Mobile Share of Transactions

Mobile continues to steal share, driven by an increase in smartphone transactions

Sales by Device, Q2 2017 and Q2 2018, United States, Apps Excluded

<table>
<thead>
<tr>
<th>Device</th>
<th>Q3 2016</th>
<th>Q4 2016</th>
<th>Q1 2017</th>
<th>Q2 2017</th>
<th>Q3 2017</th>
<th>Q4 2017</th>
<th>Q1 2018</th>
<th>Q2 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>10.3%</td>
<td>9.8%</td>
<td>8.7%</td>
<td>8.8%</td>
<td>8.9%</td>
<td>7.2%</td>
<td>7.6%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Tablet</td>
<td>25.5%</td>
<td>25.0%</td>
<td>25.0%</td>
<td>26.2%</td>
<td>27.8%</td>
<td>28.3%</td>
<td>30.4%</td>
<td>31.7%</td>
</tr>
</tbody>
</table>

Q2 2018 vs Q2 2017, by Device

- Smartphone: +21%
- Tablet: -17%

- Source: Criteo, United States, Q2 2018.
- Base: sales weighted aggregate, Apps excluded (see Methodology).
Mobile Share of Transactions

Mobile continues to steal share, driven by an increase in smartphone transactions

Sales by Device, Q2 2017 and Q2 2018, Brazil, Apps Excluded

Q2 2018 vs Q2 2017, by Device

Source: Criteo, Brazil, Q2 2018.
Base: sales weighted aggregate, Apps excluded (see Methodology).
Mobile Marches On

In APAC, Mobile now accounts for the majority of transactions.

- **North America**: 39%
- **Latin America**: 38%
- **Middle East & Africa**: 47%
- **Europe**: 44%
- **Asia Pacific**: 51%

Source: Criteo, Q2 2018.

Base: sales weighted aggregate, Apps excluded (see Methodology).
**Mobile Marches On**

Northern Europe and Japan are mobile leaders.

Source: Criteo, Q2 2018.

Base: sales weighted aggregate, Apps excluded (see Methodology).

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweden</td>
<td>60%</td>
</tr>
<tr>
<td>Norway</td>
<td>57%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>55%</td>
</tr>
<tr>
<td>Japan</td>
<td>55%</td>
</tr>
<tr>
<td>Denmark</td>
<td>51%</td>
</tr>
<tr>
<td>Germany</td>
<td>50%</td>
</tr>
<tr>
<td>Finland</td>
<td>49%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>49%</td>
</tr>
<tr>
<td>Spain</td>
<td>48%</td>
</tr>
<tr>
<td>South Korea</td>
<td>47%</td>
</tr>
<tr>
<td>Turkey</td>
<td>46%</td>
</tr>
<tr>
<td>Australia</td>
<td>46%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>44%</td>
</tr>
<tr>
<td>Austria</td>
<td>44%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>43%</td>
</tr>
<tr>
<td>Brazil</td>
<td>43%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>42%</td>
</tr>
<tr>
<td>Italy</td>
<td>41%</td>
</tr>
<tr>
<td>United States</td>
<td>39%</td>
</tr>
<tr>
<td>France</td>
<td>39%</td>
</tr>
<tr>
<td>Belgium</td>
<td>38%</td>
</tr>
<tr>
<td>Canada</td>
<td>33%</td>
</tr>
<tr>
<td>Poland</td>
<td>33%</td>
</tr>
<tr>
<td>Russia</td>
<td>30%</td>
</tr>
</tbody>
</table>
App Opportunity

For retailers who actively promote their shopping apps, mobile transactions represent 65% of all Transactions.

Worldwide

YoY Increase of the Share of In-App Transactions for retailers who promote their shopping app, Globally

<table>
<thead>
<tr>
<th></th>
<th>Q2 2017</th>
<th>Q2 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>YoY Increase</td>
<td>31%</td>
<td>38%</td>
</tr>
</tbody>
</table>

*Source: Criteo, Worldwide, Q2 2018.*
*Base: Unweighted sales aggregate, retailers who promote their shopping app (see Methodology).*
App Opportunity

Retailers who promote their shopping app see App transactions grow steadily

Share of App transactions by Quartile, Q2 2017 and Q2 2018

On a year over year basis, in-app share of transactions is increasing across all quartiles of app-promoting retailers.

Source: Criteo, Worldwide, Q2 2018.
Base: Unweighted sales aggregate, retailers who promote their shopping app (see Methodology)
App Opportunity

“Pure players” who promote their shopping app see the highest share of App transactions

Source: Criteo, Worldwide, Q2 2018.
Base: Unweighted sales aggregate, retailers who promote their shopping app (see Methodology)
App Opportunity

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.

- Mobile Web: 6%
- App: 20%
- Desktop: 11%

Conversion Rate: 3x

Source: Criteo, North America, Q2 2018.
Base: Unweighted sales aggregate, retailers who promote their shopping app (see Methodology)
App Opportunity

Shopping apps generate higher conversion rates.

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

Source: Criteo, Latam, Q2 2018.
Base: Unweighted sales aggregate, retailers who promote their shopping app (see Methodology)
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, 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: 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, United States, 2018.*

*Base: retailers combining online and offline sales data.*
Methodology

Individual browsing and purchasing data from over 5,000 retailers, in more than 80 countries. Q2 2018

Historically, Criteo has used a sales weighted approach since it has the potential to more closely approximate the true market number. We continue to use a sales-weighted approach when we think our data represents enough of the overall market to make this approach reasonable. When we have newer, emerging offerings – or cases where the distribution of usage is skewed towards a few clients – we report on an unweighted basis. The unweighted basis means that smaller clients have just as much input into the aggregate number as larger clients. Our Analytics and Insights team uses best professional judgment when determining which metric more accurately reflects our view of the underlying market trends.

Sales weighted: summary metric which is influenced by the volume of transactions generated by each retailer.
Sales unweighted: summary metric where all retailers contribute equally to the aggregate.

About Criteo

To learn more about how Criteo drives sales and profits for thousands of brands, retailers, and publishers worldwide, visit criteo.com/about