

criteo.

# Global Commerce Review



South East Asia, Q4 2017



# Key Findings.

Today's shoppers are active on all browsing environments, they don't stay in walled gardens, 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 **82% of mobile sales** for retailers who invest in both mobile web and shopping apps.

## Combining cross-device data lets you understand the entire shopper journey.



**26% of desktop sales** are preceded by a click on a mobile device.

## Combining intent data lets you see more shopping dollars per shopper.

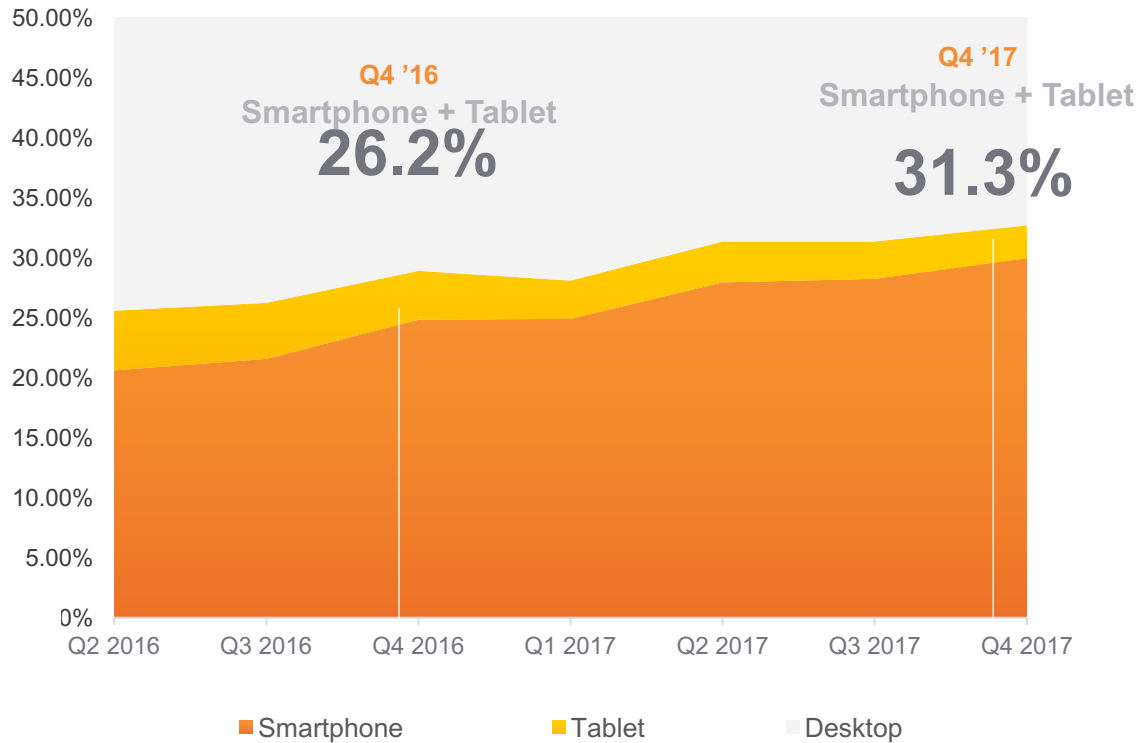


Shoppers matched on another device spend an **average of 23% more** per order.

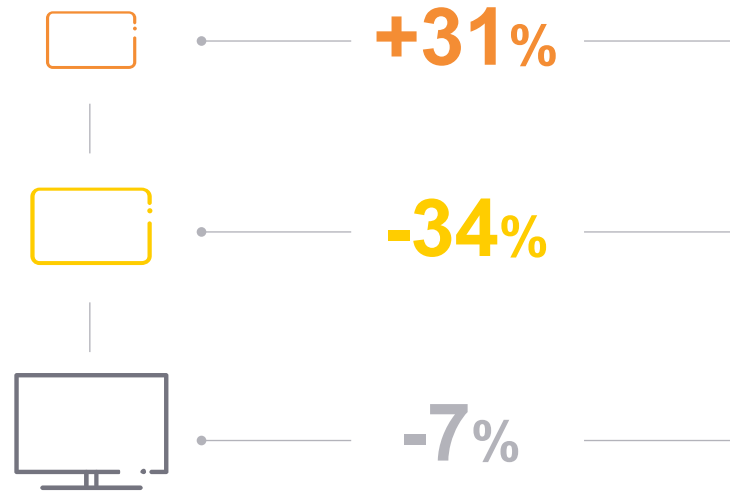
# Mobile web usage reaches maturity, and smartphone keeps growing.



Sales by device, Q4 2016 and Q4 2017, Apps excluded



### Q4 YoY



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



Sales by device, Q4 2016 and Q4 2017, Apps excluded



Source: Criteo data, South East Asia, retail advertisers, Q4 2017, apps excluded.

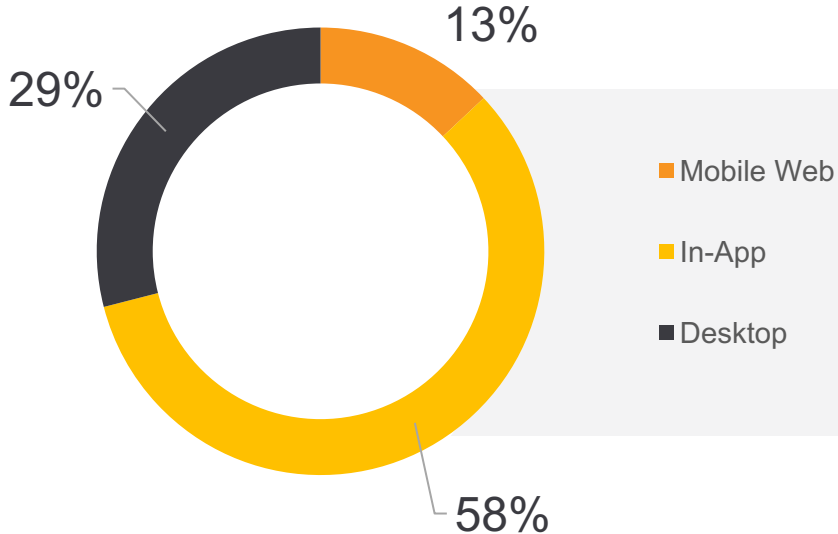
71%

In South East Asia, retailers with a shopping app generate 71% of transactions on mobile devices.

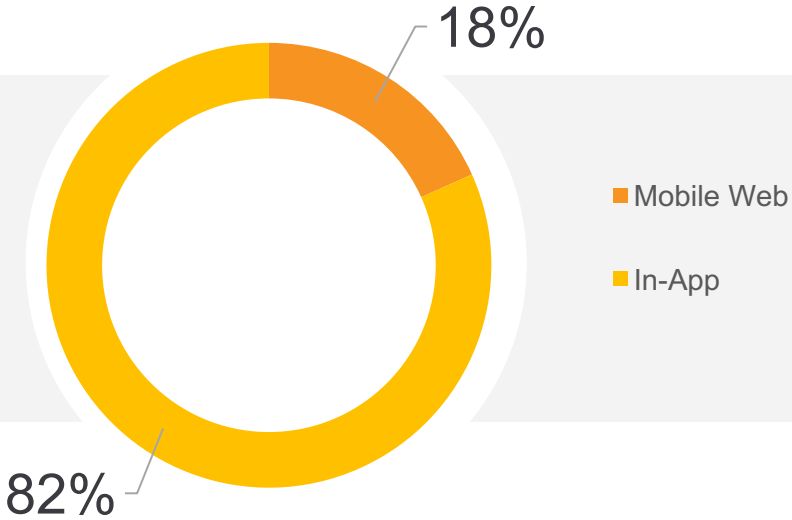
APP OPPORTUNITY

# Mobile is the majority for retailers with a shopping app.

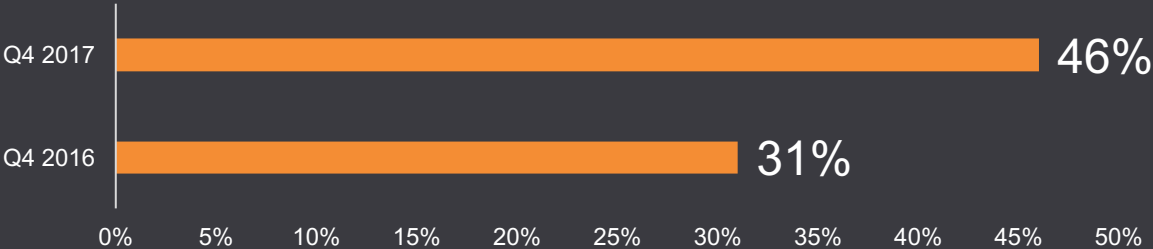
South East Asia  
Share of eCommerce Transactions by Environment



South East Asia  
In-App Share of Mobile eCommerce Transactions



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

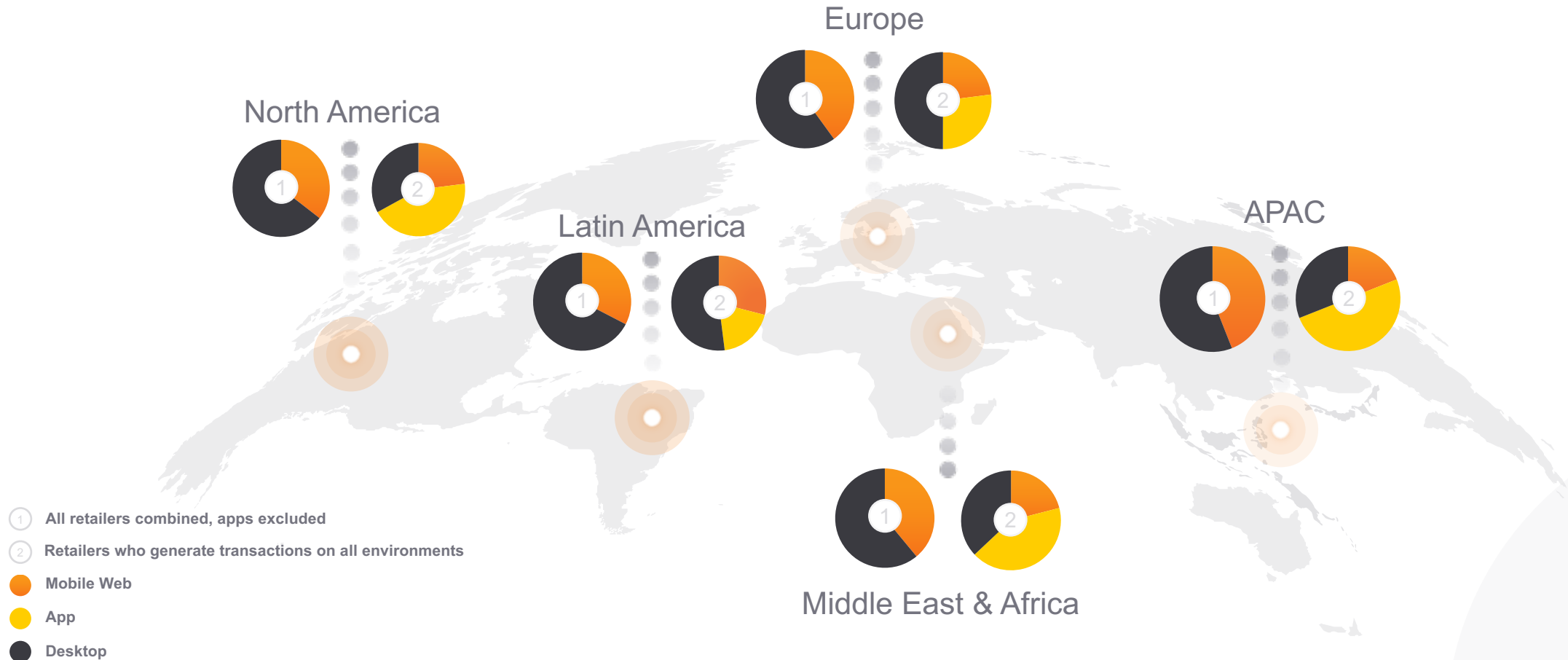


**48%**  
YoY Increase

Source: Criteo data, Worldwide and South East Asia, retail advertisers, Q4 2017, apps included.

APP OPPORTUNITY

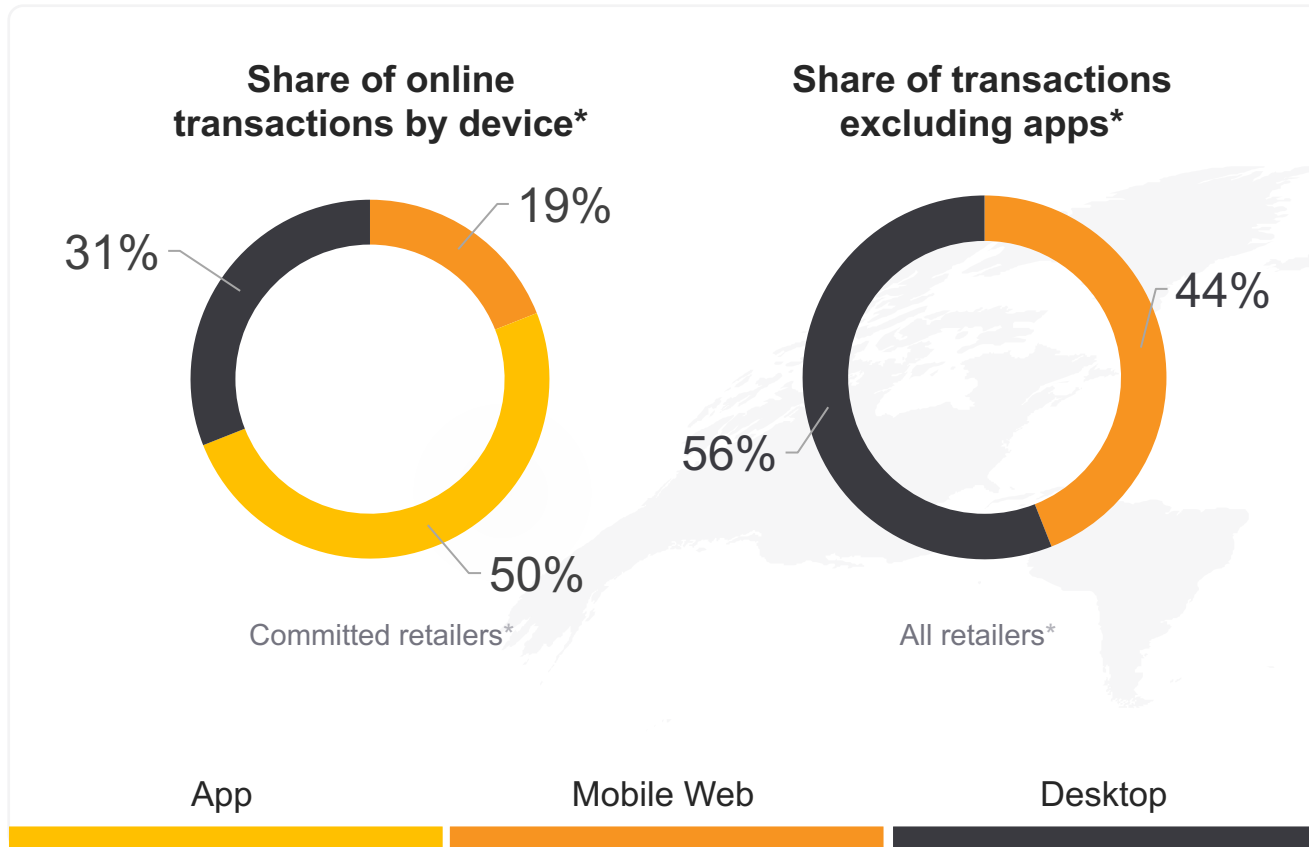
In most world regions, mobile now accounts for more than 50% of online transactions, and in-app sales dominate.



- ① All retailers combined, apps excluded
- ② Retailers who generate transactions on all environments
- Mobile Web
- App
- Desktop

APP OPPORTUNITY

**In APAC, retailers with a shopping app now generate 70% of their sales on mobile devices.**



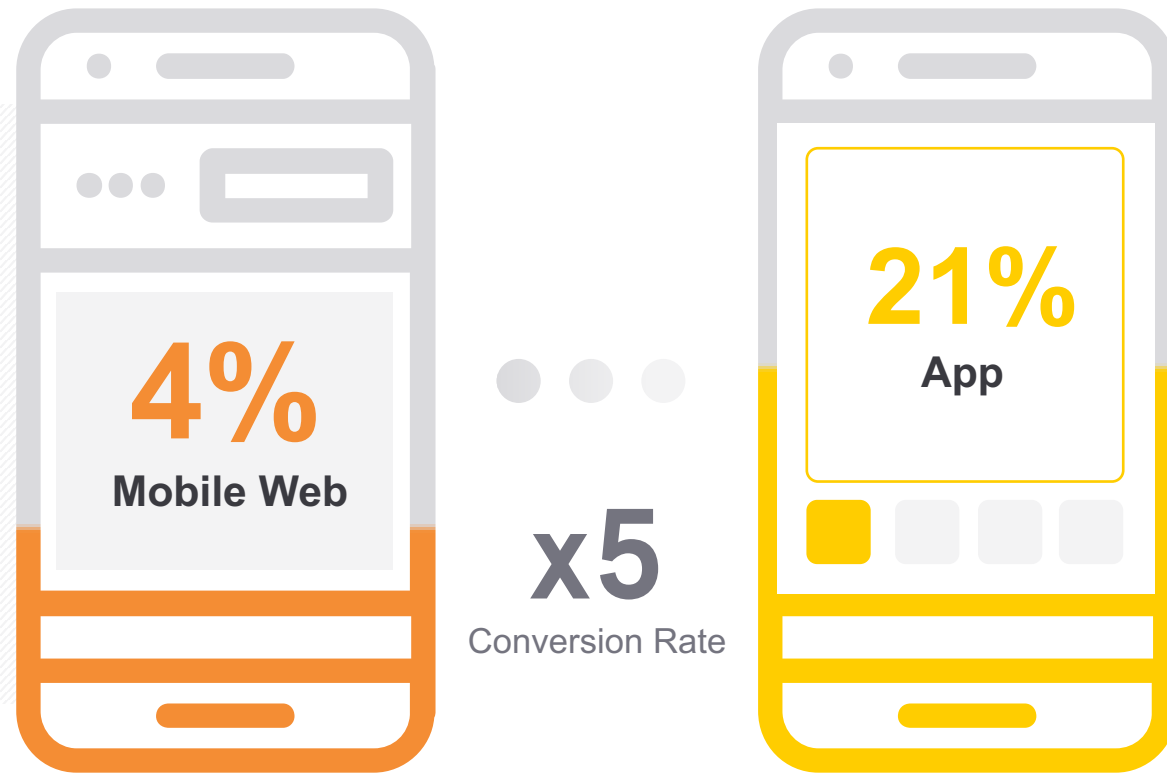
\*Share of online transactions by device for retailers with a shopping app (left) and for all retailers, excluding apps (right). APAC, retail, Q4 2017.



# Shopping apps generate higher conversion rates.



In South East Asia, the conversion rate on shopping apps is **more than 5 times higher** than on mobile web.

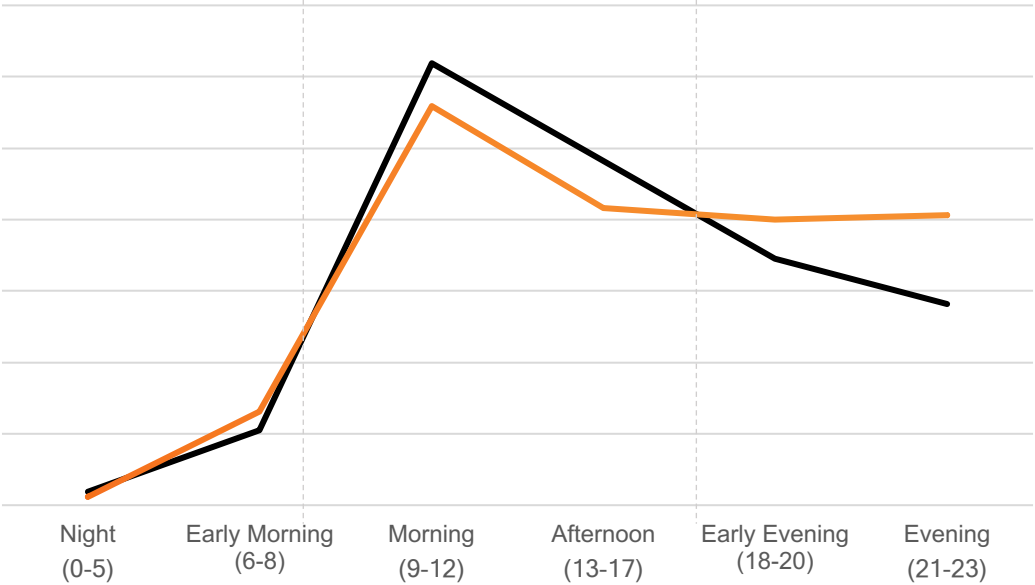


SHOPPING MOMENTS

# Desktop usage dominates working hours, while smartphone wins evenings and weekends.

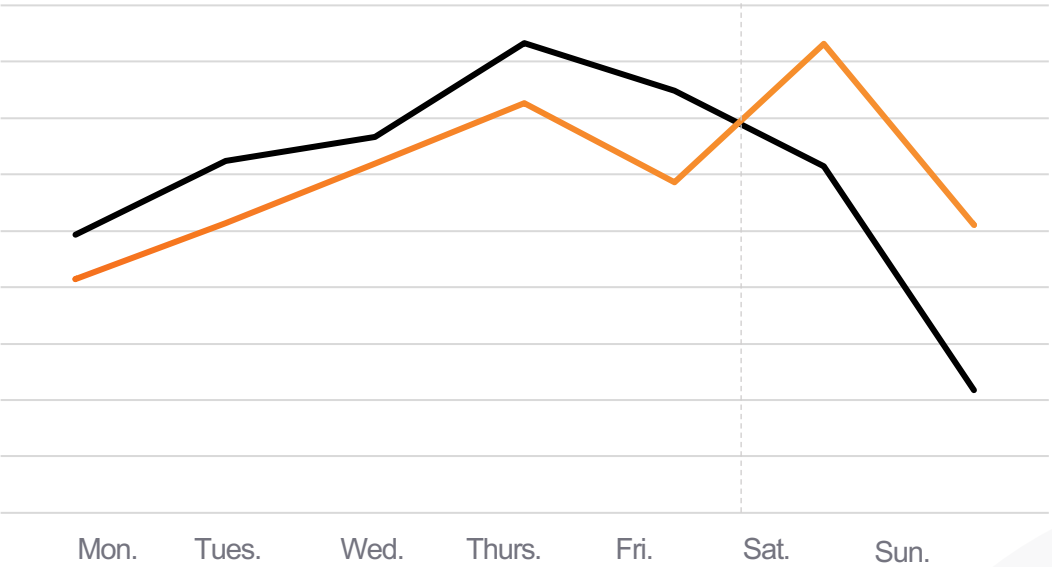


Sales by Device Type and Hour of the Day



Smartphone

Sales by Device Type and Day of the Week



Desktop

COMBINING DATA

# Combining cross-device data lets you understand the winding shopper journey.



26% of desktop transactions in South East Asia are preceded by a click on a mobile device.

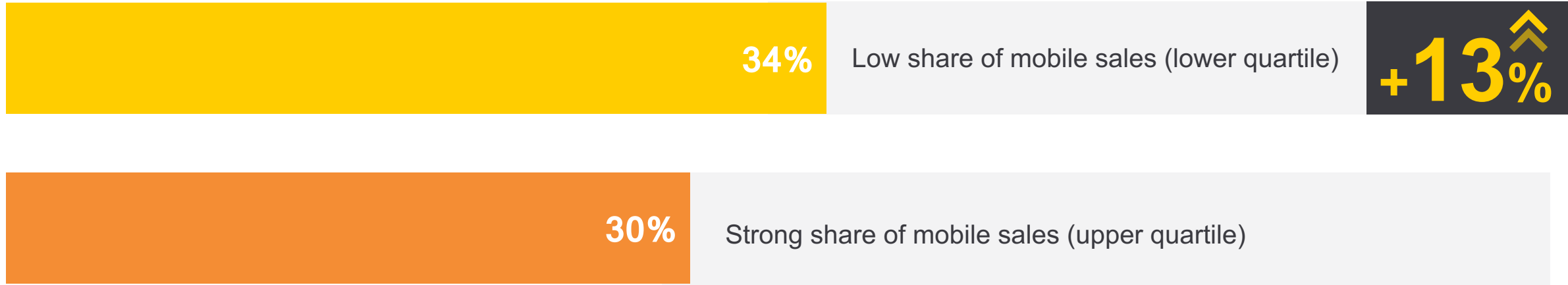


COMBINING DATA

# Retailers with low mobile sales get more cross-device transactions.



Share of cross-device transactions\* by prevalence of mobile sales



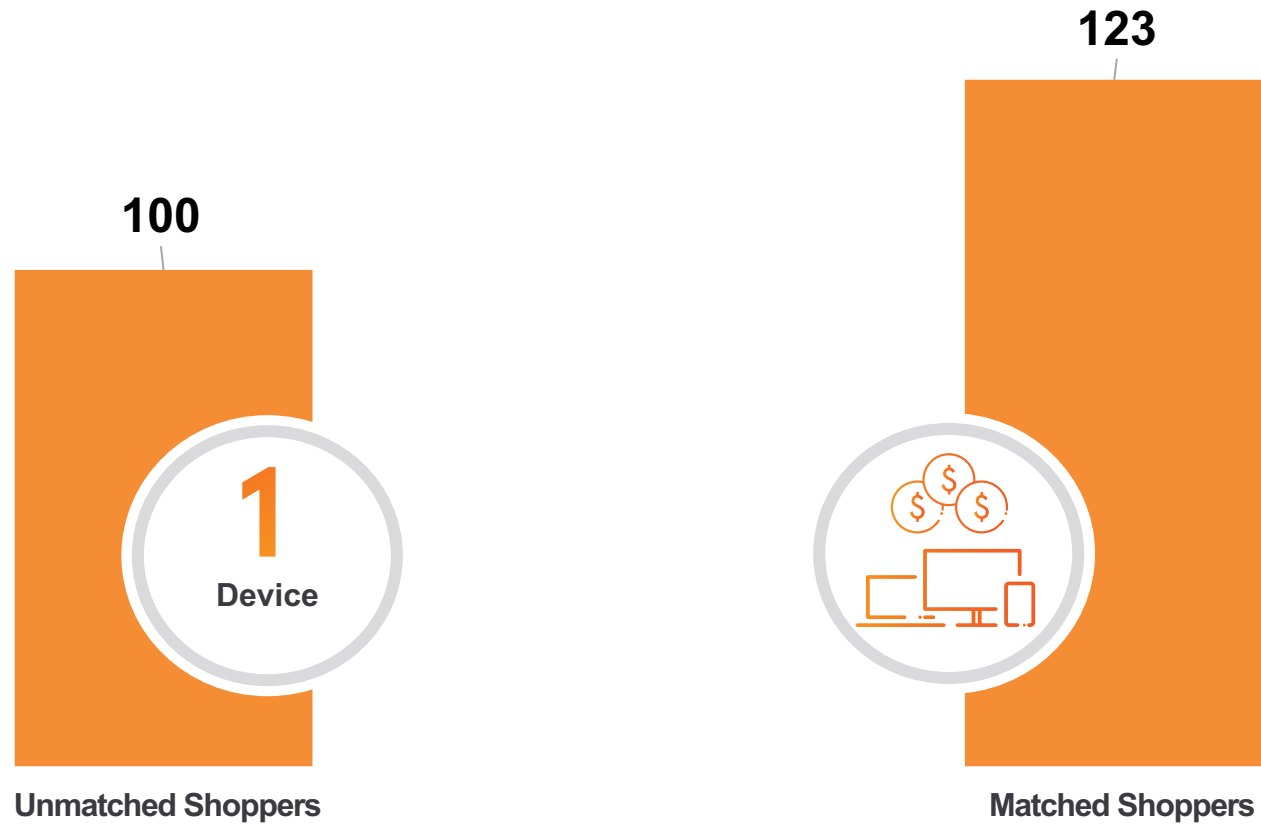
**Advertiser takeaway:** Combining cross-device data helps make up for a below-average share of sales on mobile

COMBINING DATA

# Combining intent lets you see more shopping dollars per shopper.



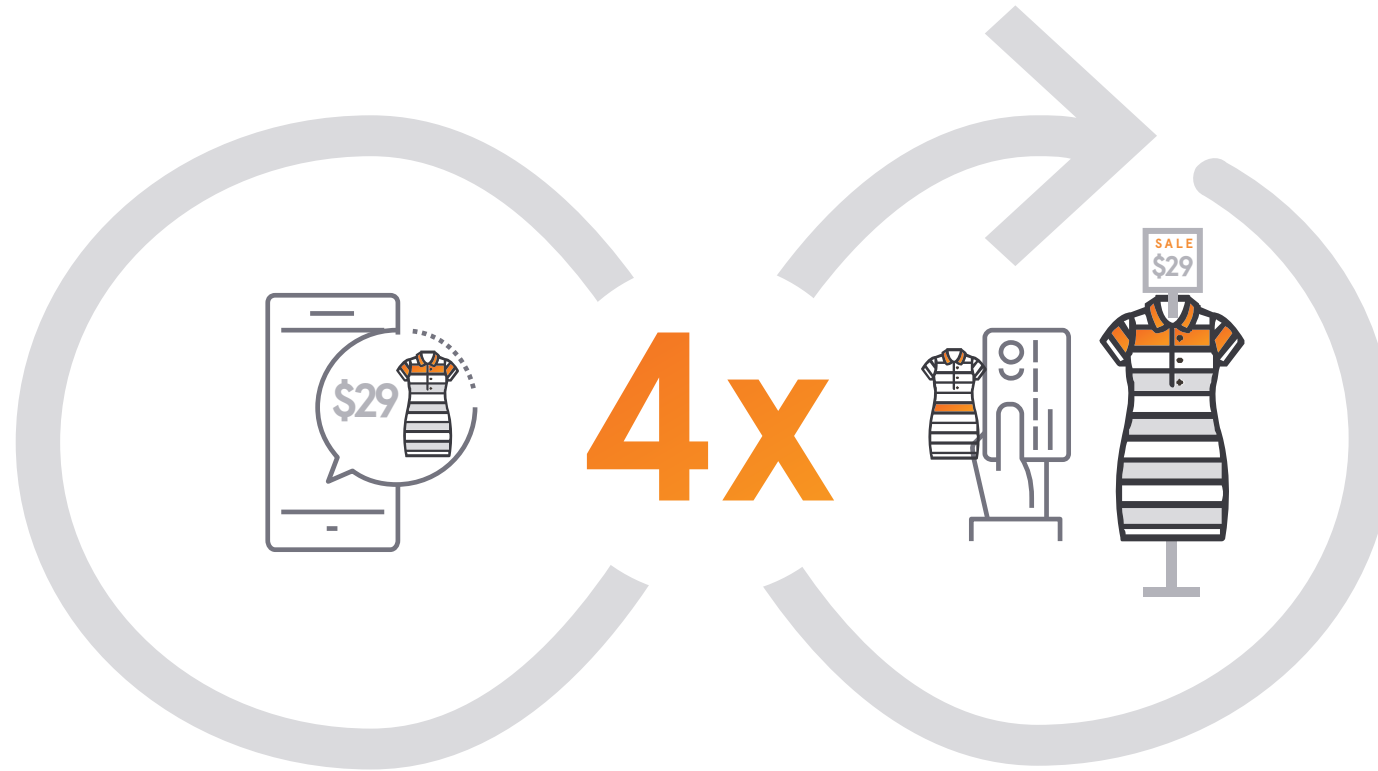
Average order values are significantly higher for matched shoppers: +23% on average.



# Offline sales boost shopper knowledge - and online results.



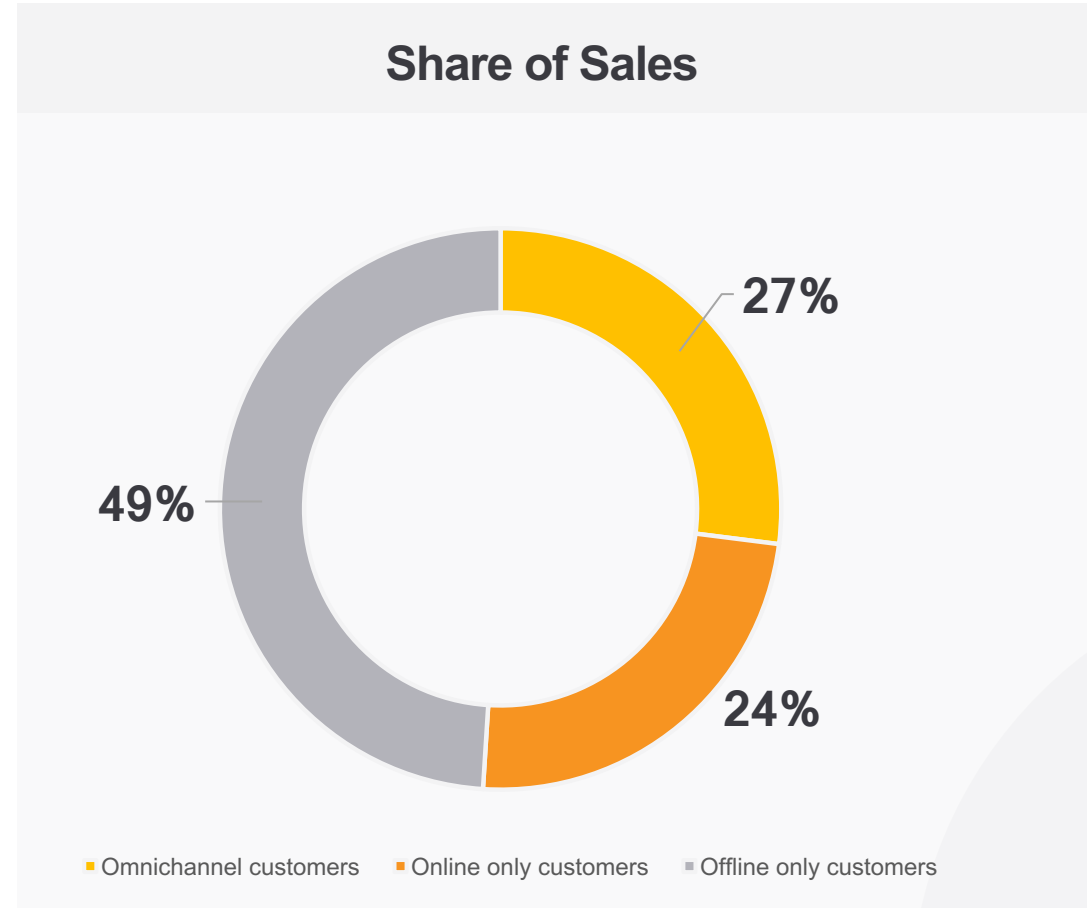
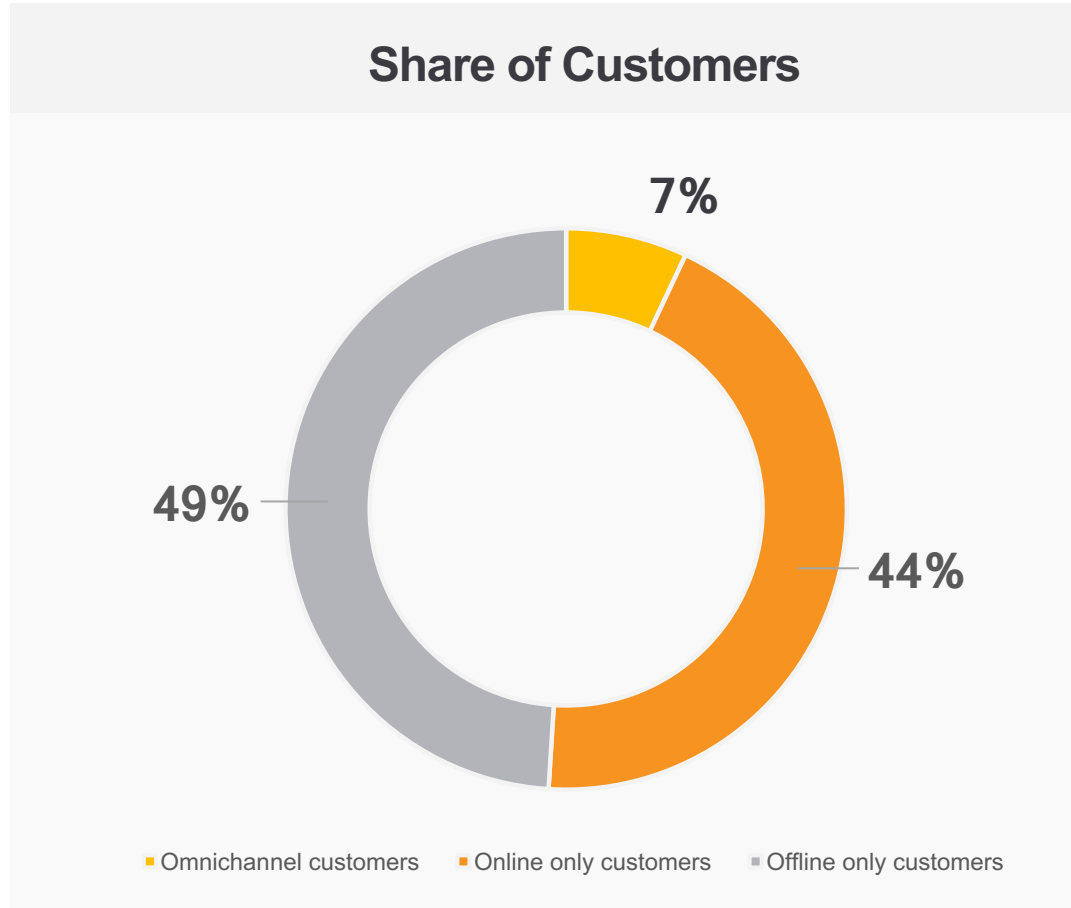
Omnichannel retailers that can combine their offline and online data can apply **over four times** as much sales data to optimize their marketing efforts.



# Omnichannel 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. Q4 2017

**For more information on how mobile and app platforms can acquire, convert and re-engage your shoppers in Southeast Asia, contact:**

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