

# Global Commerce Review

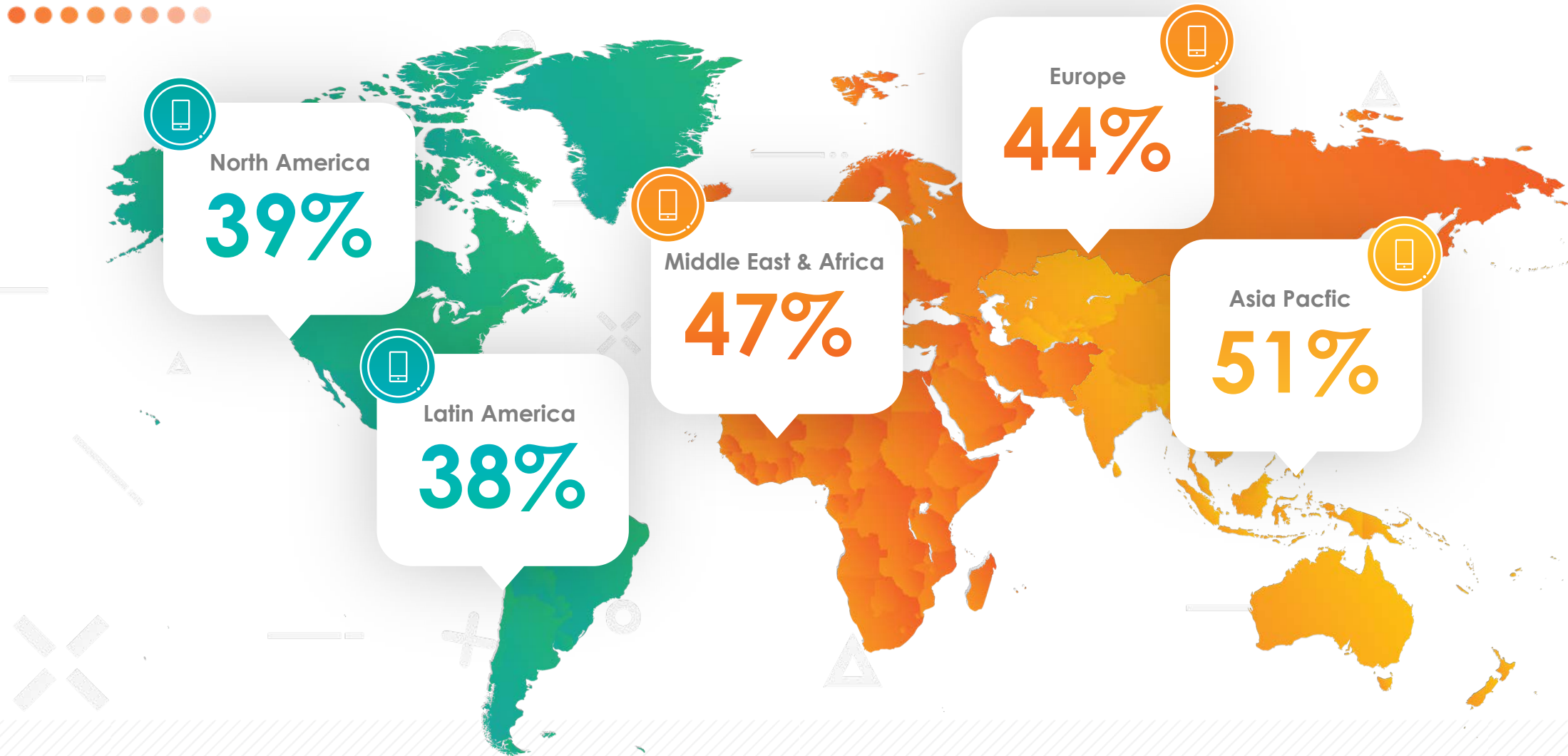


EMEA, Q2 2018

# 2018

# Mobile Marches On

In APAC, Mobile now accounts for the majority of transactions

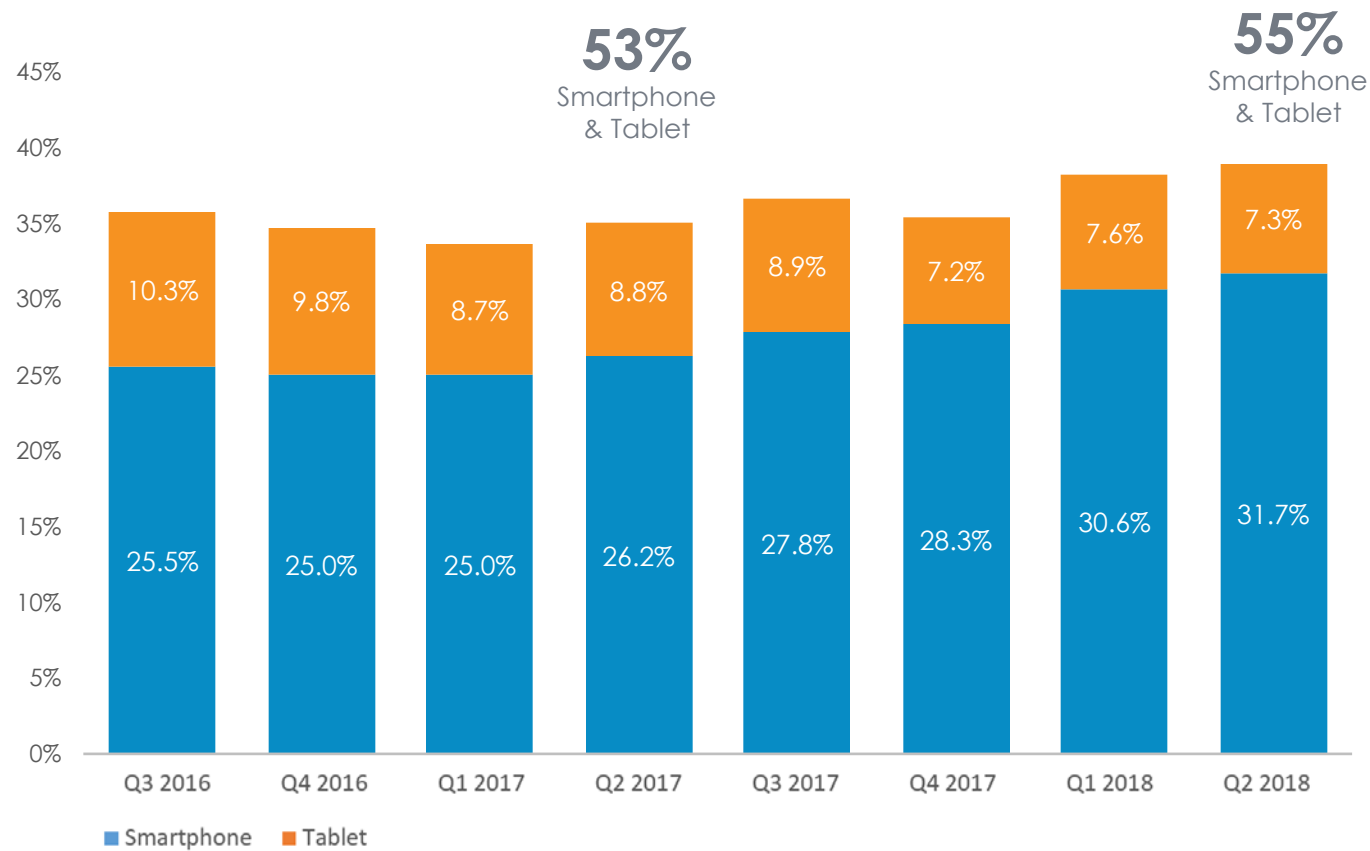


# Mobile Share of Transactions

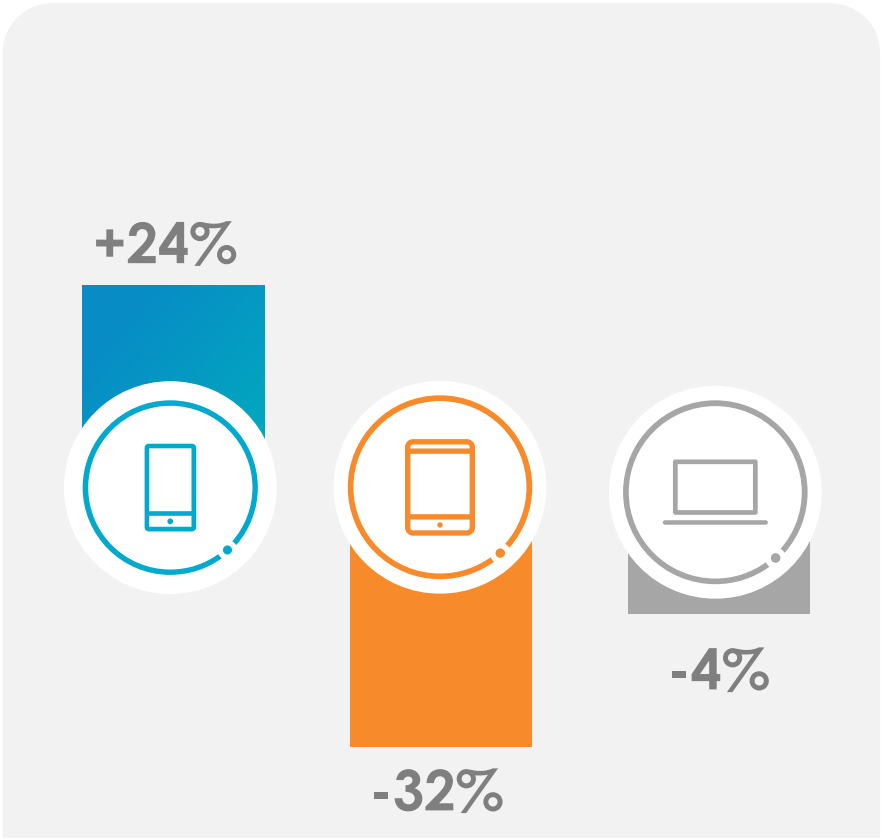
Mobile continues to steal share, driven by an increase in smartphone transactions



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



Q2 2018 vs Q2 2017, by Device

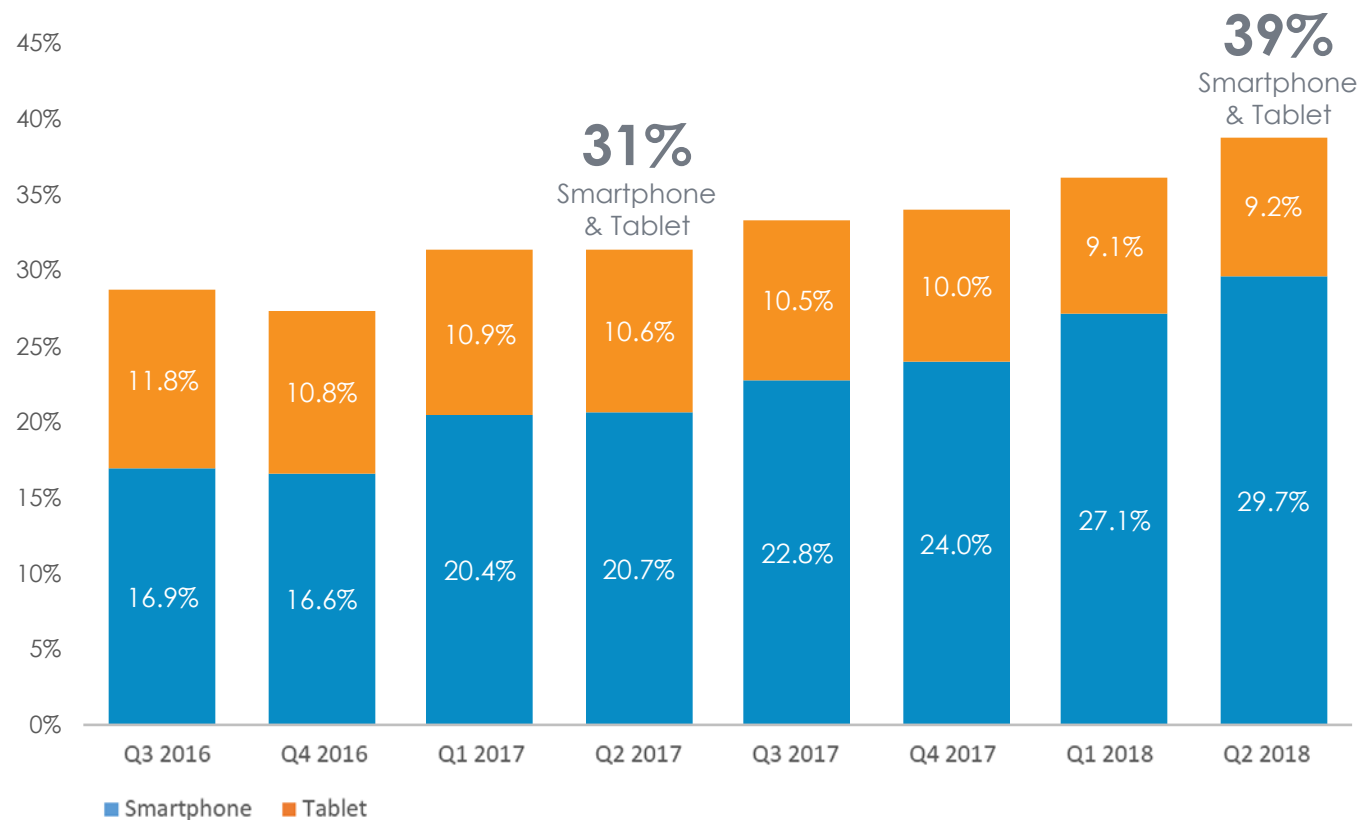


# Mobile Share of Transactions

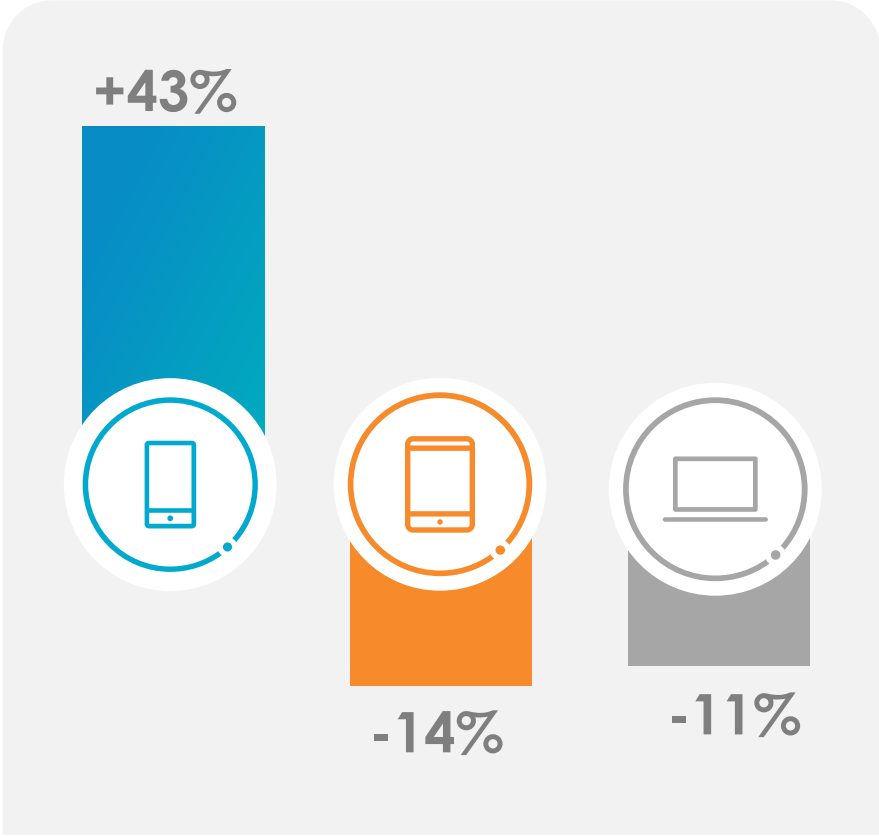
Mobile continues to steal share, driven by an increase in smartphone transactions



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



Q2 2018 vs Q2 2017, by Device



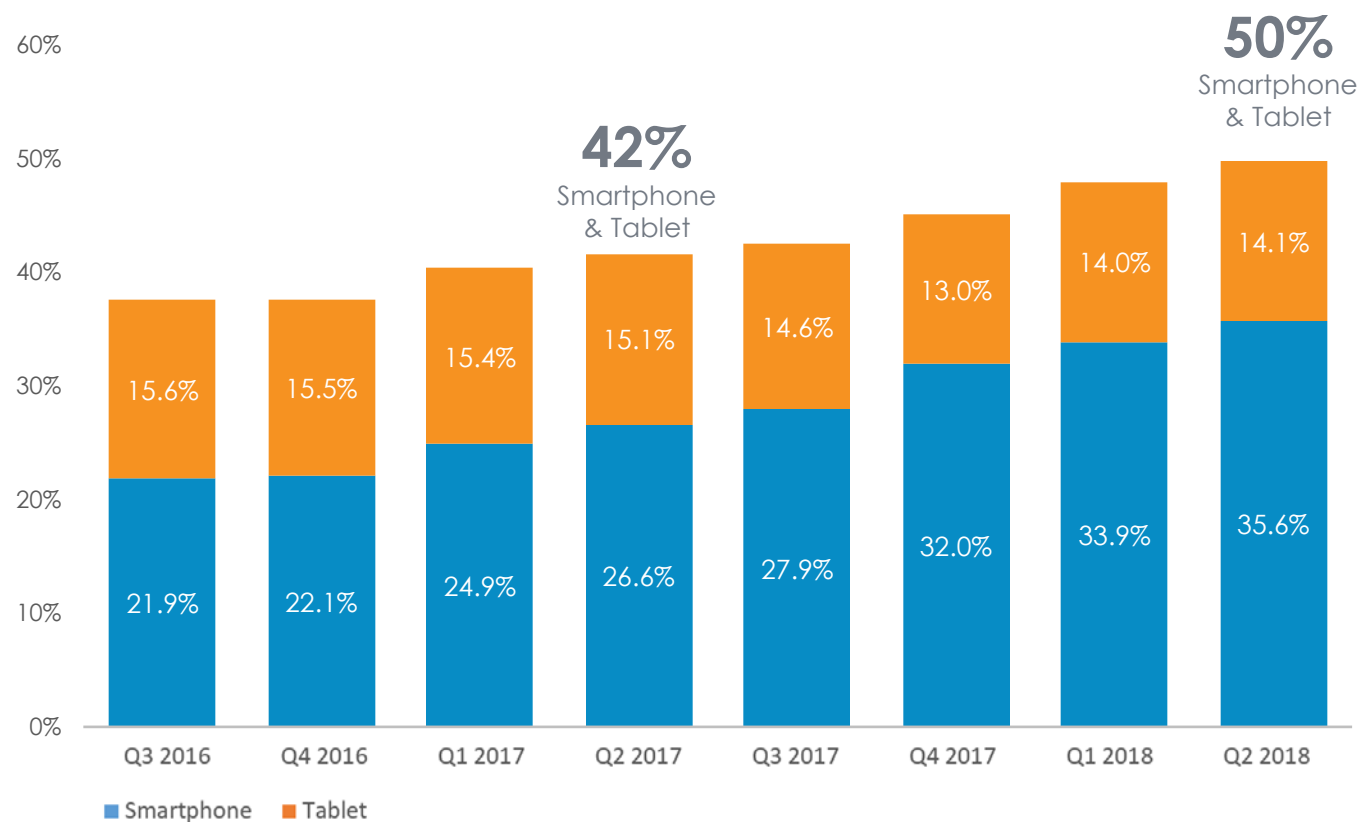


# Mobile Share of Transactions

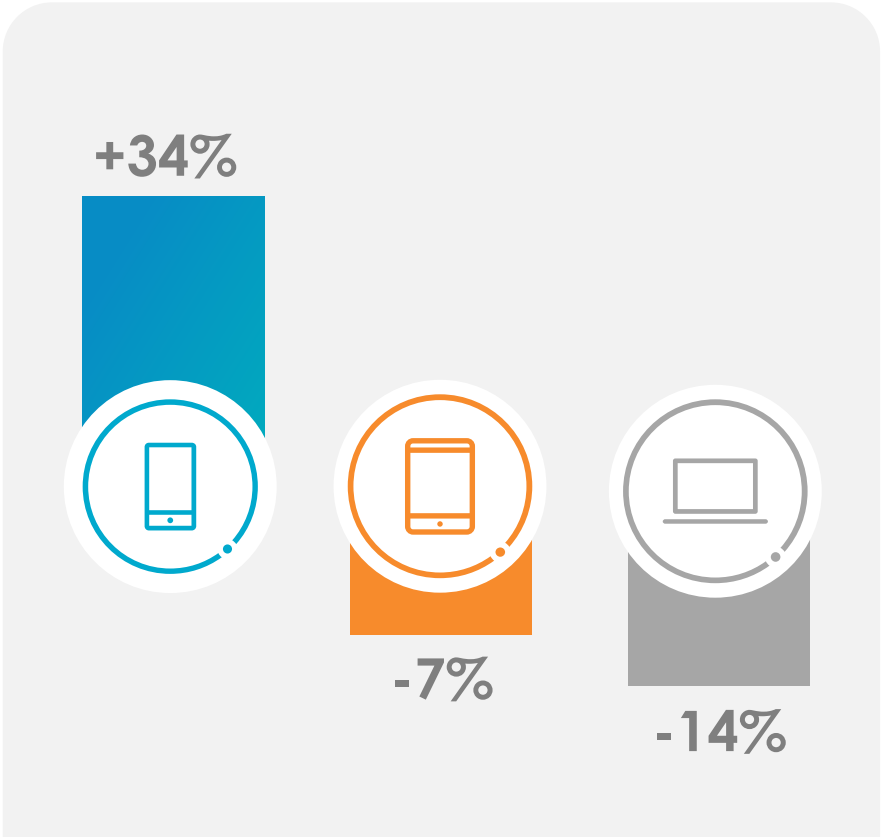
Mobile continues to steal share, driven by an increase in smartphone transactions



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



Q2 2018 vs Q2 2017, by Device

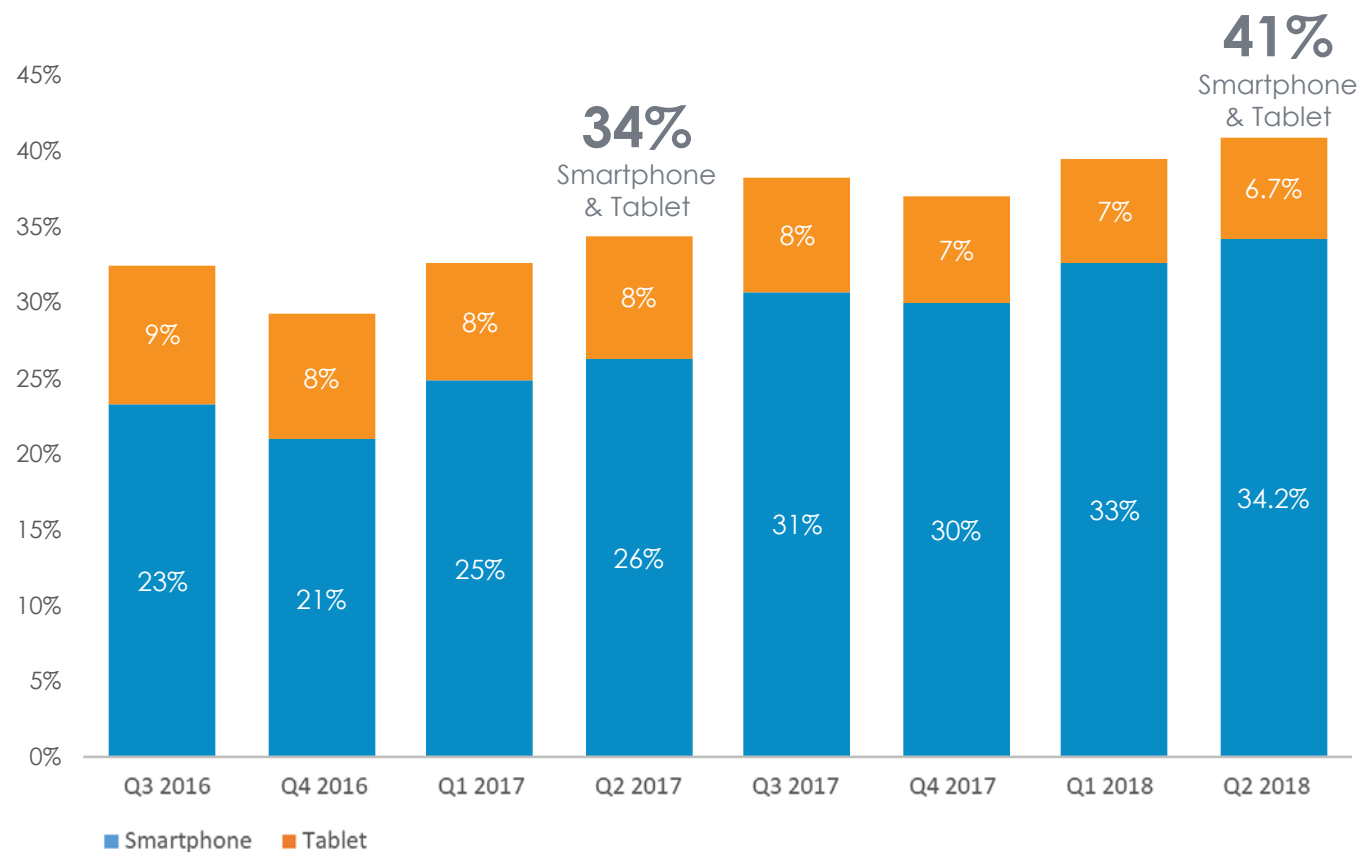


# Mobile Share of Transactions

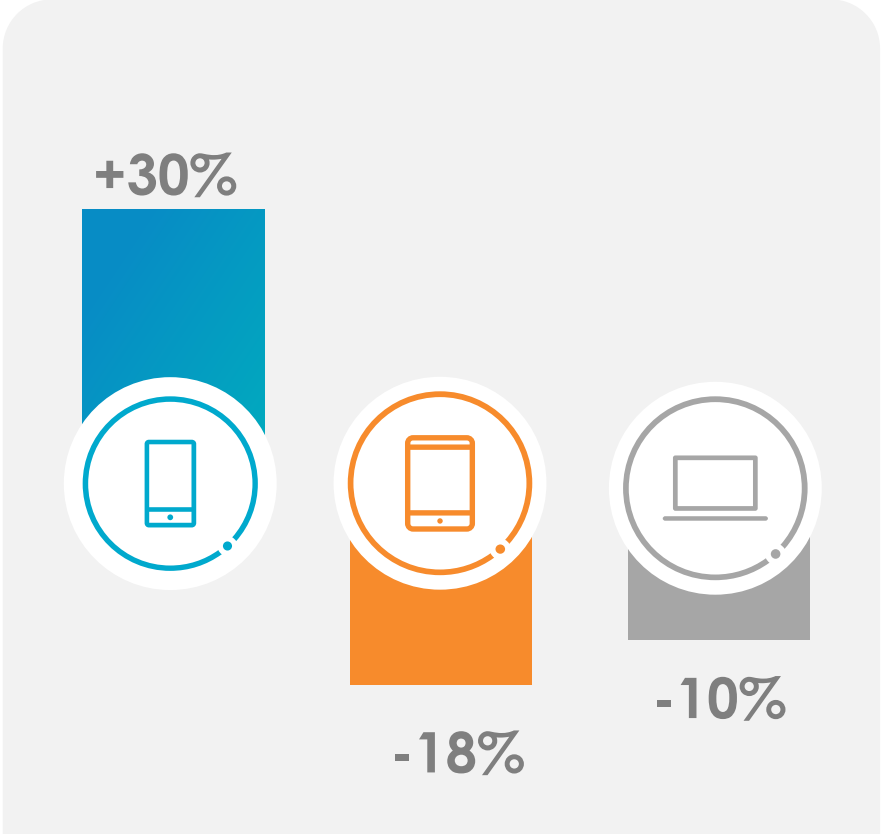
Mobile continues to steal share, driven by an increase in smartphone transactions



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



Q2 2018 vs Q2 2017, by Device

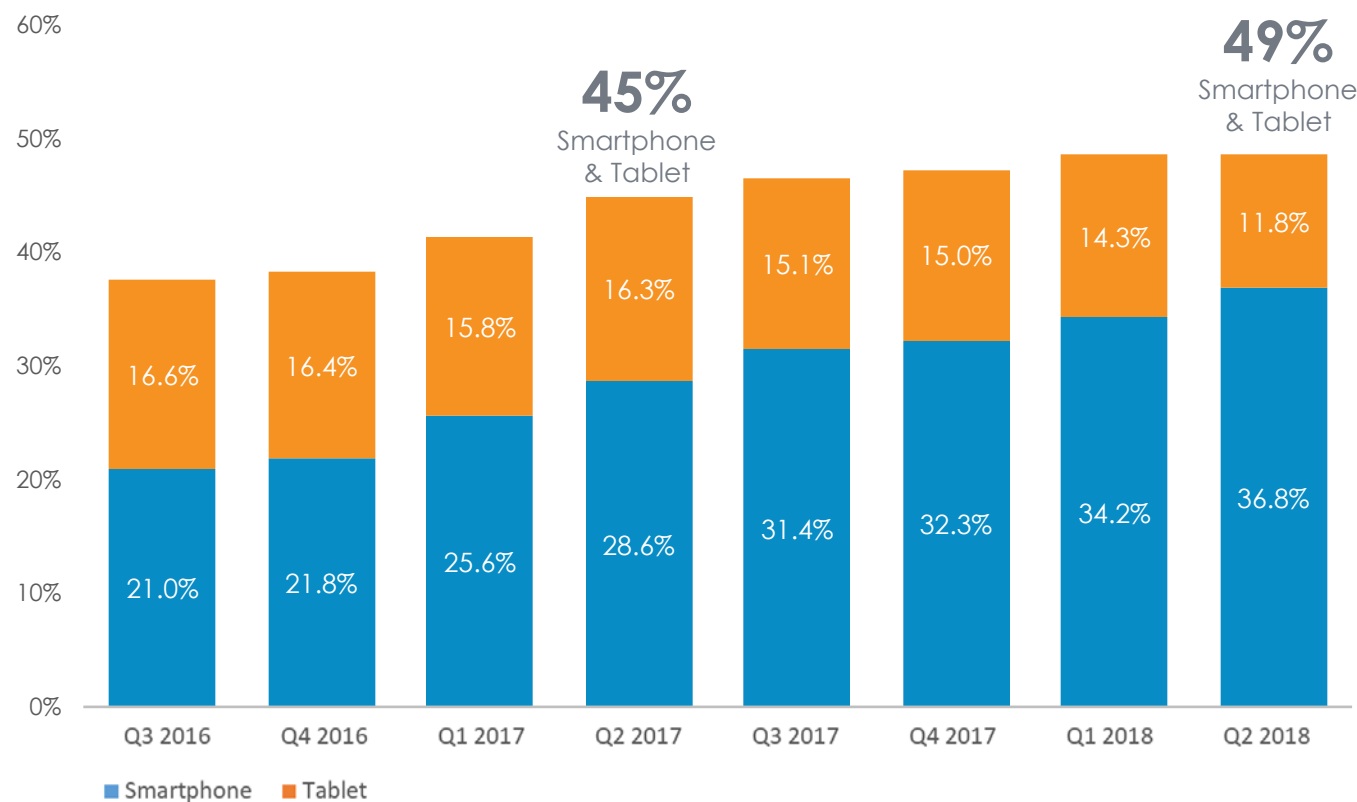


# Mobile Share of Transactions

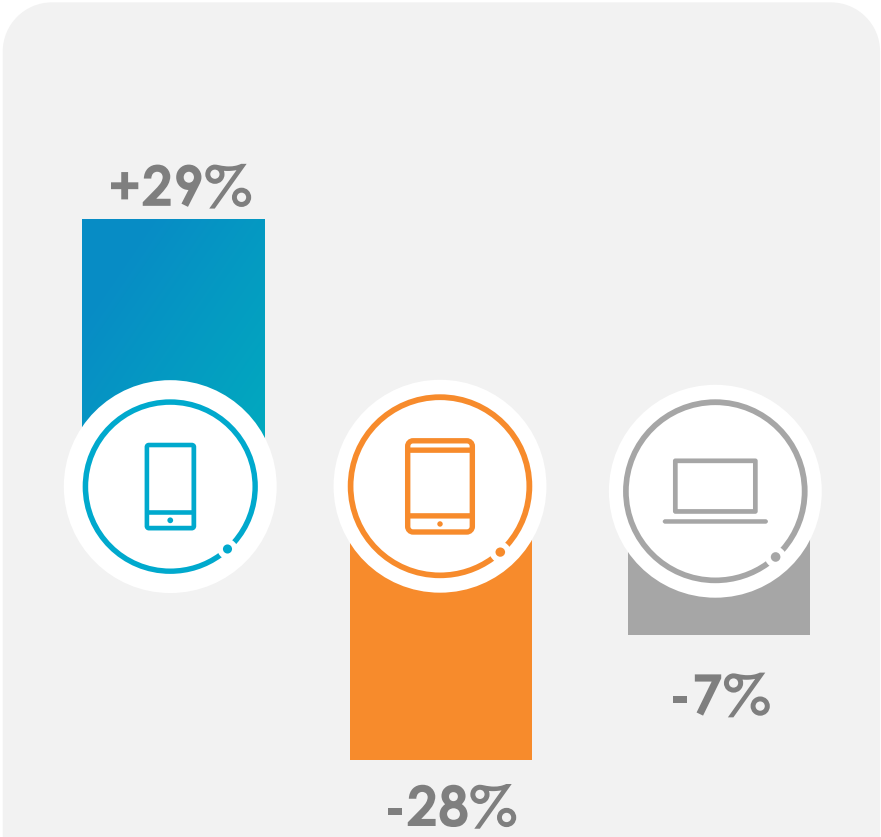
Mobile continues to steal share, driven by an increase in smartphone transactions



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



Q2 2018 vs Q2 2017, by Device

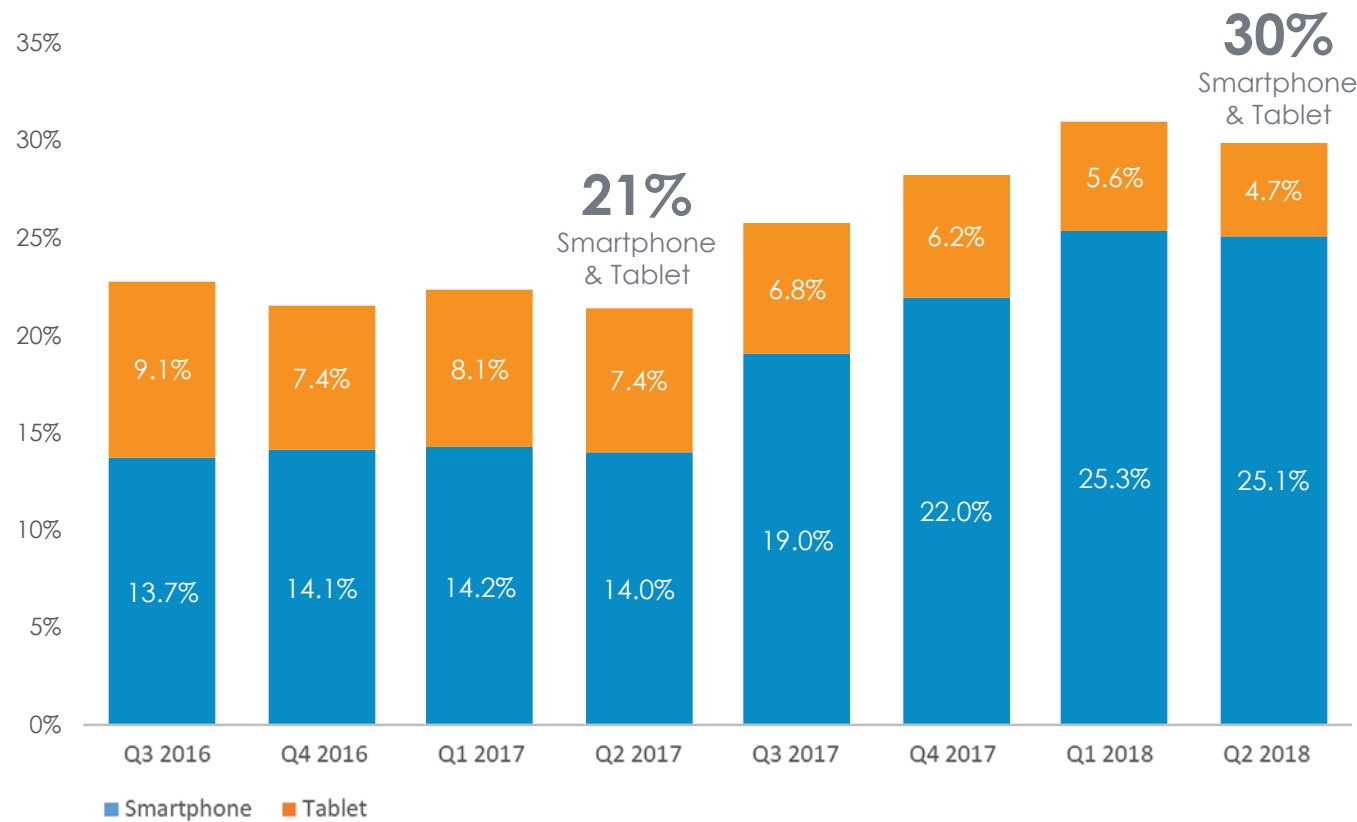


# Mobile Share of Transactions

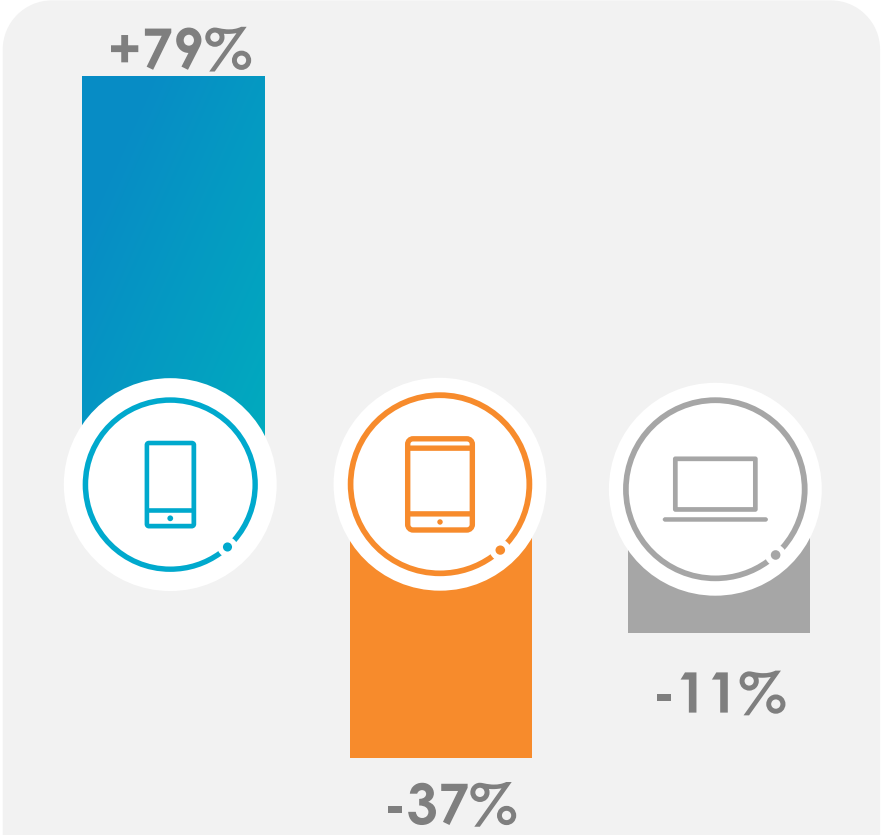
Mobile continues to steal share, driven by an increase in smartphone transactions



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



Q2 2018 vs Q2 2017, by Device

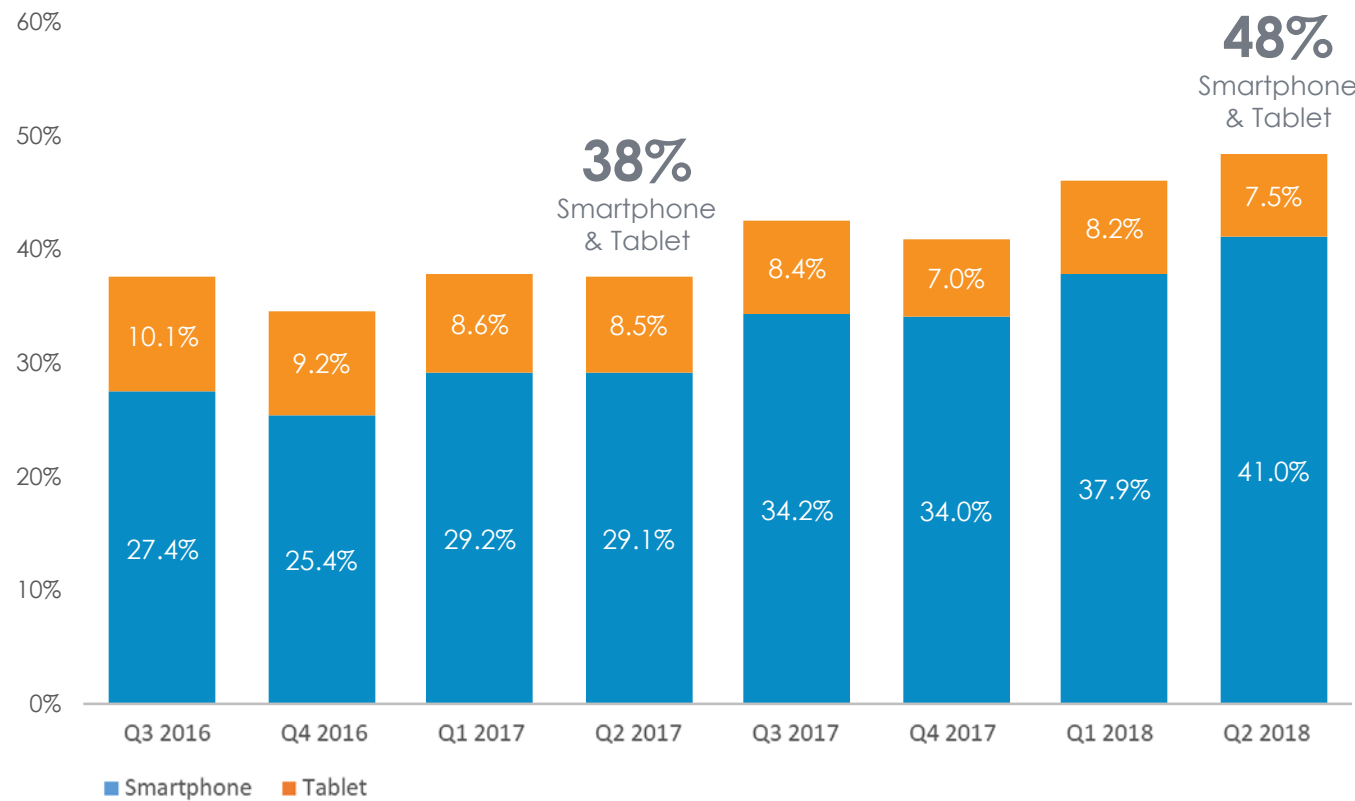


# Mobile Share of Transactions

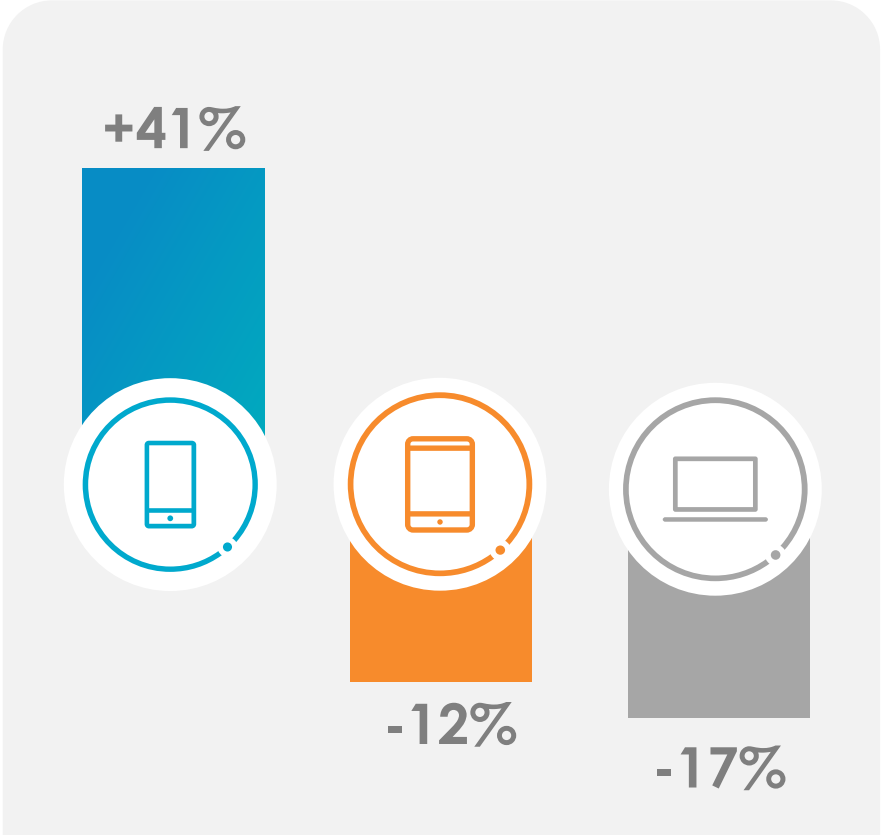
Mobile continues to steal share, driven by an increase in smartphone transactions



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



Q2 2018 vs Q2 2017, by Device



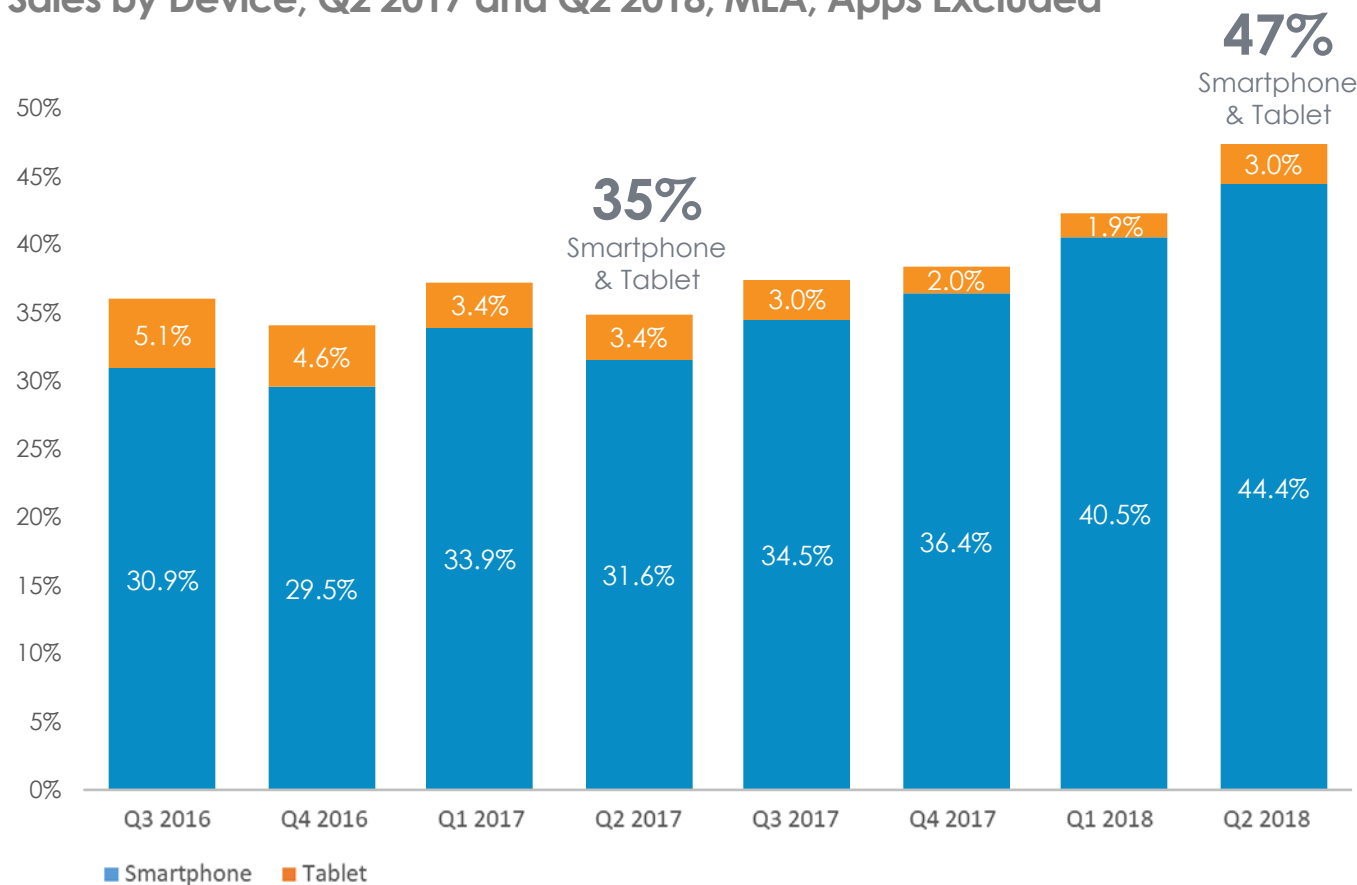


# Mobile Share of Transactions

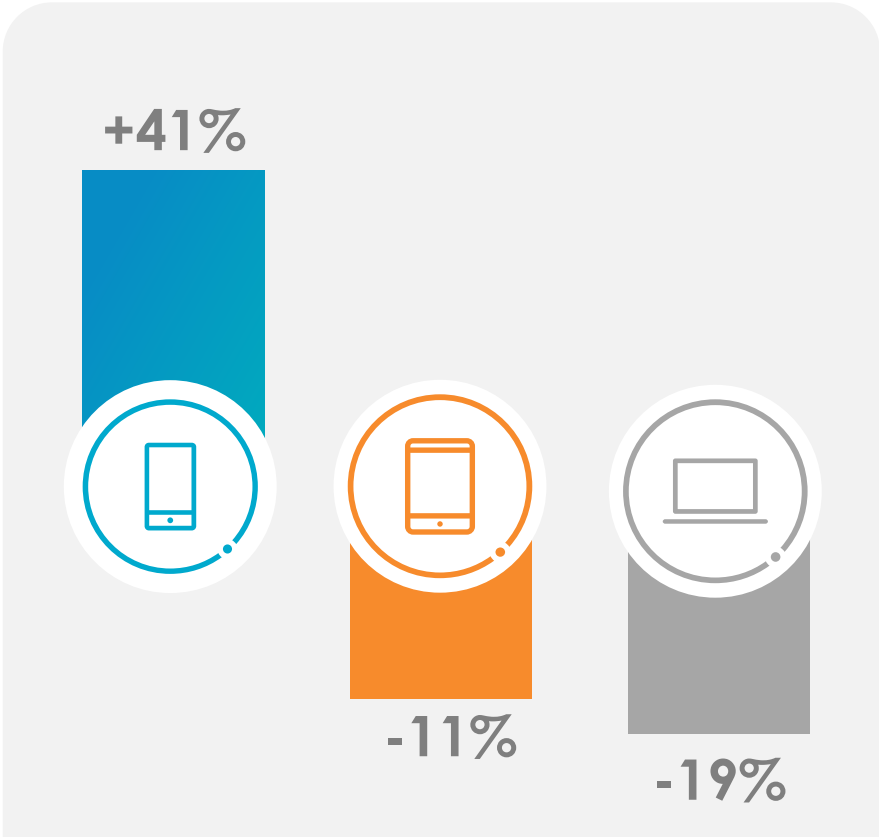
Mobile continues to steal share, driven by an increase in smartphone transactions



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

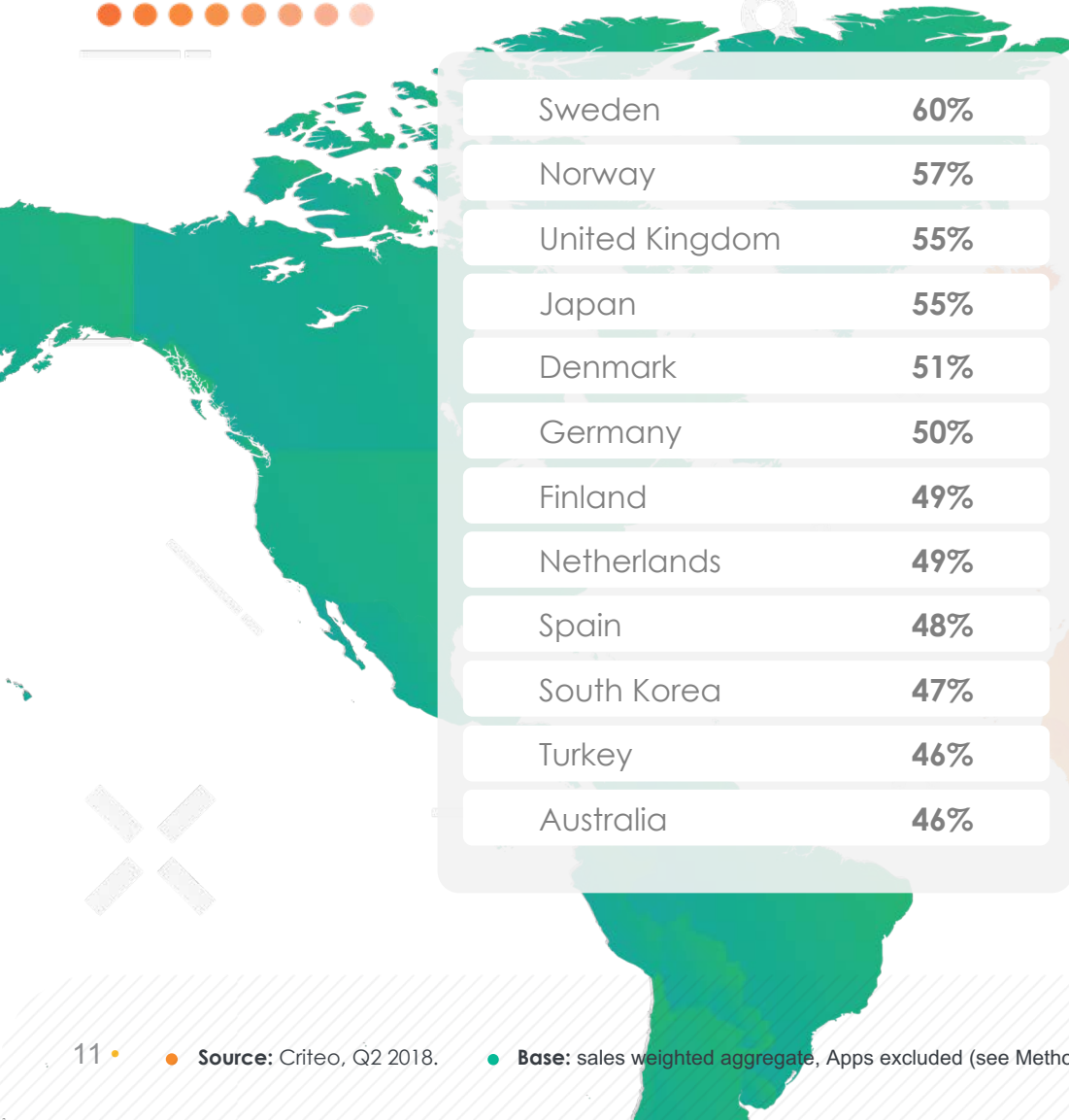


Q2 2018 vs Q2 2017, by Device

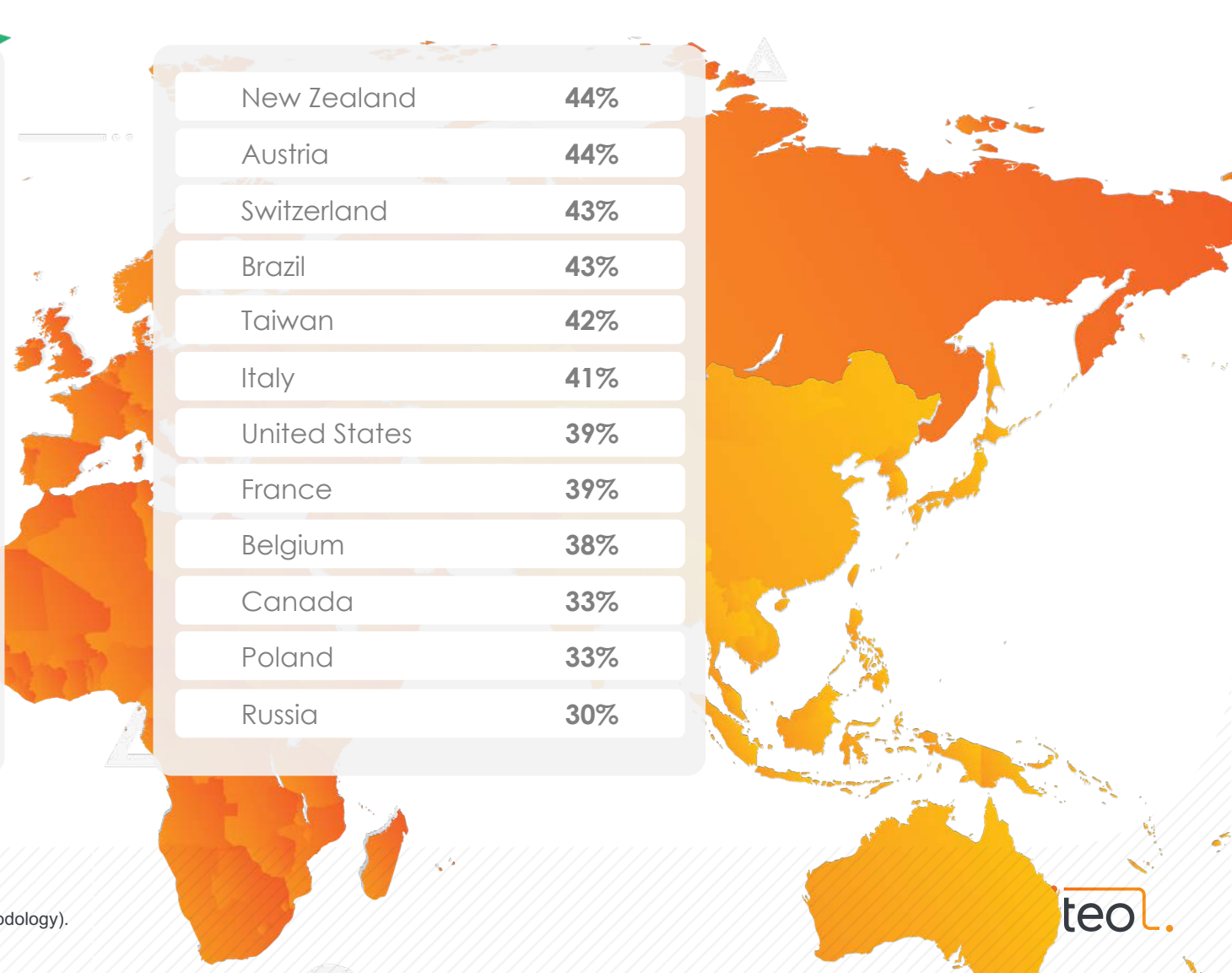


# Mobile Marches On

Northern Europe and Japan are mobile leaders.



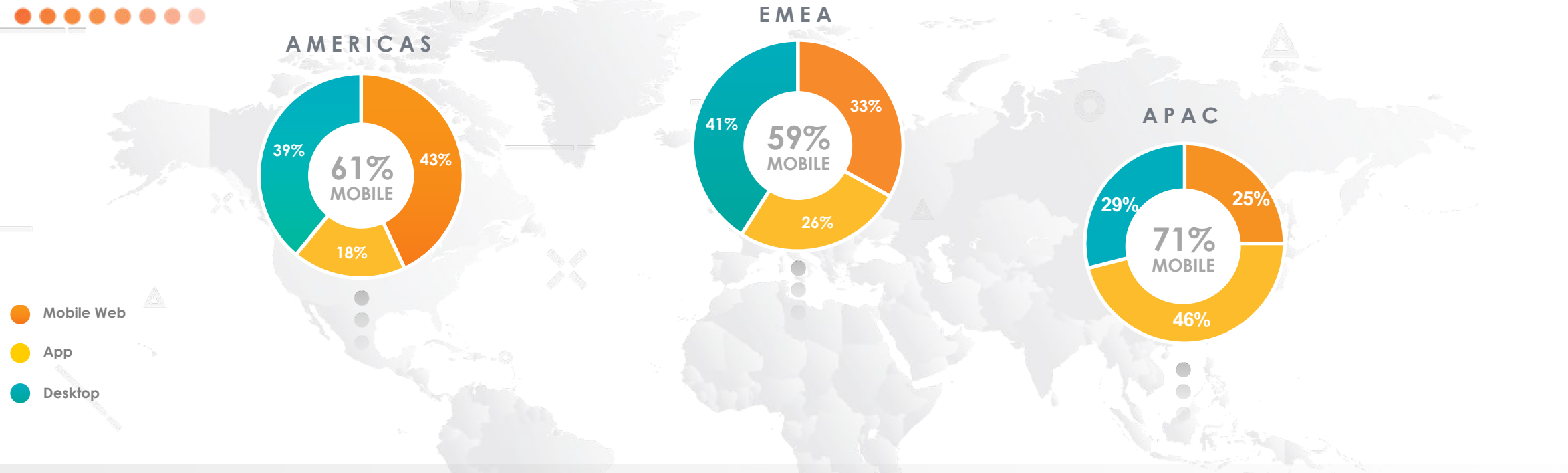
Sweden	60%
Norway	57%
United Kingdom	55%
Japan	55%
Denmark	51%
Germany	50%
Finland	49%
Netherlands	49%
Spain	48%
South Korea	47%
Turkey	46%
Australia	46%



New Zealand	44%
Austria	44%
Switzerland	43%
Brazil	43%
Taiwan	42%
Italy	41%
United States	39%
France	39%
Belgium	38%
Canada	33%
Poland	33%
Russia	30%

# 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



**30%**  
YoY Increase

# App Opportunity

Retailers who promote their shopping app see App transactions grow steadily



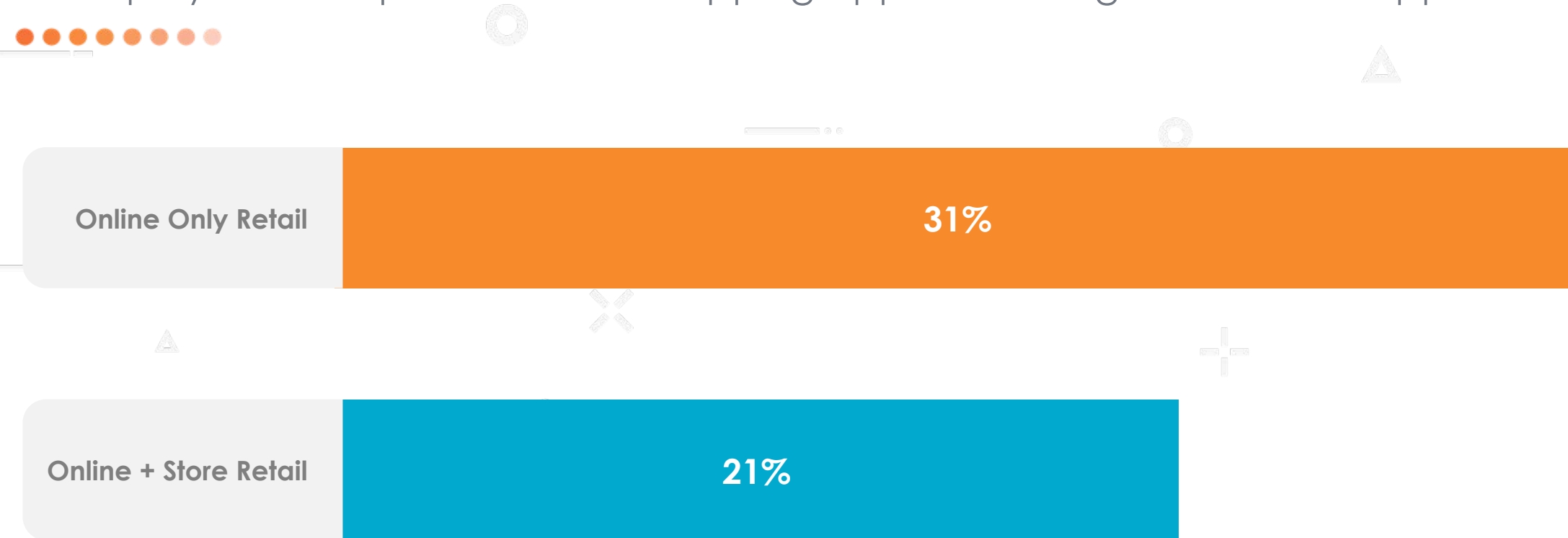
## Share of App transactions by Quartile, Q2 2017 and Q2 2018



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

# App Opportunity

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



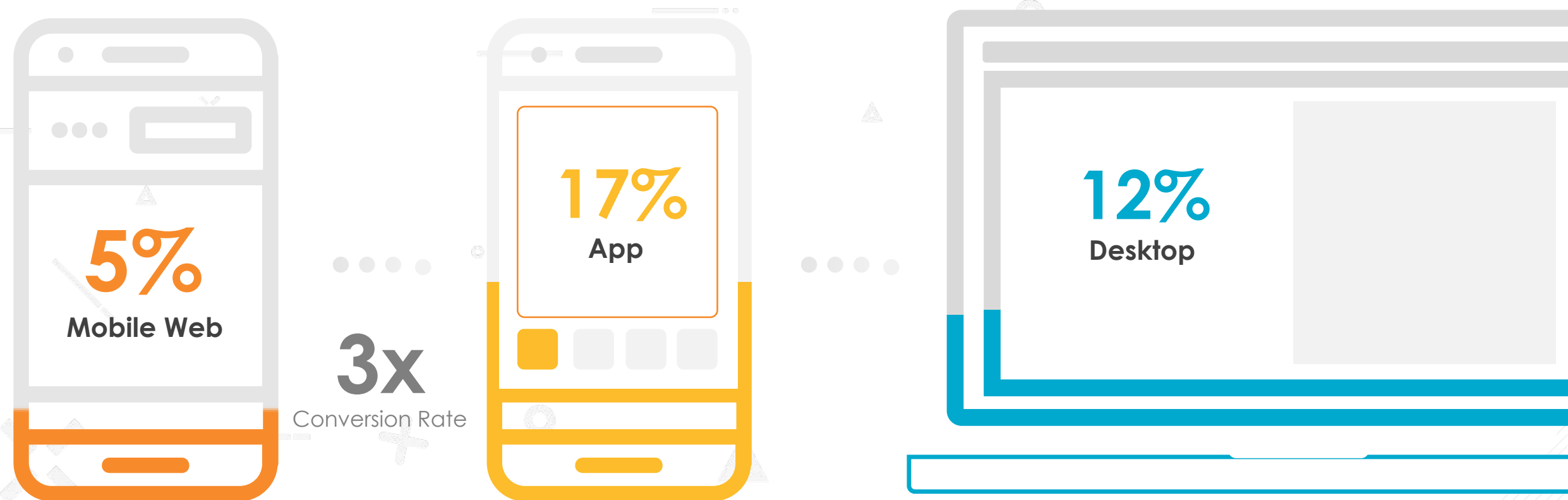


# App Opportunity

Shopping apps generate higher conversion rates.



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

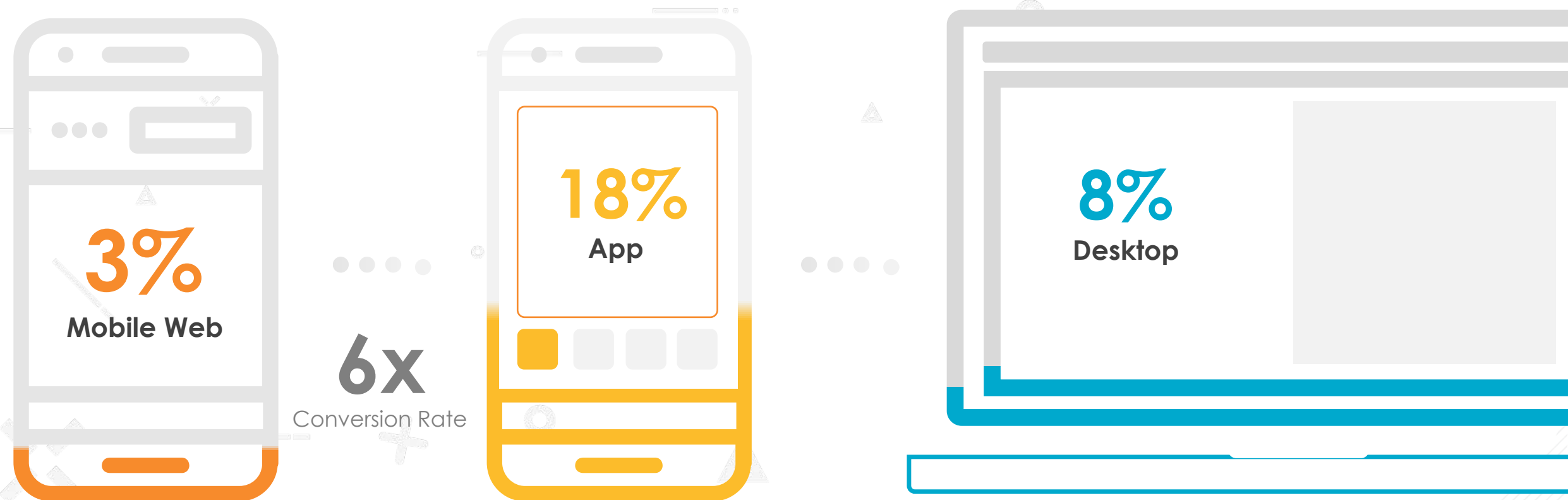


# App Opportunity

Shopping apps generate higher conversion rates.



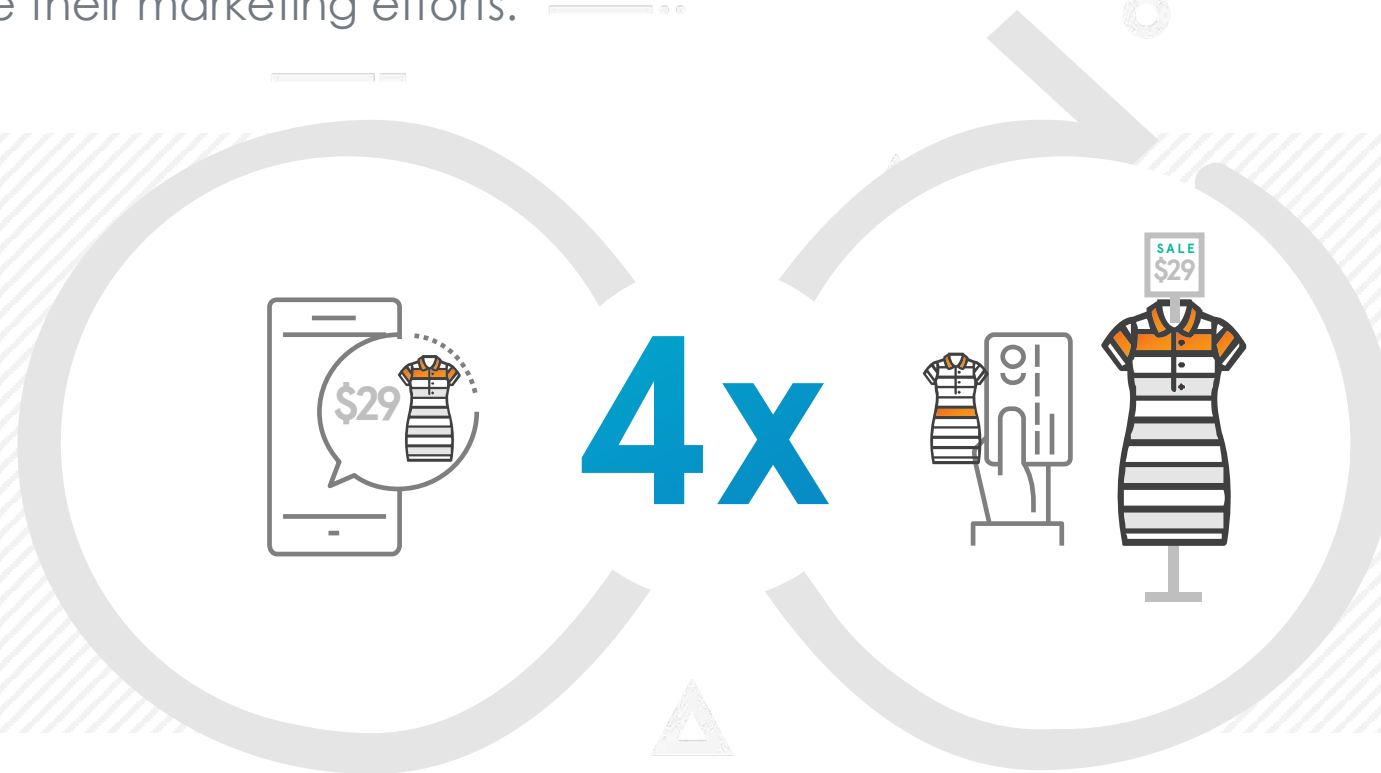
In MEA, the conversion rate on shopping apps is 6 times higher than on mobile web.



# 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.



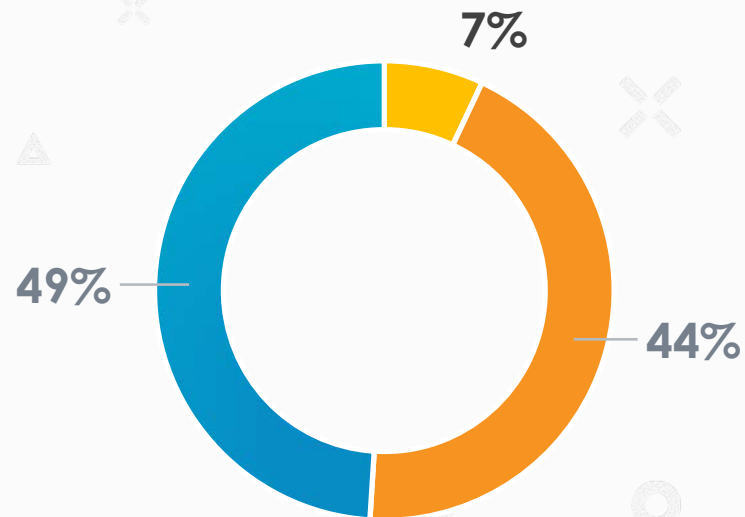
# Omnichannel Matters

Omnichannel customers generate the highest lifetime value.



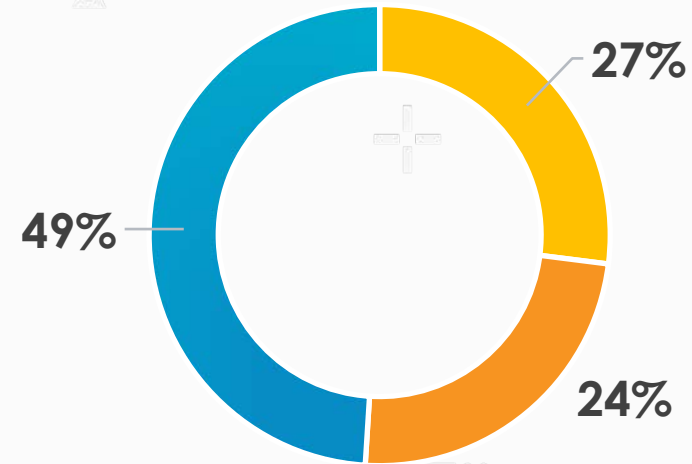
Omnichannel customers generate 27% of all sales, despite representing only 7% of all customers.

Share of Customers



1 2 3

Share of Sales



1 2 3





## 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 the Criteo Commerce Marketing Ecosystem drives sales and profits for thousands of brands, retailers, and publishers worldwide, visit [criteo.com/about](https://criteo.com/about)

