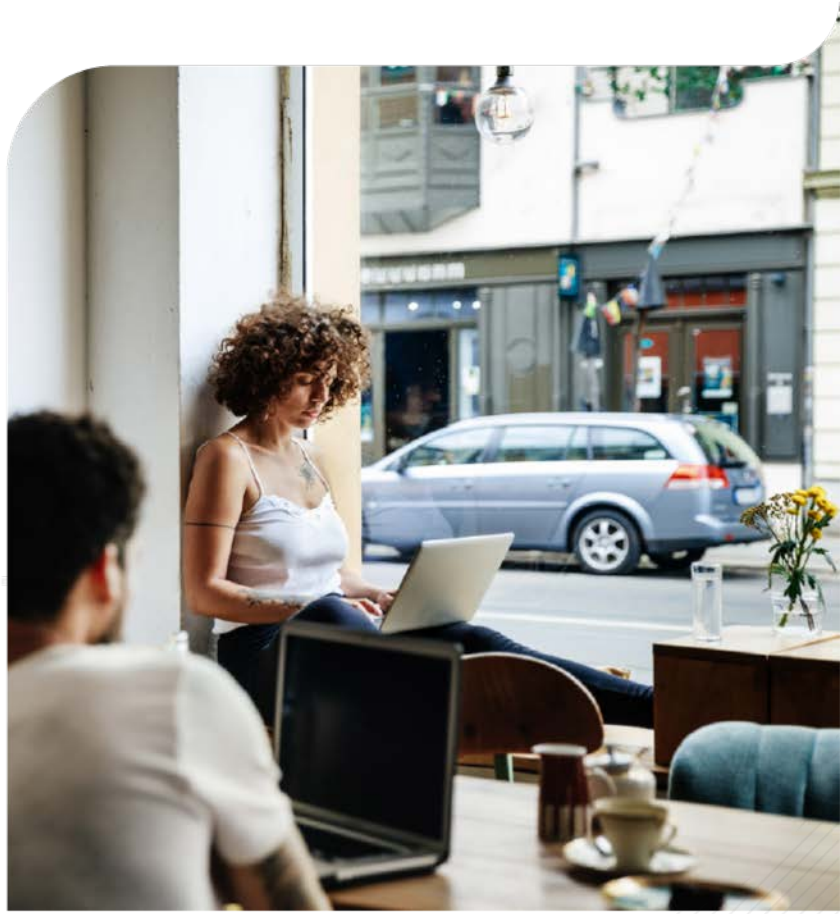
Apps account for **66% of mobile sales** for retailers who invest in both mobile web and shopping apps.

Shopping apps generate higher conversion rates.

The conversion rate on shopping apps is more than **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.

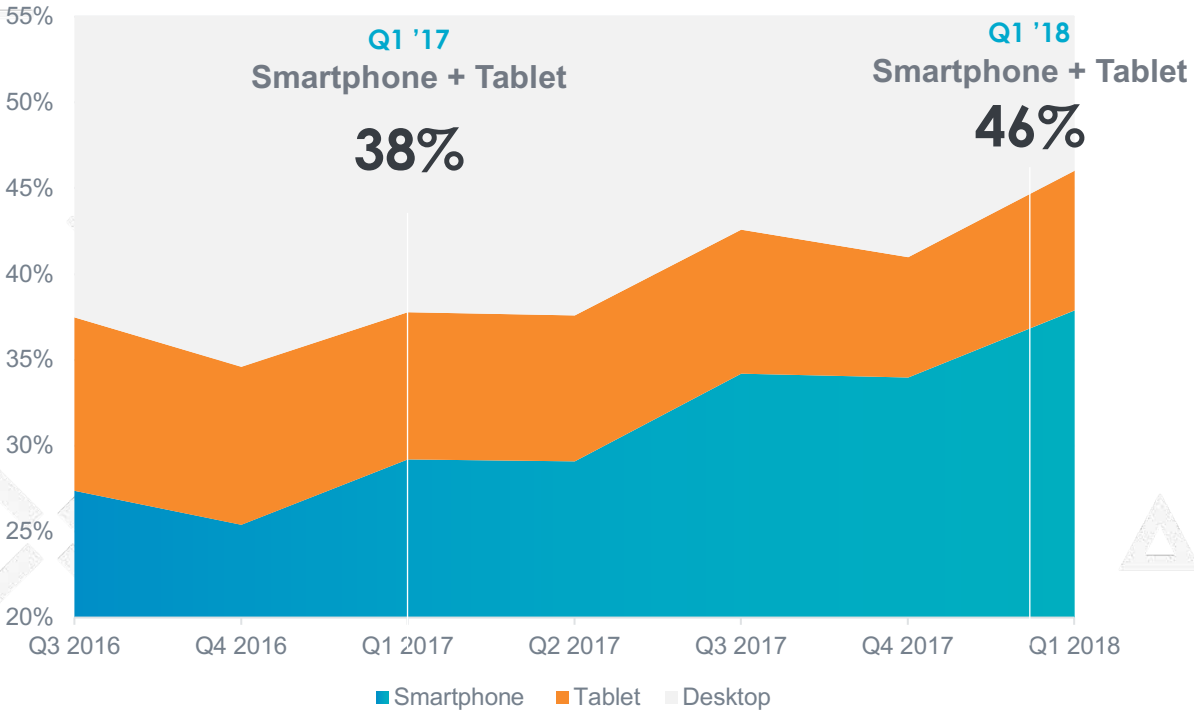


- **Source:** Criteo, Spain, Q1 2018.
- **Base:** retail (see Methodology).

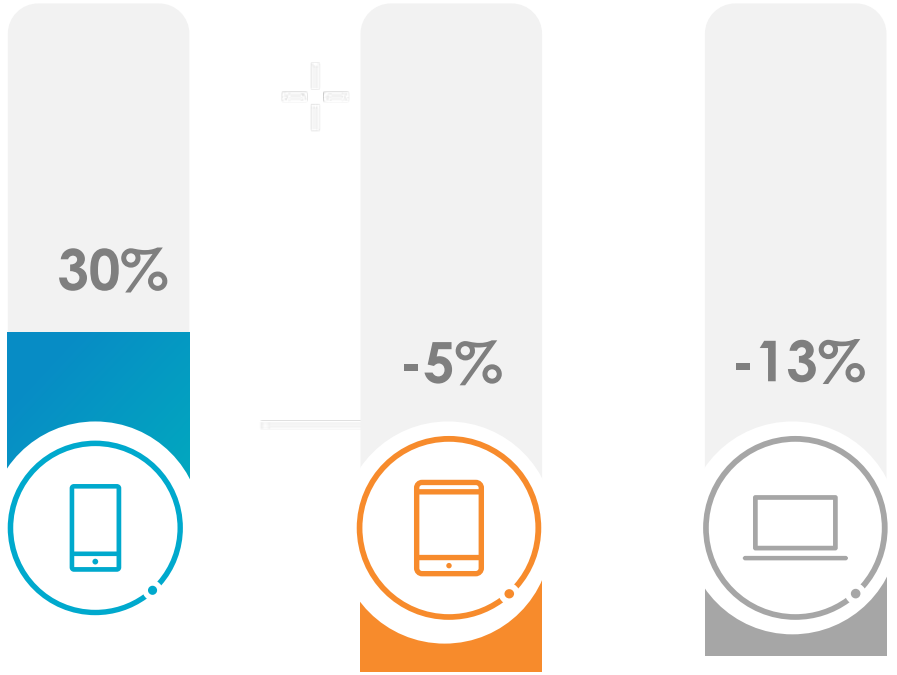
Mobile Growth

Mobile web usage reaches maturity, and smartphone keeps growing.

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



Q1 Year-Over-Year



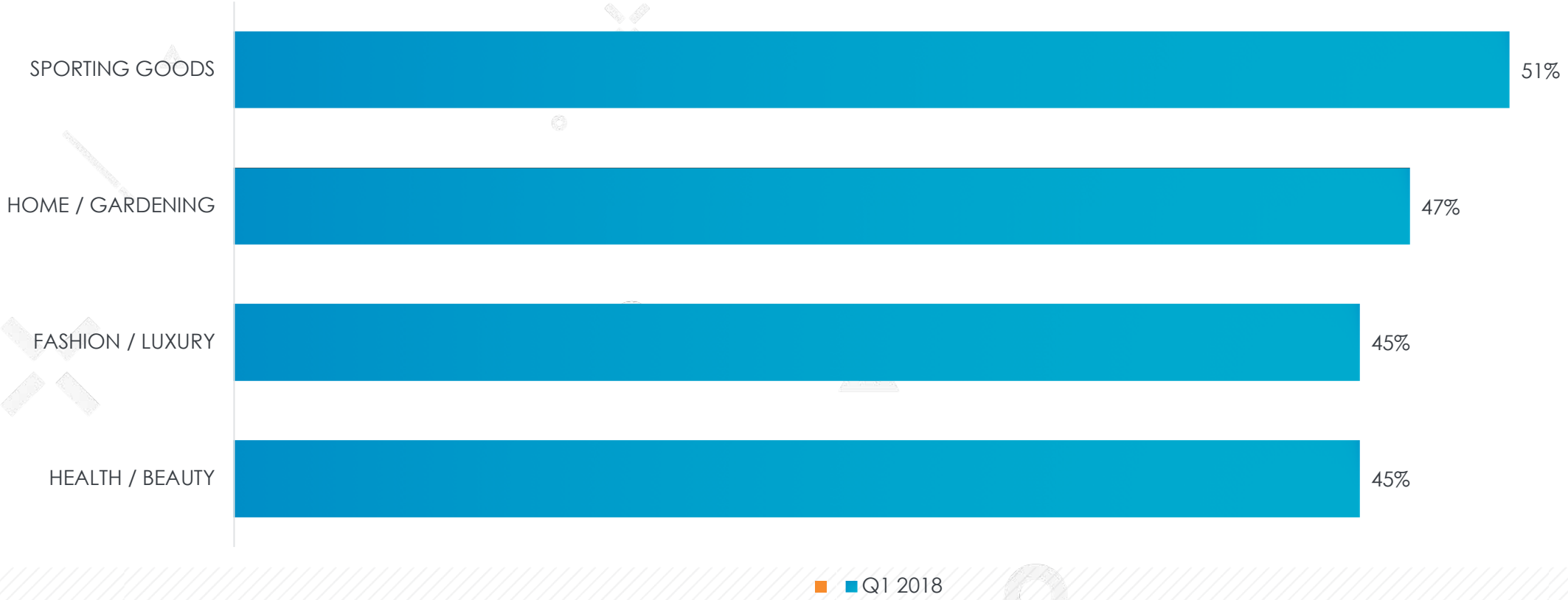
Source: Criteo, Spain, Q1 2018.

Base: retail (see Methodology).

Mobile Growth

Sporting Goods and Home / Gardening are the two retail subcategories with the highest share of mobile sales.

Share of Mobile Sales, Q1 2018, Apps Excluded



Source: Criteo, Spain, Q1 2018.

Base: retail, apps excluded.

66%

Apps account for 2/3 of mobile sales.

Source: Criteo, Spain, Q1 2018.

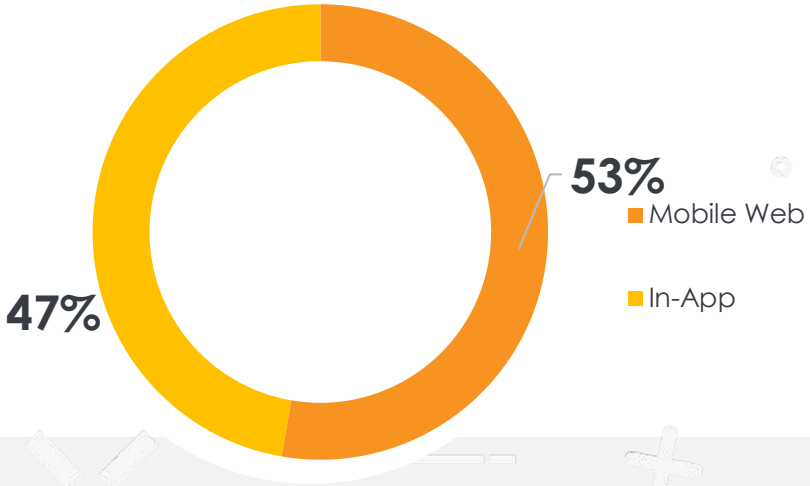
Base: retailers with an app and a mobile website.

App Opportunity

Mobile is the majority for retailers with a shopping app.

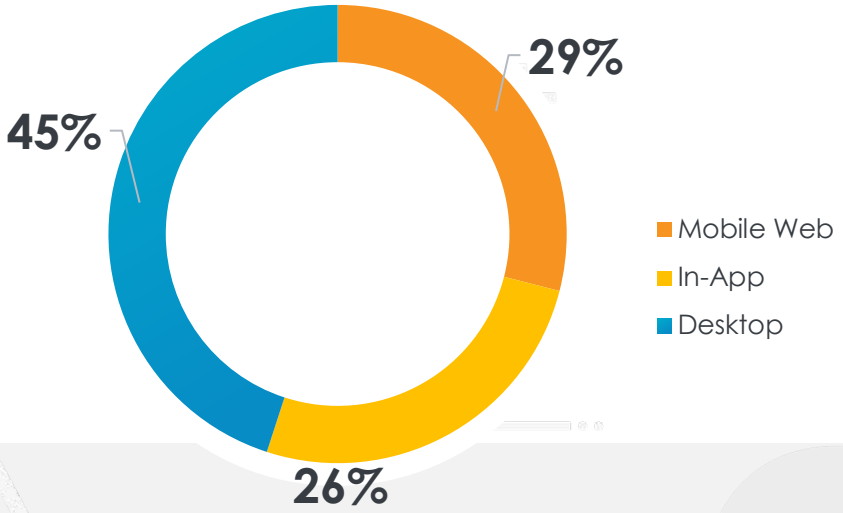
Europe

In-App Share of Mobile eCommerce Transactions



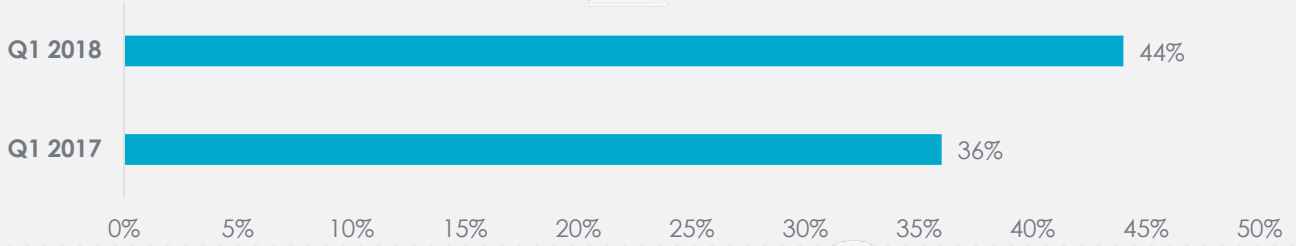
Europe

Share of eCommerce Transactions by Environment



Worldwide

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



22%

YoY Increase

- **Source:** Criteo, Europe, Q1 2018.
- **Base:** retail, apps excluded.

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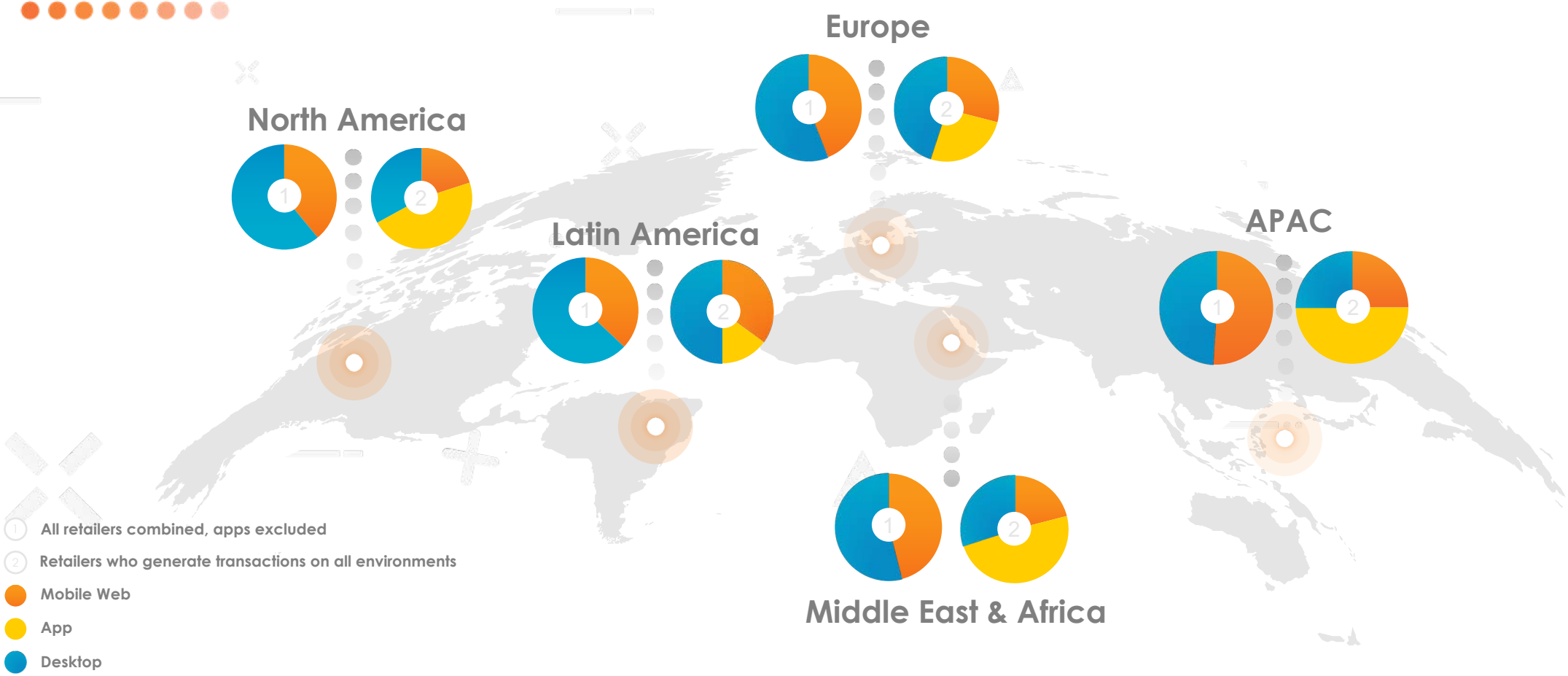
App Opportunity

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



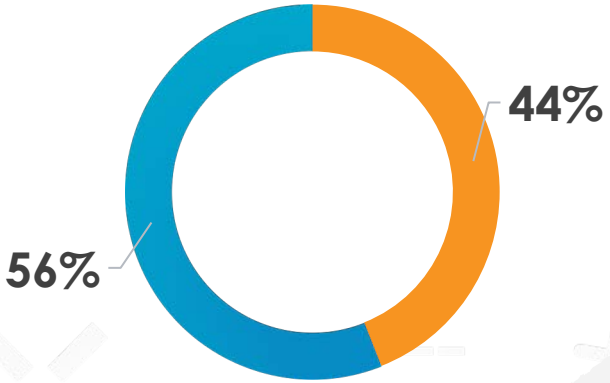
Source: Criteo, Q1 2018.

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

App Opportunity

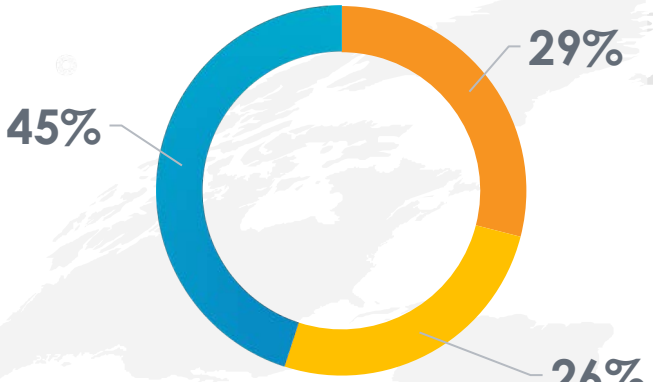
In most world regions, mobile now accounts for more than 50% of online transactions, and in-app sales dominate.

Share of Transactions Excluding Apps



All retailers

Share of Online Transactions by Device



Committed retailers

App | Mobile Web | Desktop

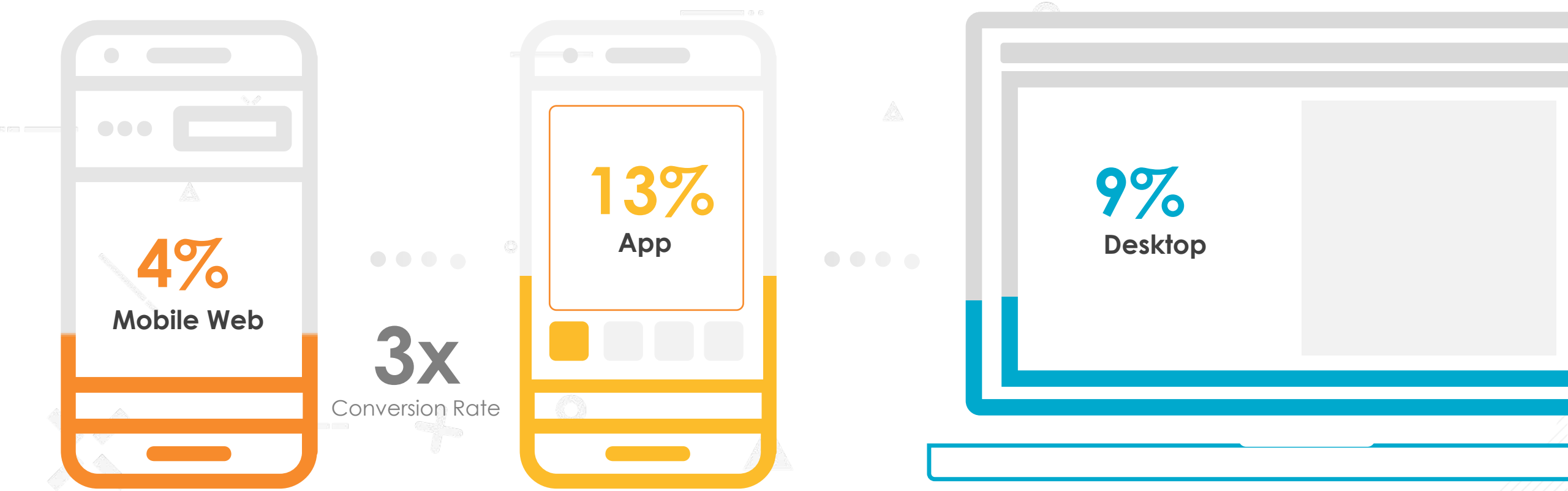
Source: Criteo, Europe, Q1 2018.

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

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.

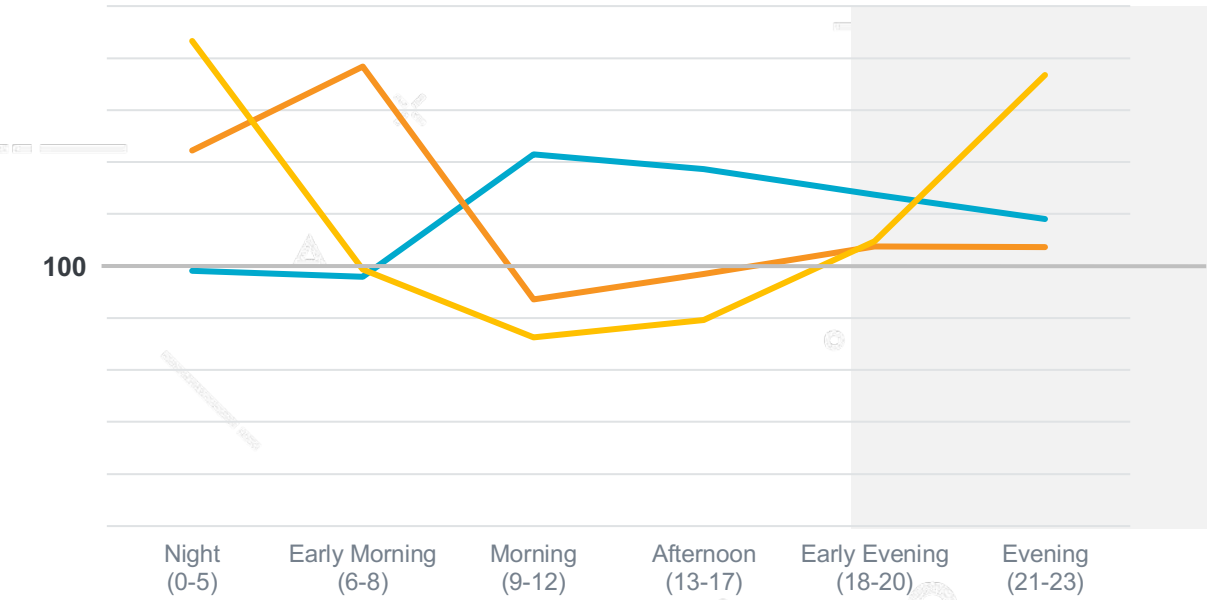


- **Source:** Criteo, Europe, Q1 2018.
- **Base:** retailers with an app and a mobile website. Conversion rate = buyers / product page viewers.

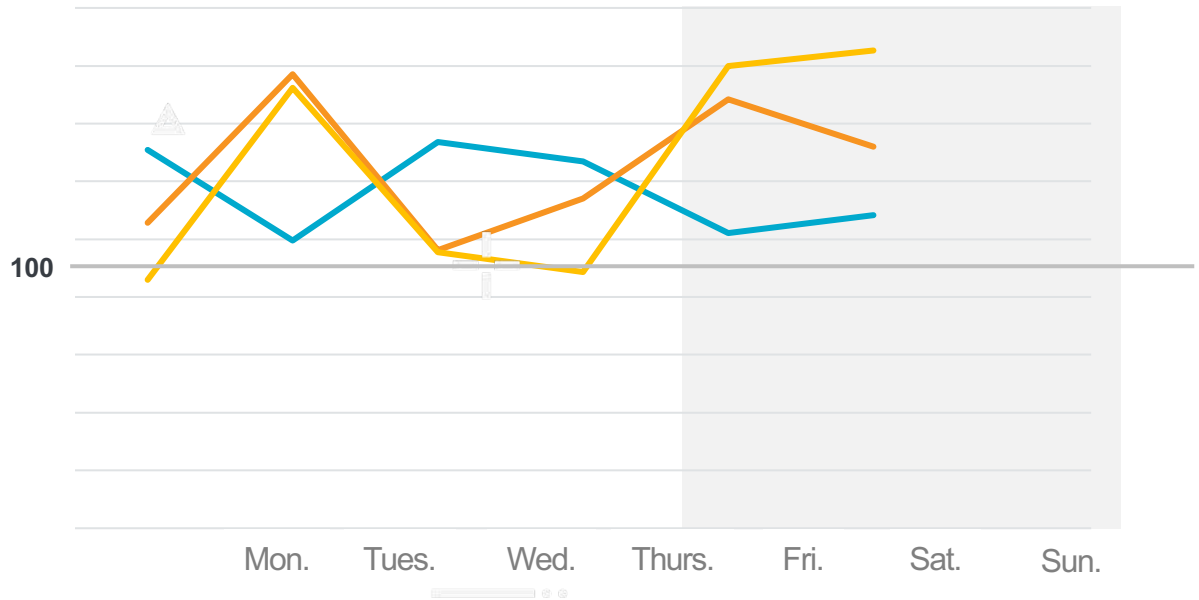
Shopping Moments

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

Spain Sales by Device Type and Hour of the Day



Spain Sales by Device Type and Day of Week



Smartphone | Tablet | Desktop

Source: Criteo, Spain, 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.

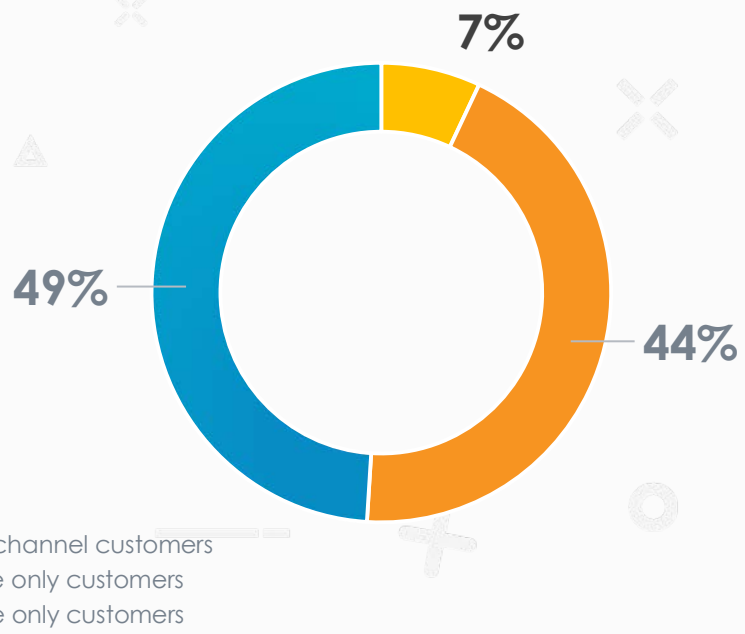
Base: retailers combining online and offline sales data.

Omnichannel Matters

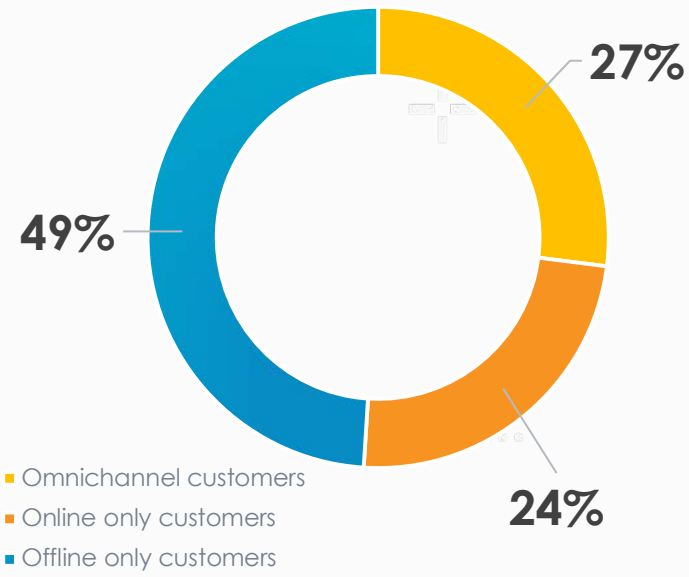
Omnichannel customers generate the highest lifetime value.

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

Share of Customers

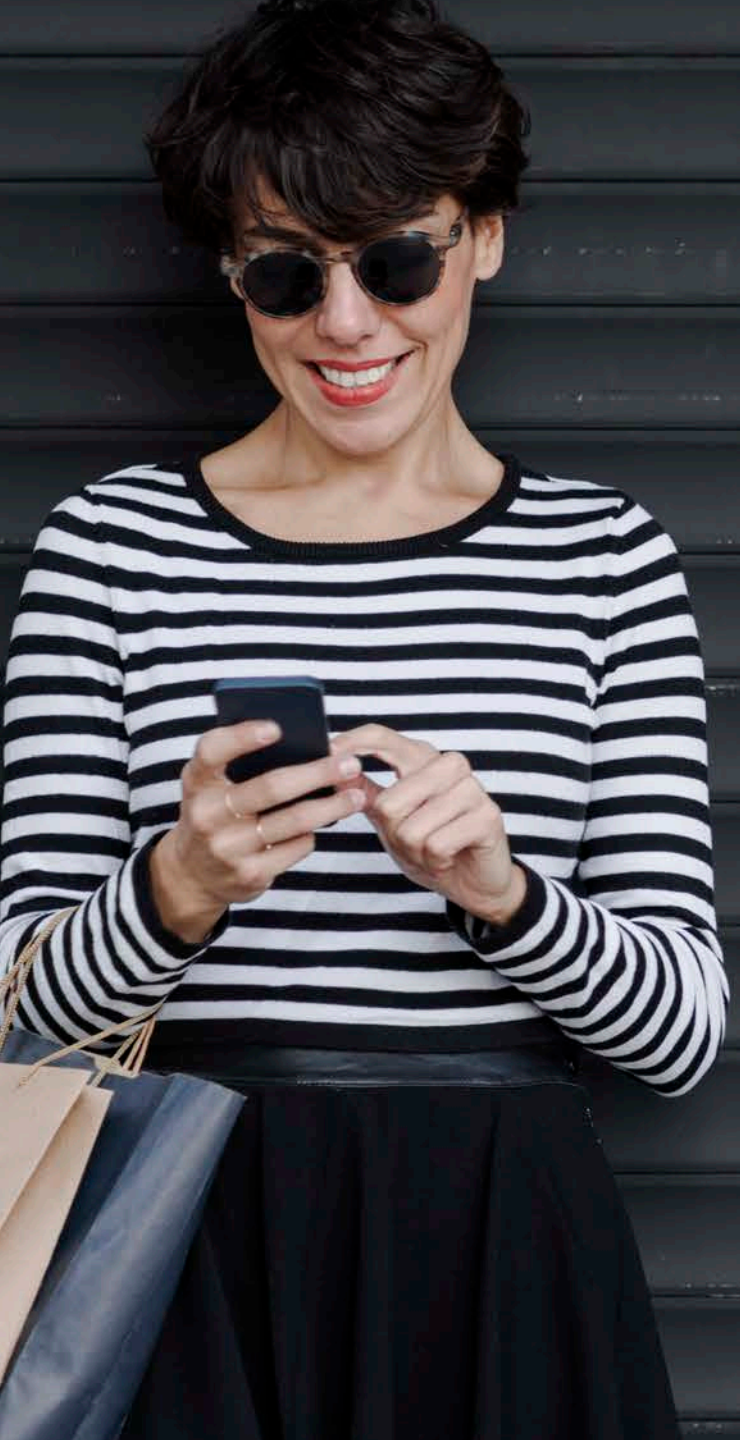


Share of Sales



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