

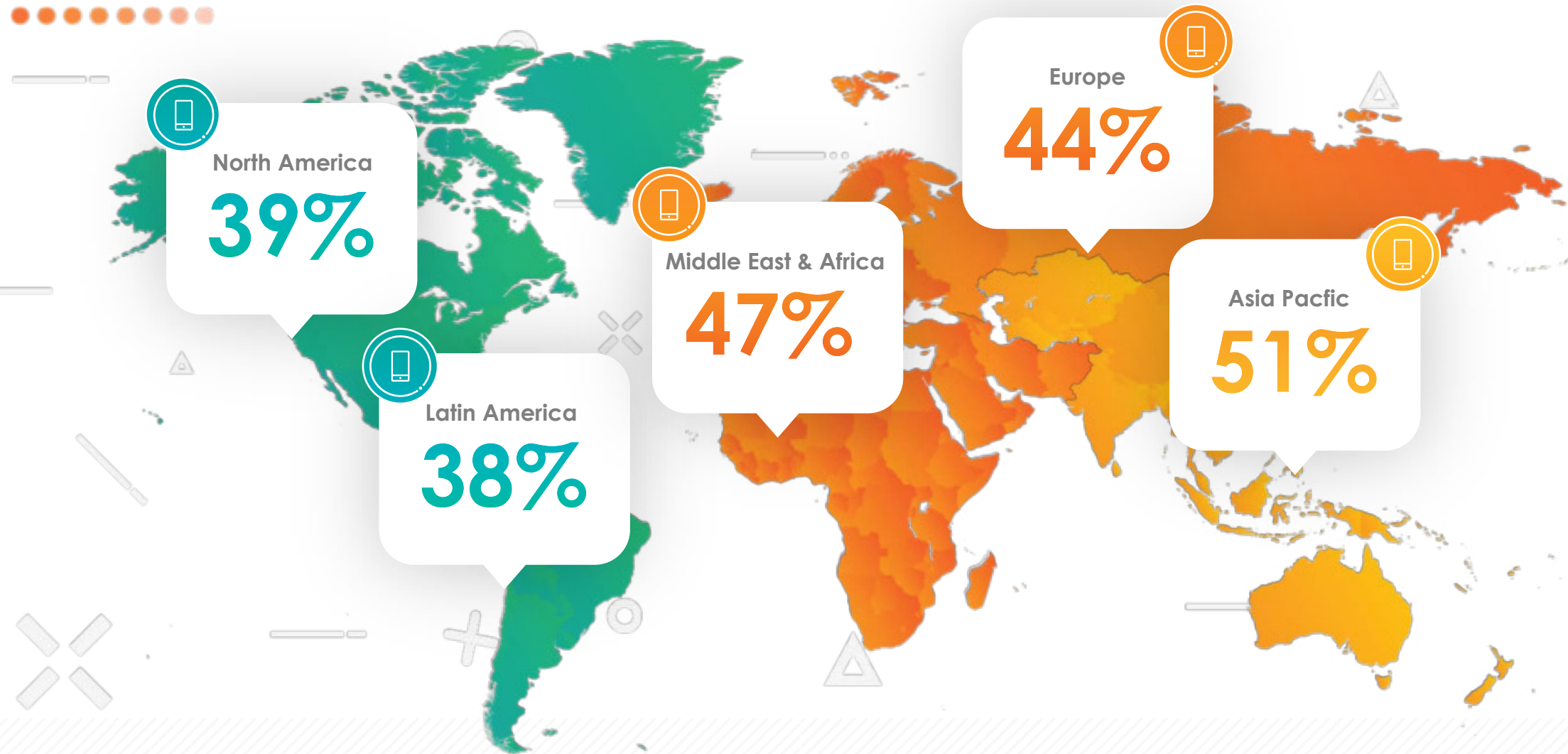
Global Commerce Review

EMEA, Q2 2018

2018

Mobile Marches On

In APAC, Mobile now accounts for the majority of transactions

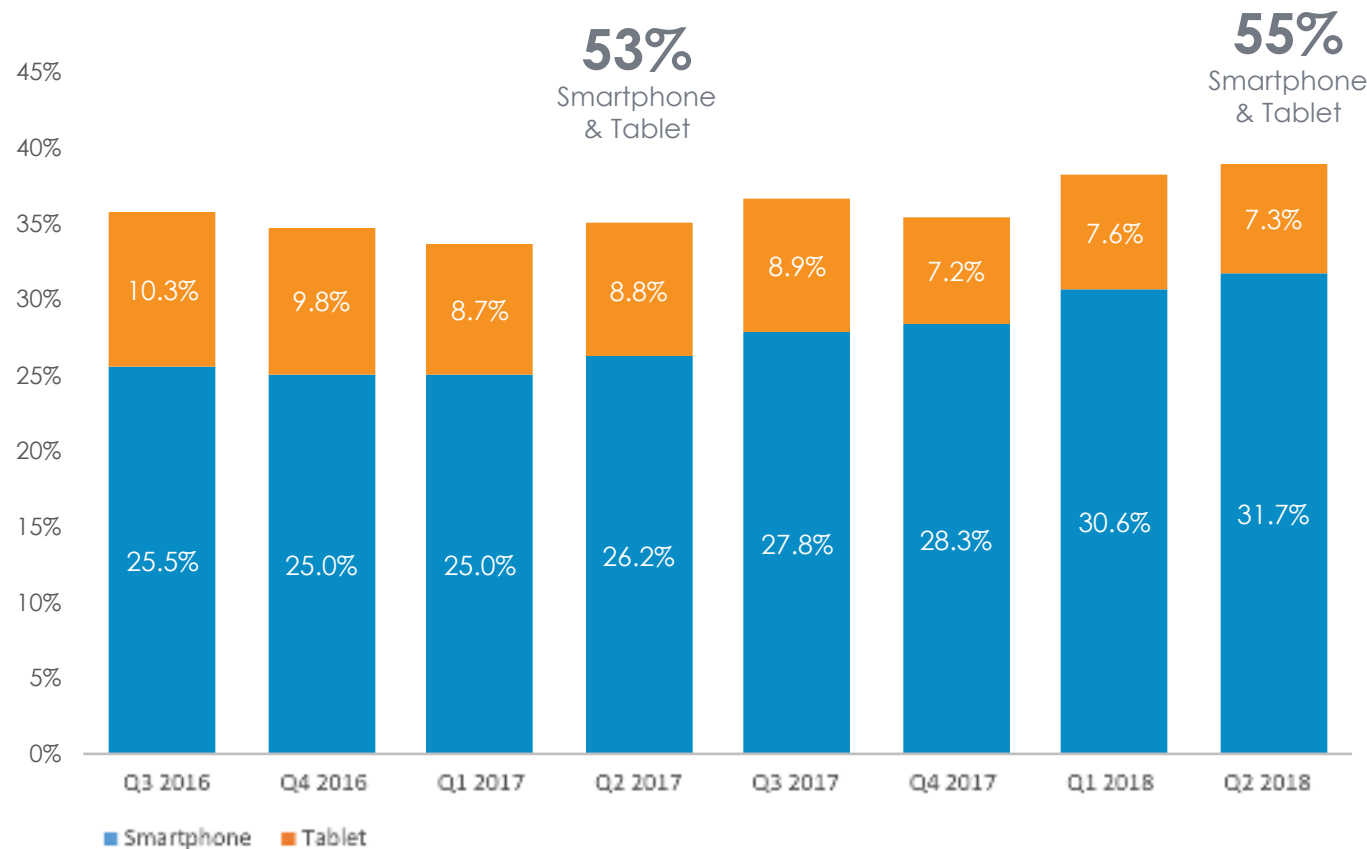


Mobile Share of Transactions

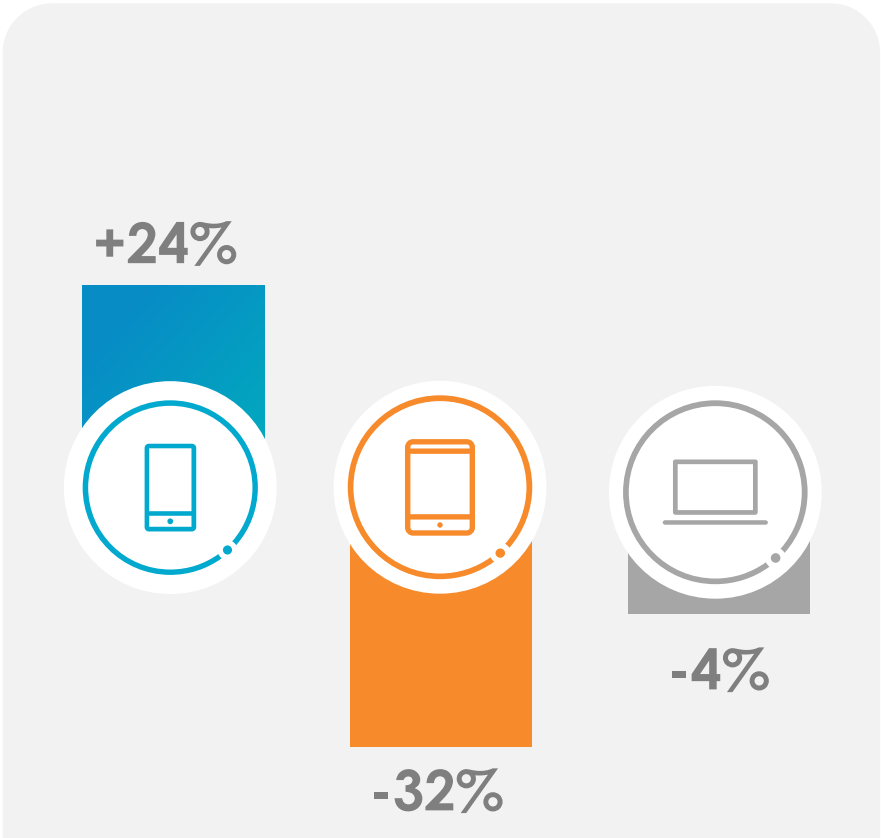
Mobile continues to steal share, driven by an increase in smartphone transactions



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



Q2 2018 vs Q2 2017, by Device

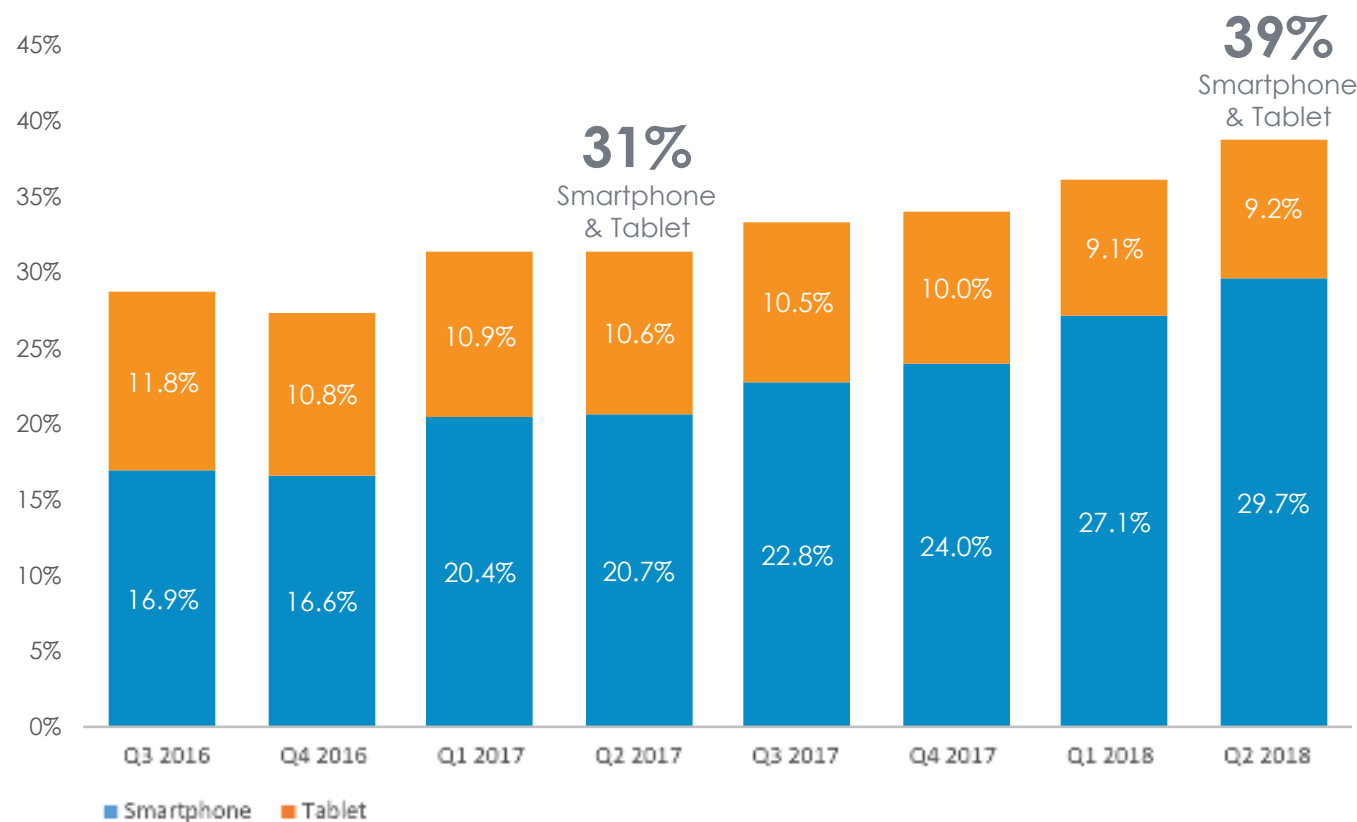


Mobile Share of Transactions

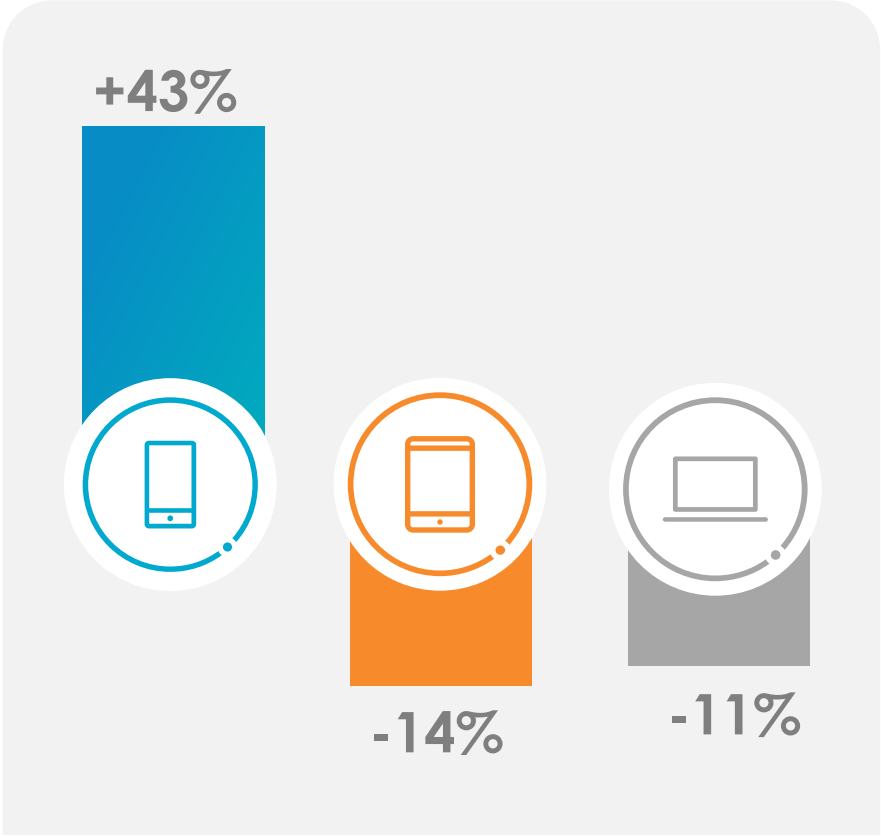
Mobile continues to steal share, driven by an increase in smartphone transactions



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



Q2 2018 vs Q2 2017, by Device

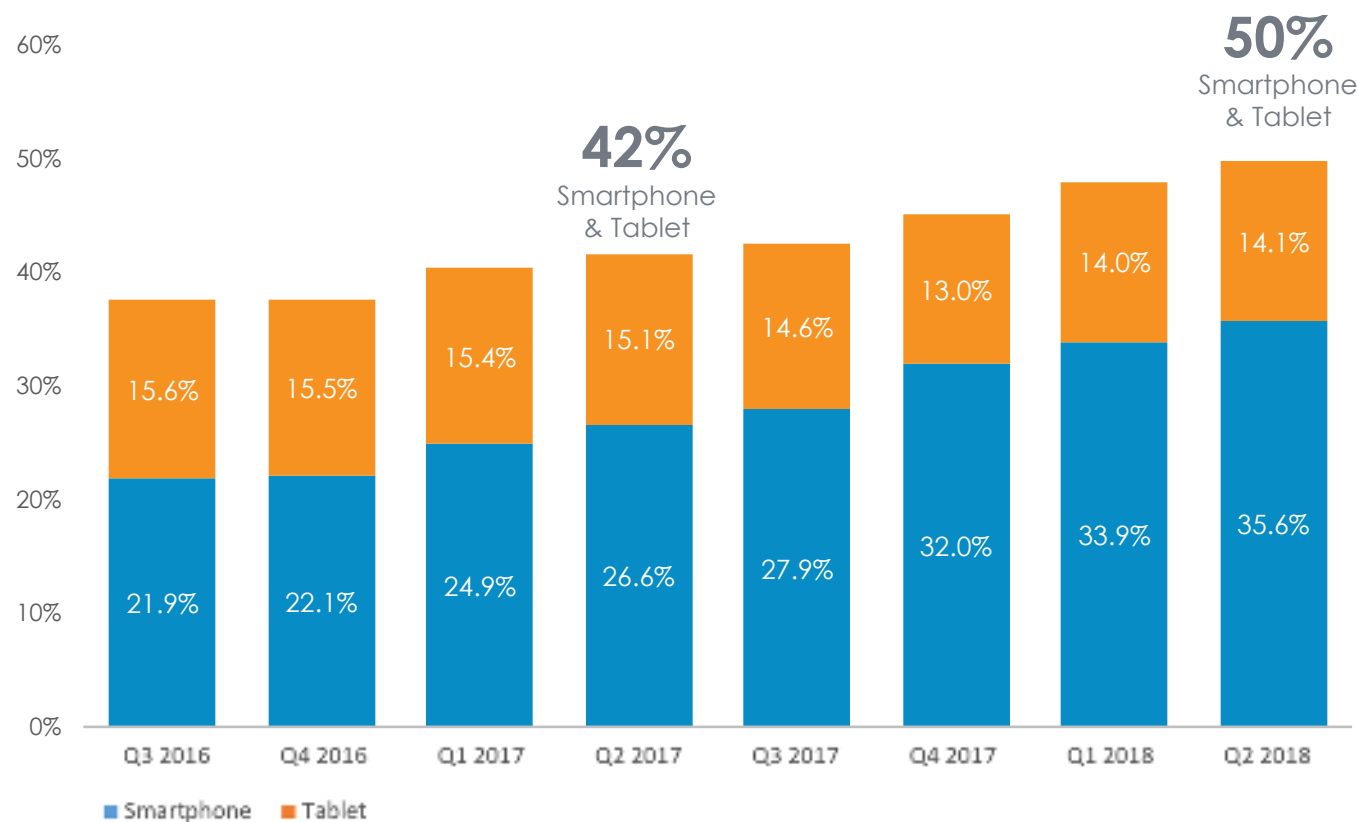


Mobile Share of Transactions

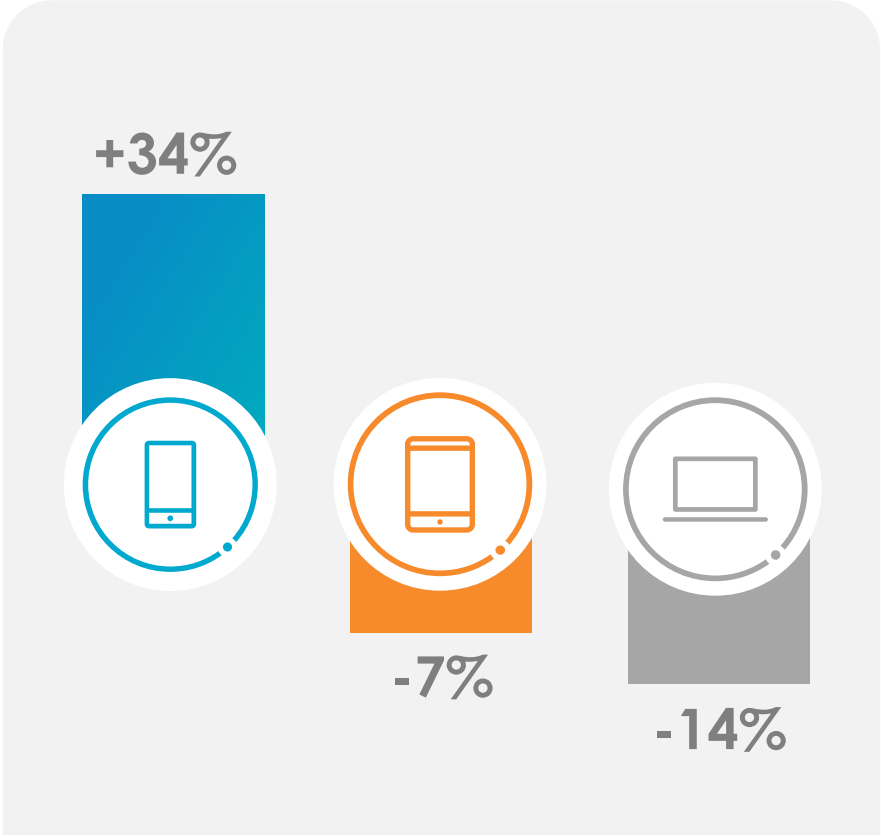
Mobile continues to steal share, driven by an increase in smartphone transactions



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



Q2 2018 vs Q2 2017, by Device

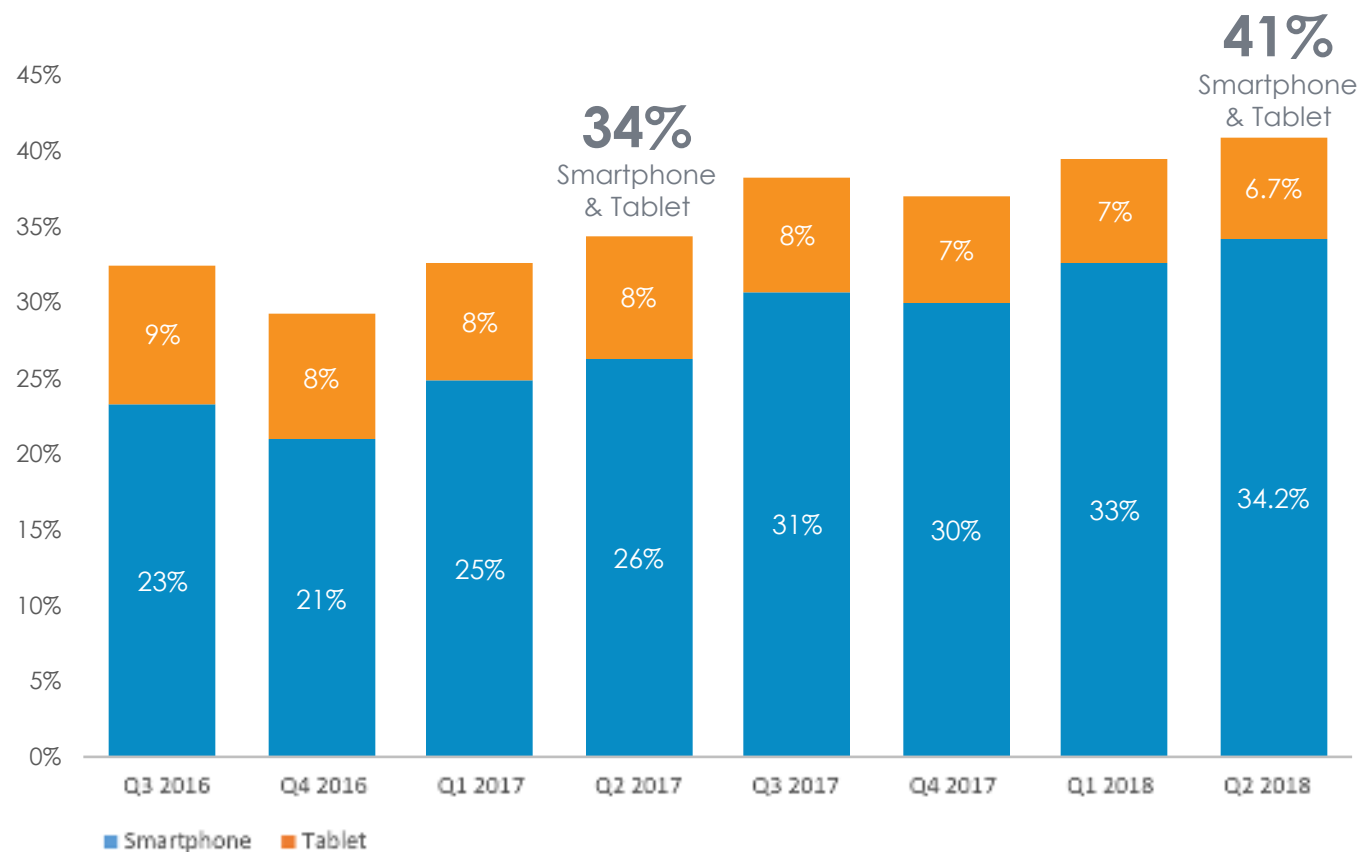


Mobile Share of Transactions

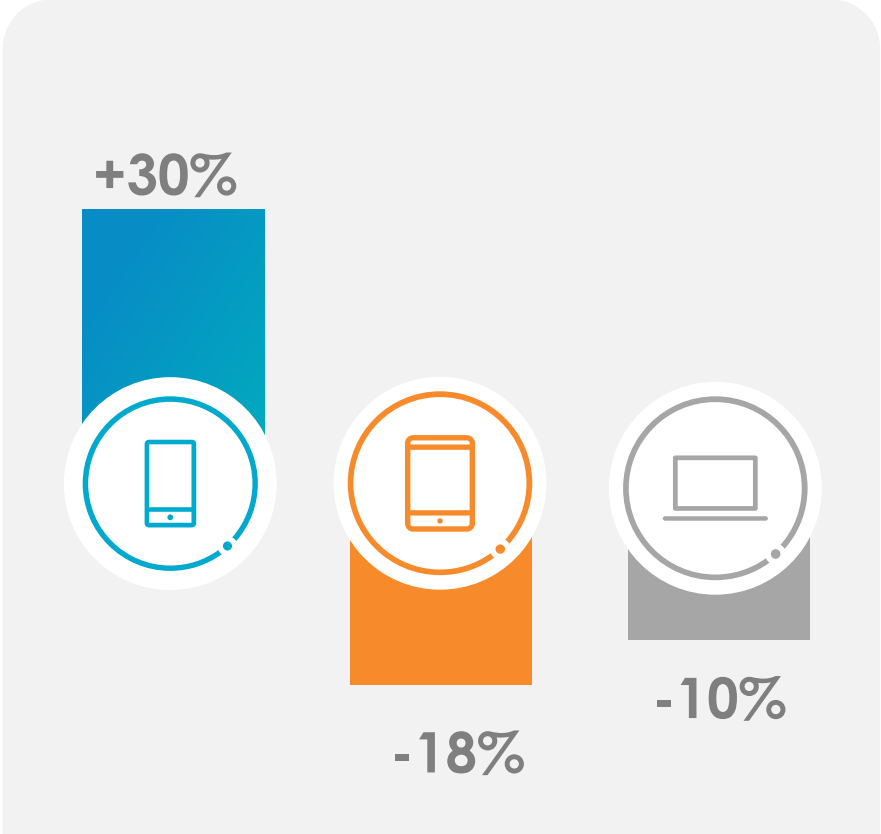
Mobile continues to steal share, driven by an increase in smartphone transactions



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



Q2 2018 vs Q2 2017, by Device

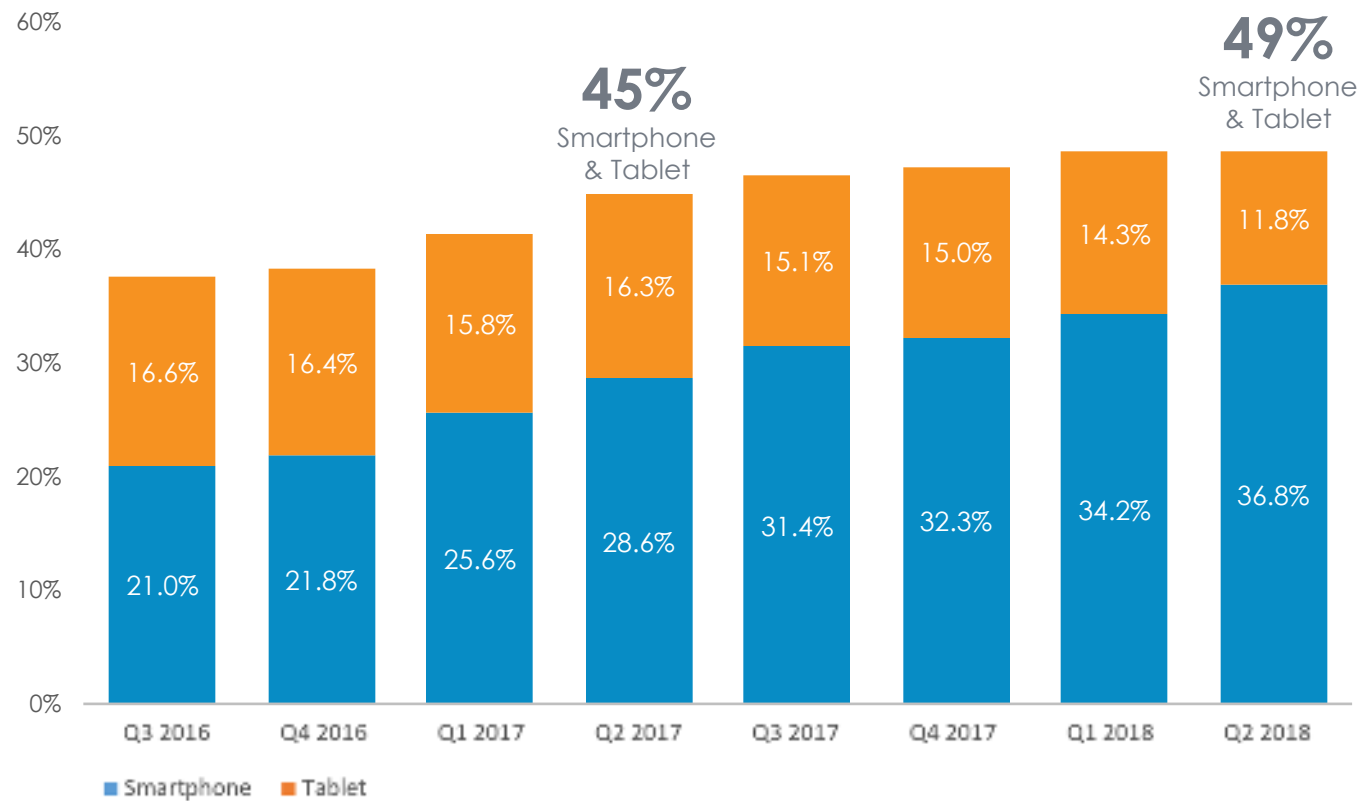


Mobile Share of Transactions

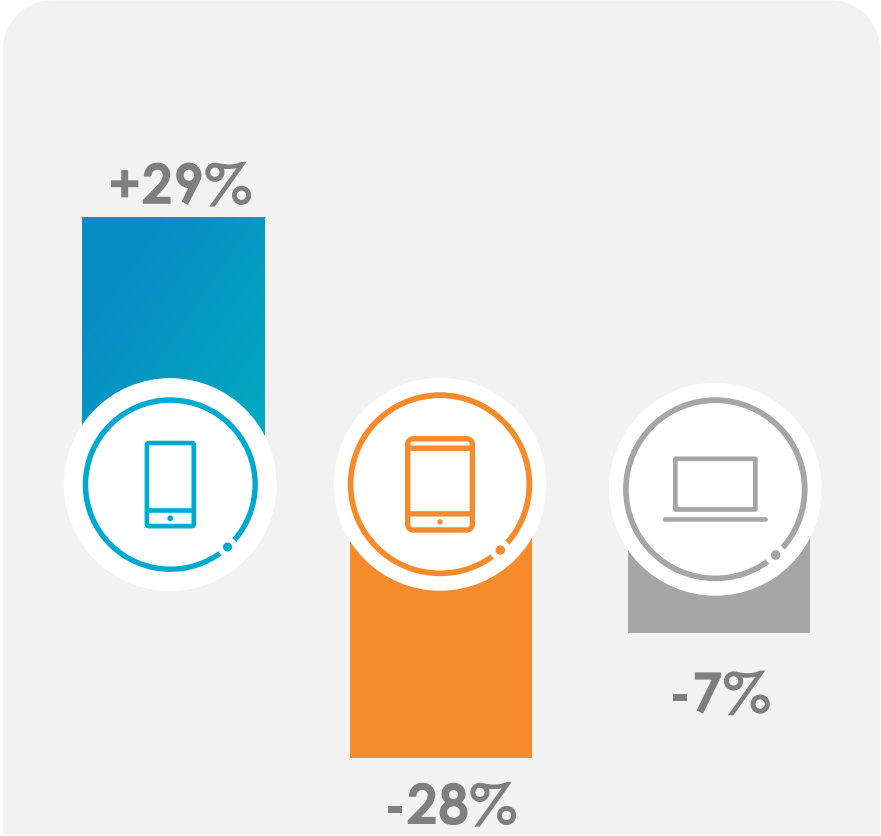
Mobile continues to steal share, driven by an increase in smartphone transactions



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



Q2 2018 vs Q2 2017, by Device

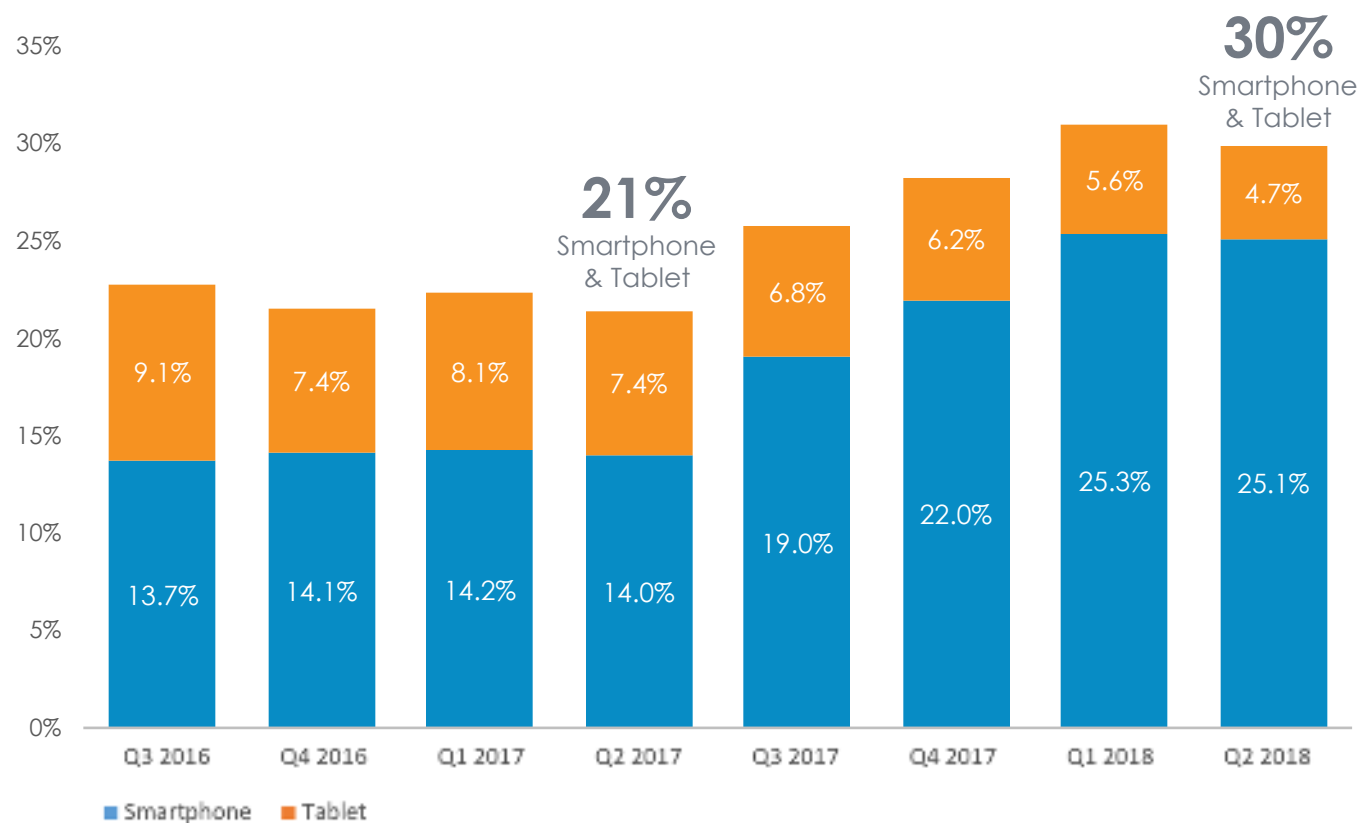


Mobile Share of Transactions

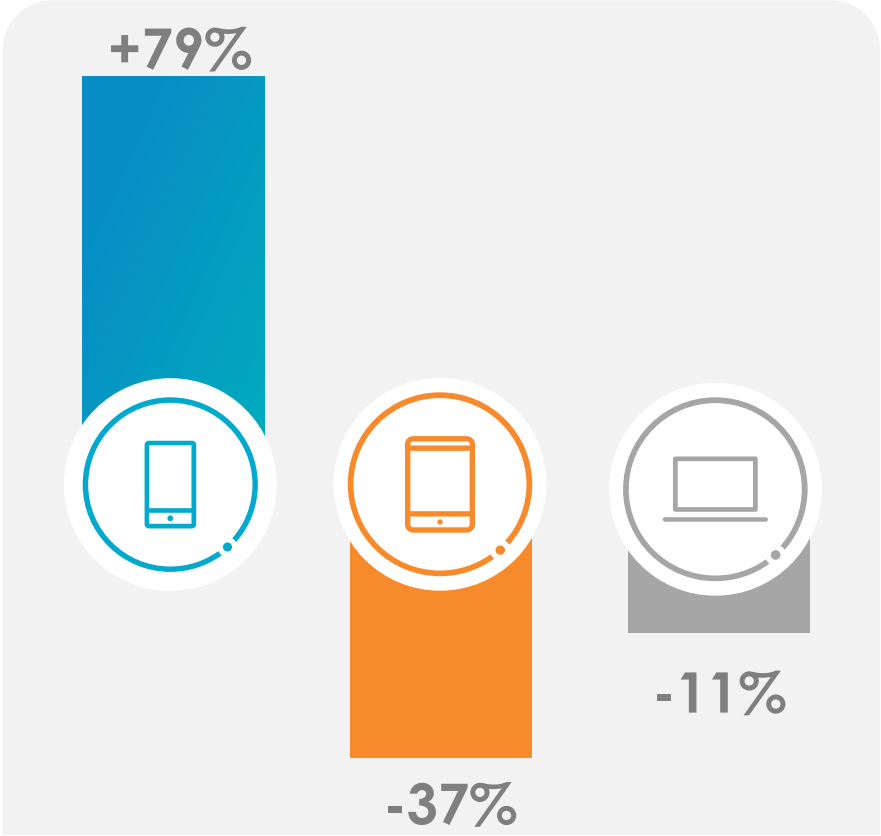
Mobile continues to steal share, driven by an increase in smartphone transactions



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



Q2 2018 vs Q2 2017, by Device

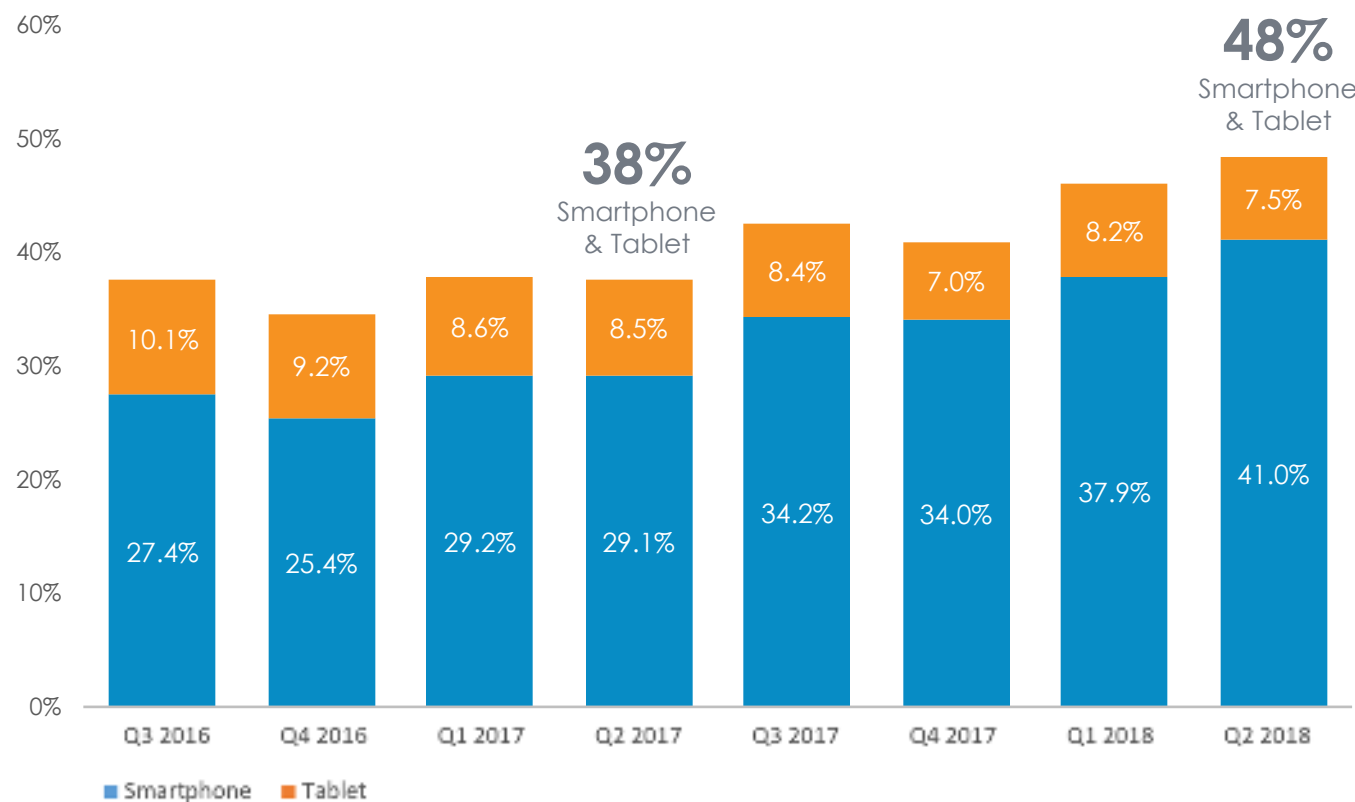


Mobile Share of Transactions

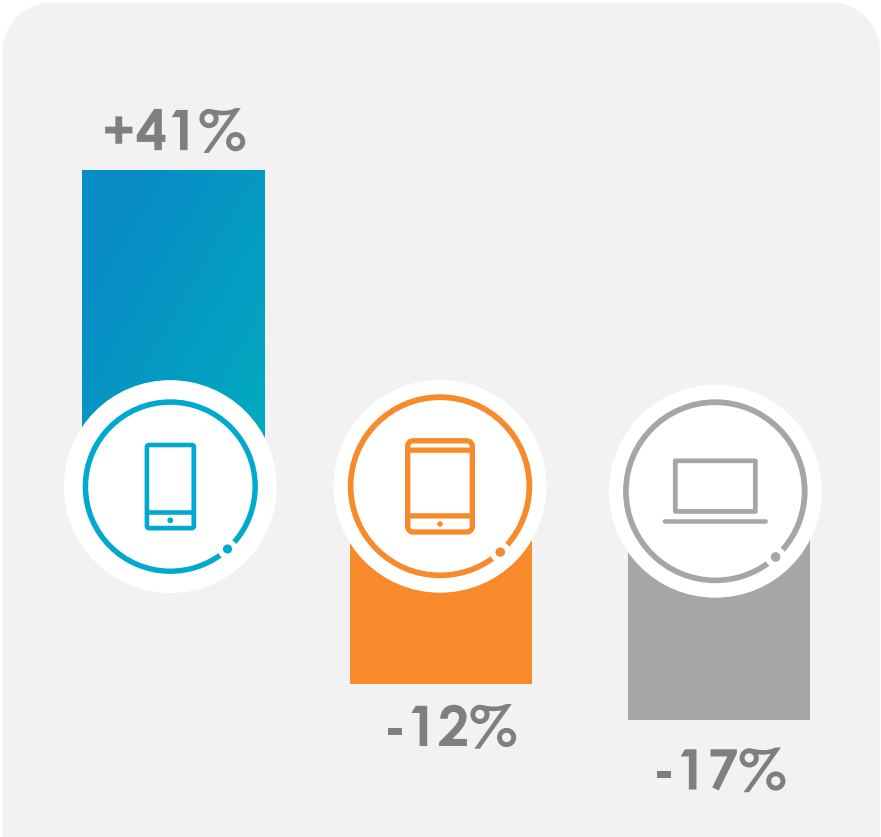
Mobile continues to steal share, driven by an increase in smartphone transactions



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



Q2 2018 vs Q2 2017, by Device

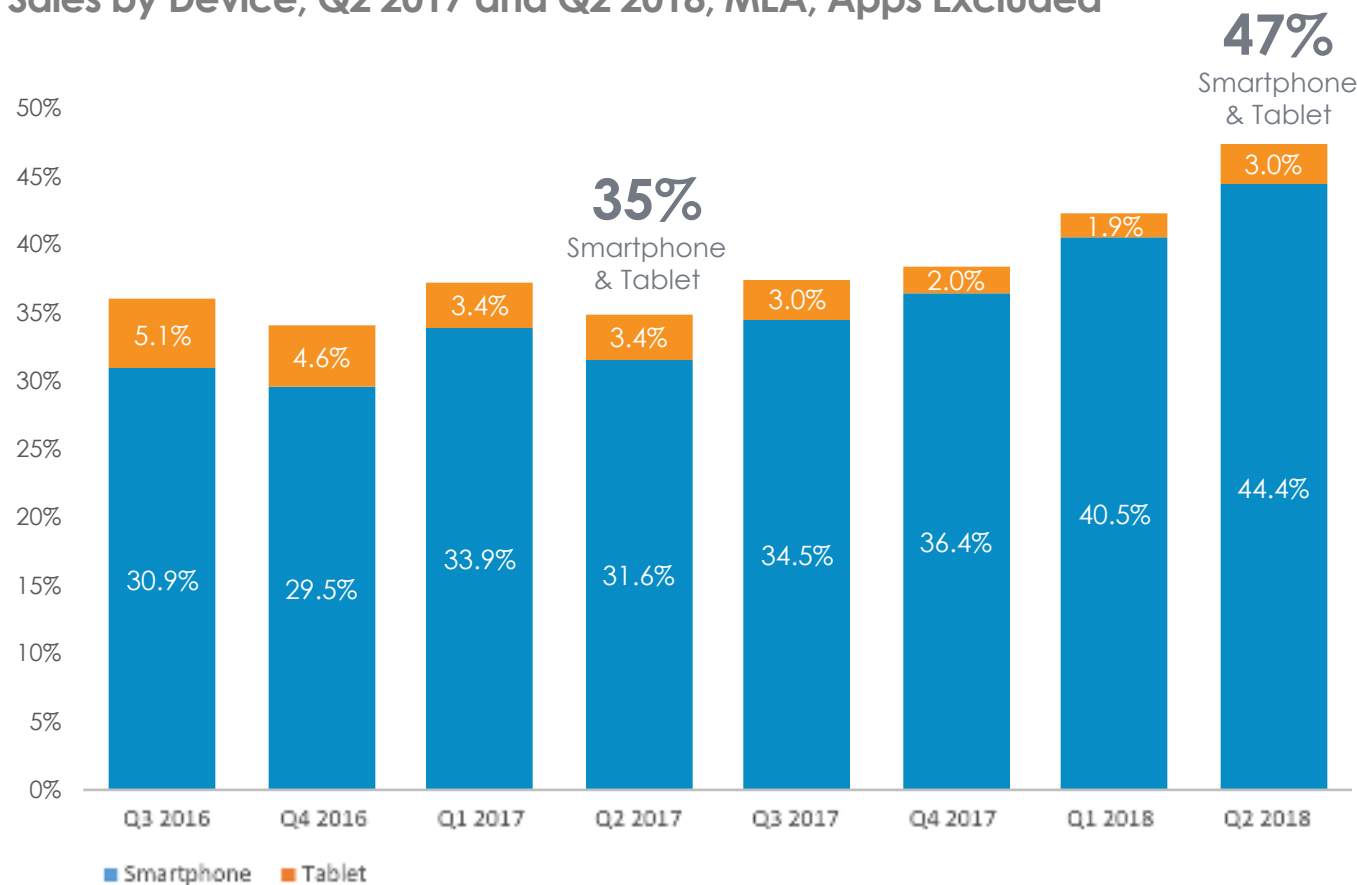


Mobile Share of Transactions

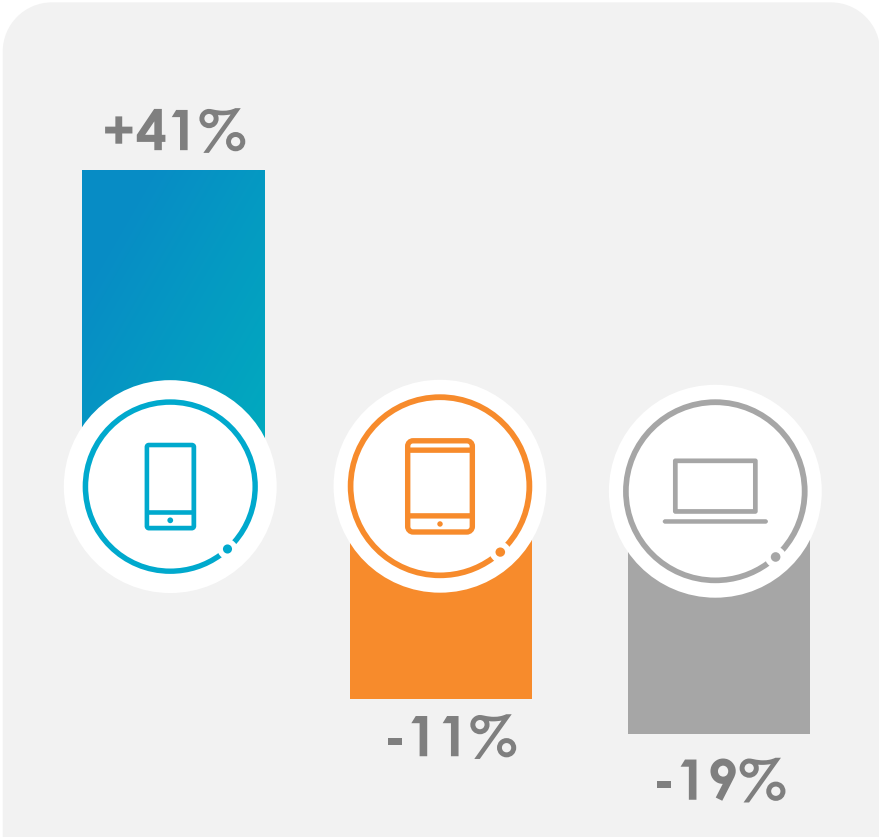
Mobile continues to steal share, driven by an increase in smartphone transactions



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

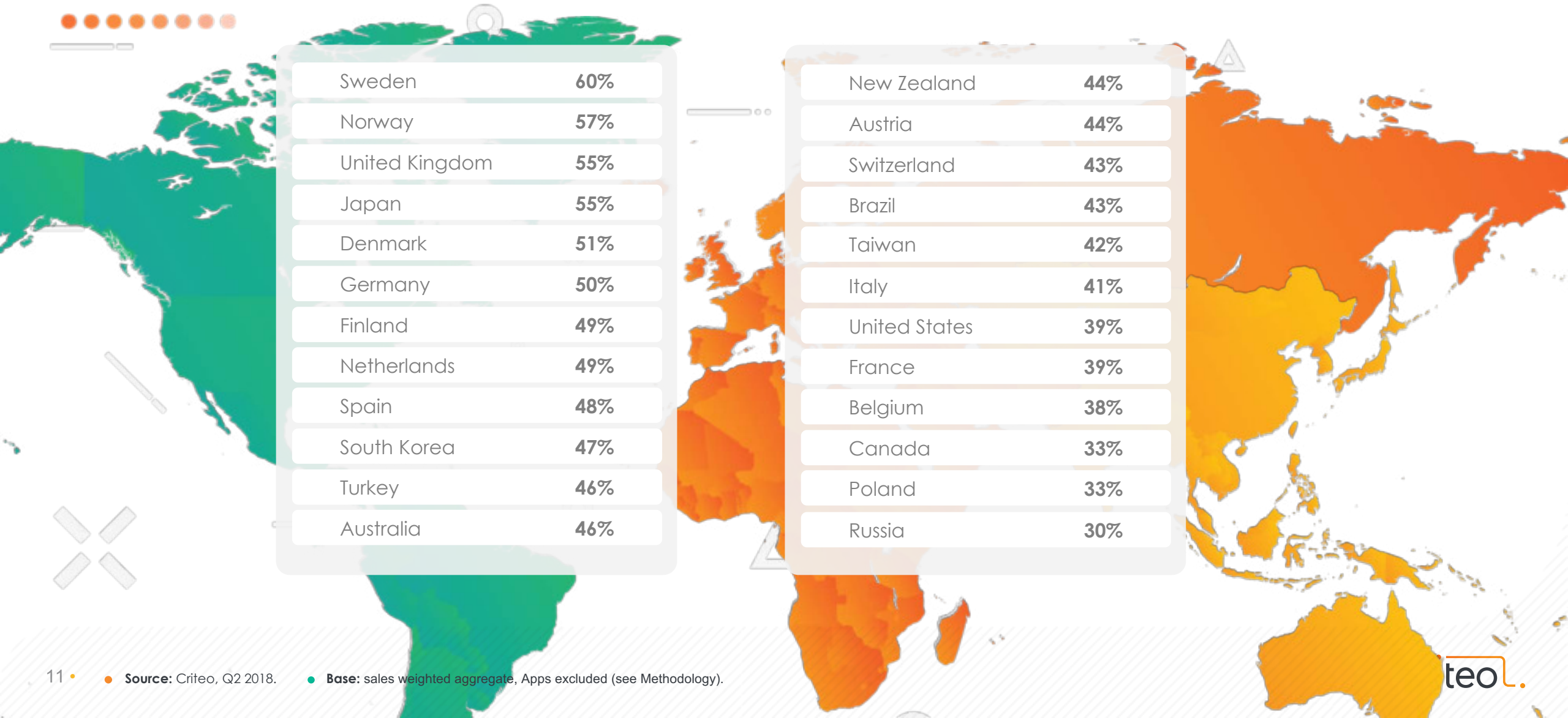


Q2 2018 vs Q2 2017, by Device



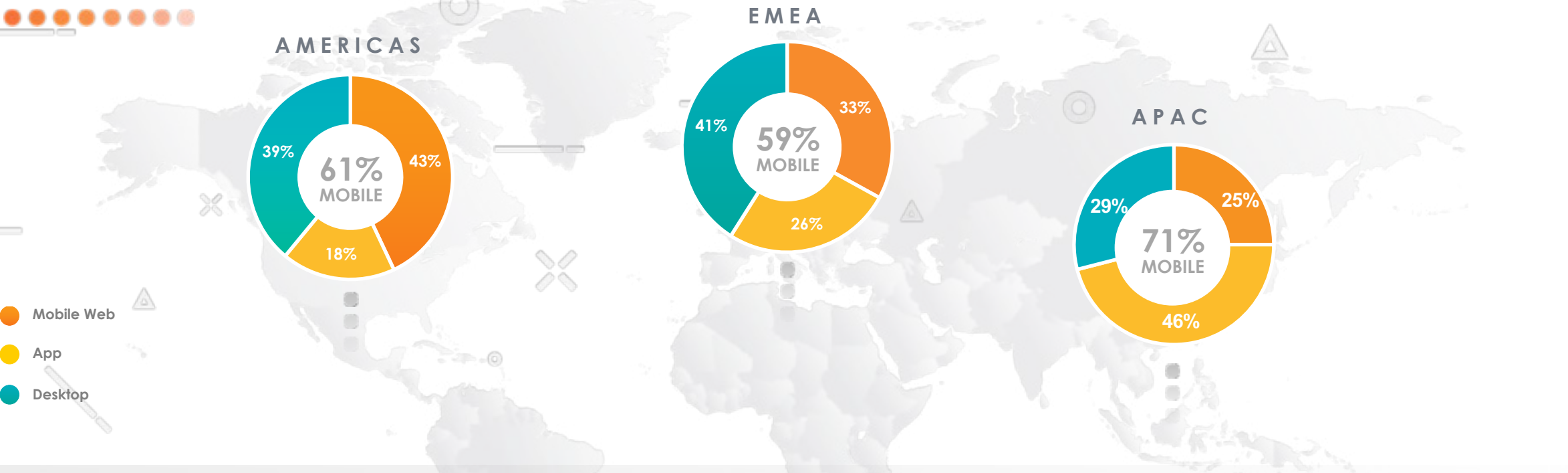
Mobile Marches On

Northern Europe and Japan are mobile leaders.



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%

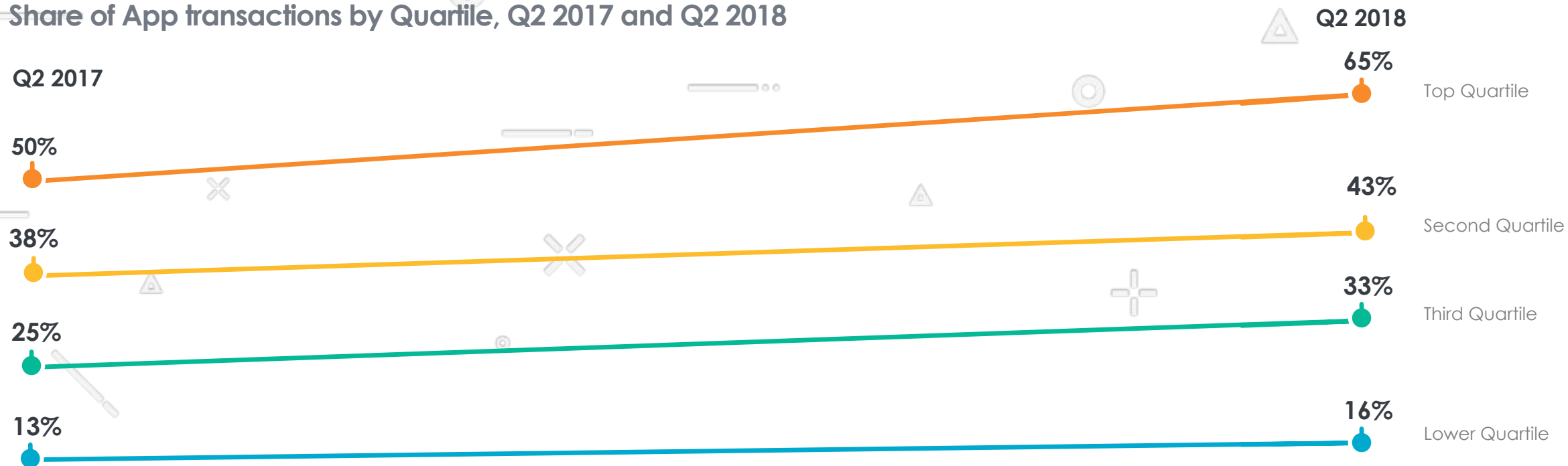
YoY Increase

App Opportunity

Retailers who promote their shopping app see App transactions grow steadily



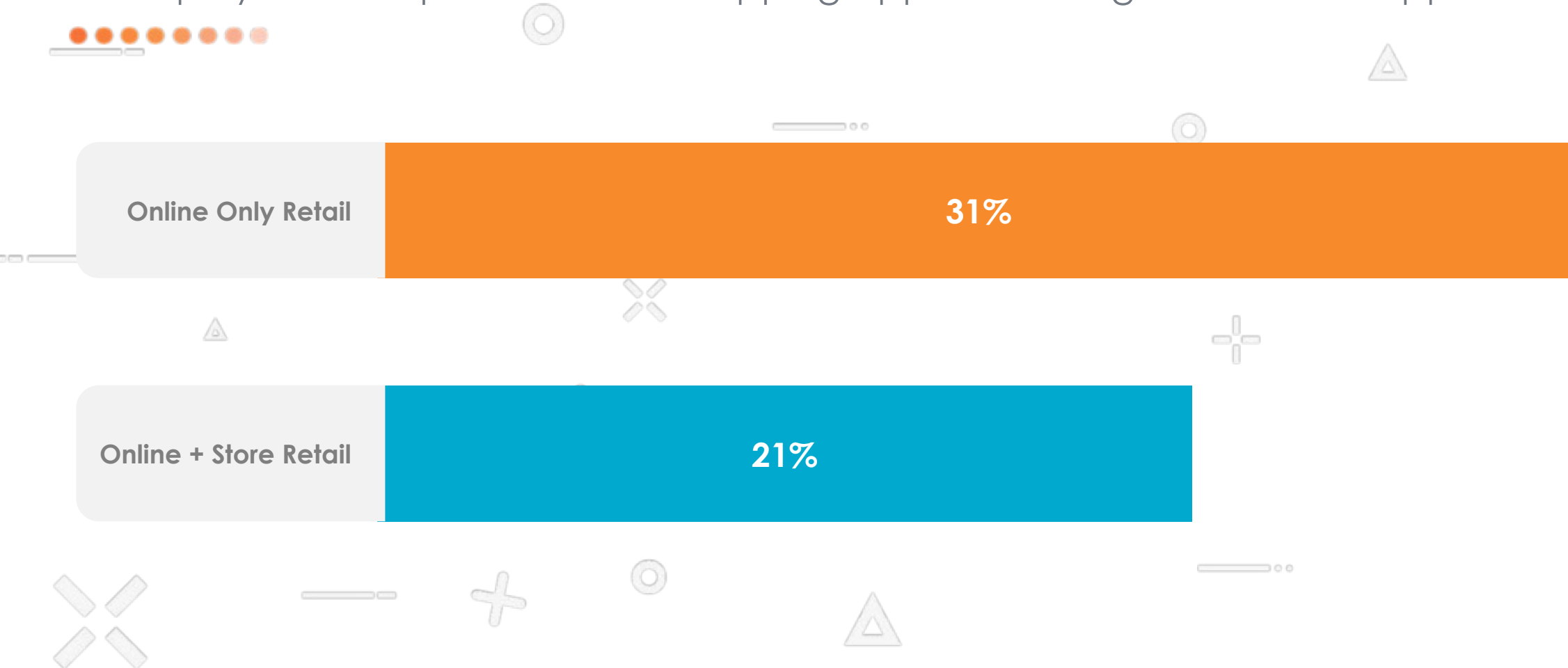
Share of App transactions by Quartile, Q2 2017 and Q2 2018



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

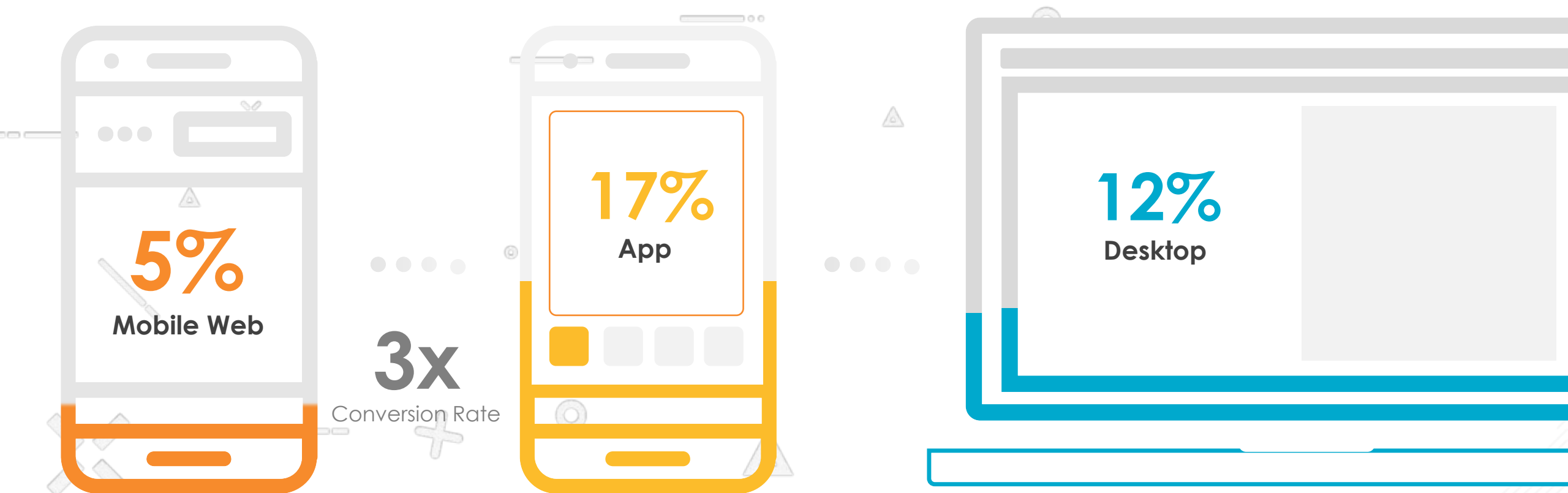


App Opportunity

Shopping apps generate higher conversion rates.



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

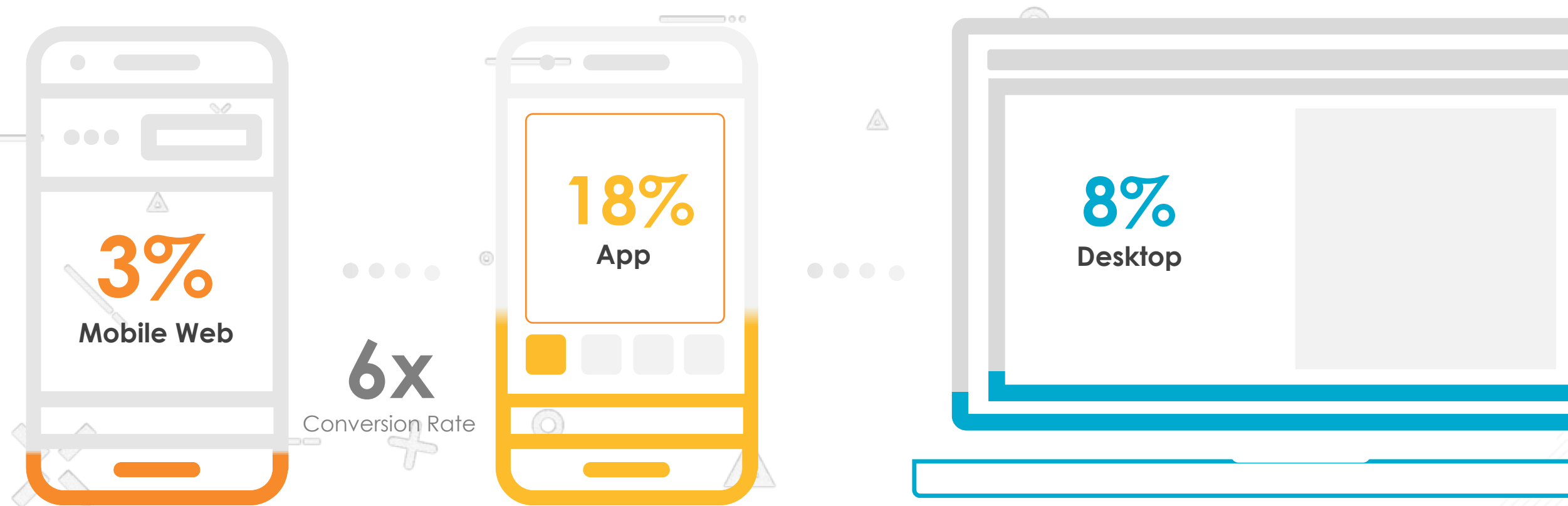


App Opportunity

Shopping apps generate higher conversion rates.



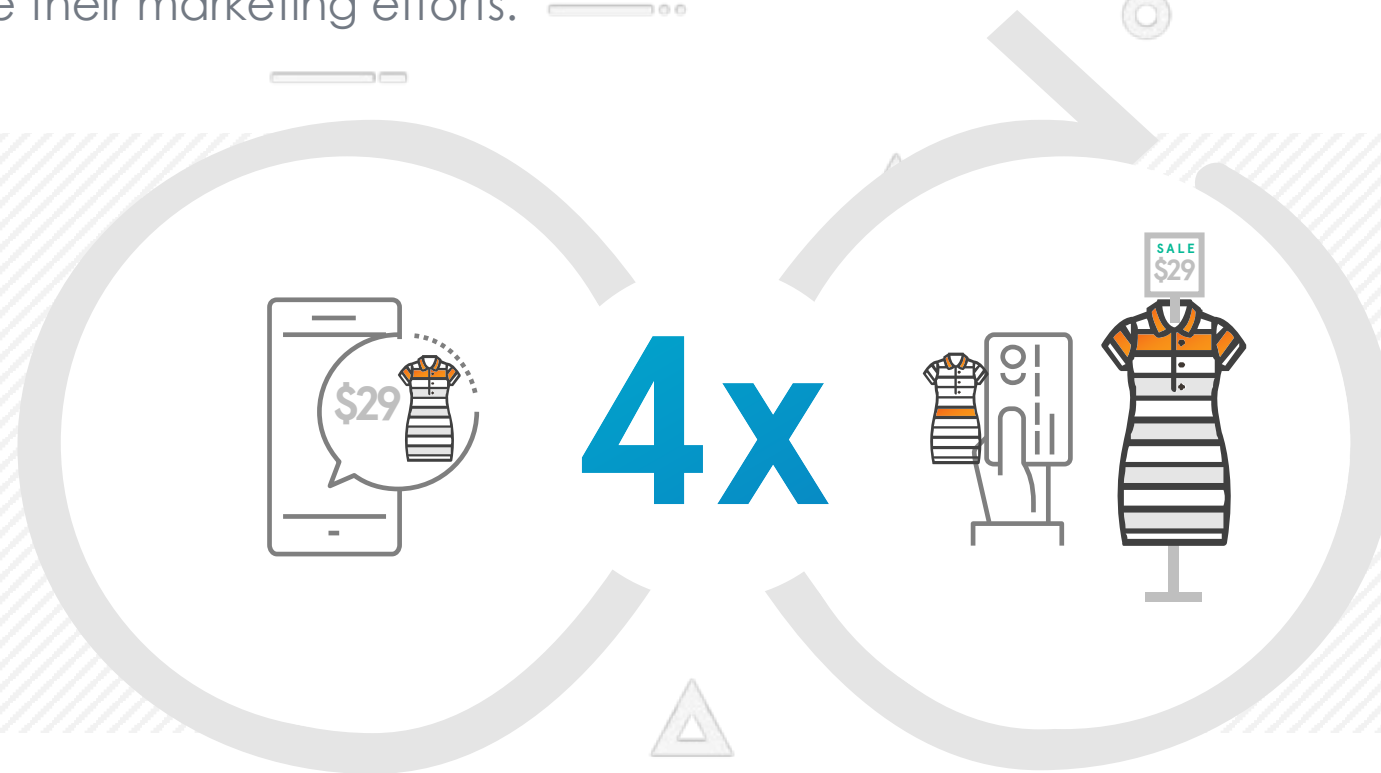
In MEA, the conversion rate on shopping apps is 6 times higher than on mobile web. 



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.



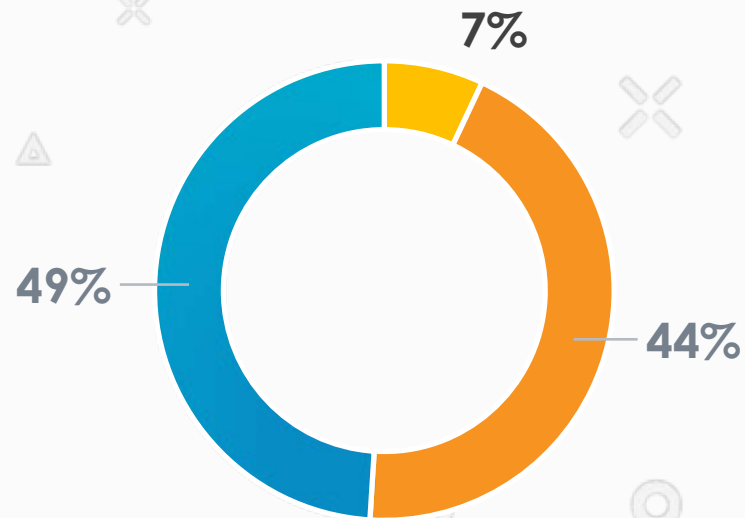
Omnichannel Matters

Omnichannel customers generate the highest lifetime value.

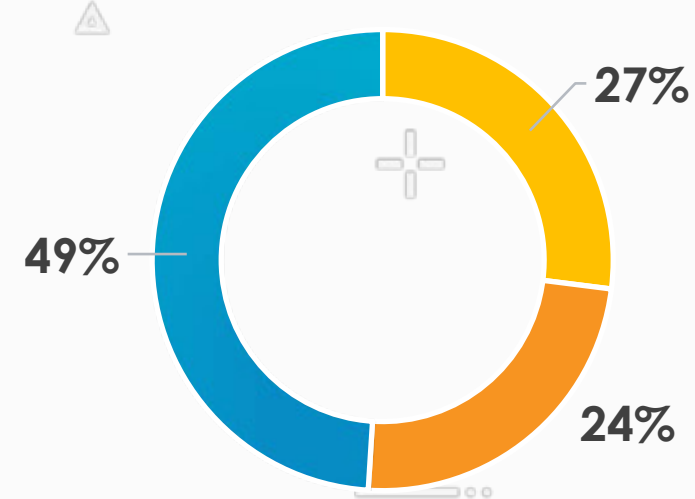


Omnichannel customers generate 27% of all sales, despite representing only 7% of all customers.

Share of Customers



Share of Sales





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

