



Hold the Smartphone: Criteo Report Reveals Consumers Increasingly Comfortable with Mobile Purchases

Smartphones now account for the majority of mobile transactions

New York – March 31, 2015 – [Criteo](#) (NASDAQ: [CRTO](#)), the performance marketing technology company, today released its Q1 2015 State of Mobile Commerce Report, highlighting that mobile devices are now responsible for more than one third of eCommerce globally. Smartphones are becoming the dominant mobile device replacing tablets. As a result, advertisers' future success now depends on their ability to offer a compelling mobile site.

"Mobile commerce is growing like a weed," said Jonathan Wolf, chief product officer, Criteo. "In just the last three months there was a 10 percent increase in mobile transactions here in the U.S. Smartphones are now the majority of mobile transactions, and the growth of larger screen sizes and better mobile sites is only going to accelerate this trend."

The findings in this report are based on Criteo's analysis of individual transaction-level data from more than \$160 billion of sales globally. Key takeaways include:

- **US Mobile transactions grew 10 percent in the last three months:** Growth continues across all retail categories, with top quartile retailers continuing to outperform the rest.
- **It's all about smartphones.** The majority of mobile transactions in the U.S. and other major countries are now from smartphones, with the exception of Germany and the U.K. Increased comfort level with purchasing and larger screen sizes are credited for the increase.
- **There is no limit.** Mobile is now the majority of *all* eCommerce transactions in Japan and South Korea. By the end of 2015, mobile share of eCommerce transactions will reach 33 percent in the U.S., and 40 percent globally.
- **The mobile conversion funnel has arrived.** Consumers now view the same amount of products on both desktops and smartphones, but with lower add-to-basket and purchase rates on smartphones.

"The huge growth in mobile transactions over the past quarter shows that consumers are now very comfortable purchasing on smartphones across all categories," said Wolf. "There really is no limit to this growth – mobile is now more than half of all eCommerce transactions in advanced markets like Japan and South Korea."

To download Criteo's complete Q1 2015 State Of Mobile Commerce report, please visit www.criteo.com/resources/mobile-commerce-q1-2015/ and for more information about Criteo and its technology please visit www.criteo.com.

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About Criteo

Criteo delivers personalized performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 1,300 employees in 23

offices across the Americas, Europe and Asia-Pacific, serving over 7,000 advertisers worldwide with direct relationships with over 9,000 publishers.

For more information, please visit <http://www.criteo.com>

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