



## **The Mobile Mandate: Criteo Q2 State of Mobile Commerce Report Highlights Powerful Role that Apps and Cross Device Play in Purchasing Cycle**

*New data shows that retail Apps outperform desktop sites, while Cross Device purchasing now powers 40% of mobile transactions*

**New York – June 24, 2015** – [Criteo](#) (NASDAQ: [CRTO](#)), the performance marketing technology company, today released its Q2 2015 State of Mobile Commerce Report, revealing that mobile apps generate almost 50 percent of mobile transactions for some of the largest ecommerce players who have made their app experience a priority, due to much higher conversion rates than mobile browser or even desktop. In addition, 40 percent of ecommerce transactions now involve more than one device as smartphones, desktops and tablets are used in a variety of combinations to research and make purchasing decisions.

“The customer purchase journey has become increasingly complex as consumers have stopped using a single device to make their purchases,” said Jonathan Wolf, Chief Product Officer, Criteo. “Delivering an engaging app experience and connecting seamlessly with consumers across multiple devices are key to capturing ecommerce sales in this new world.”

The findings in this report are based on Criteo’s analysis of 1.4 billion individual ecommerce transactions totaling over \$160 billion of annual sales globally. Additional key takeaways include:

- **Mobile is huge:** U.S. mobile transactions now account for more than 30 percent of all ecommerce transactions and are expected to reach 33 percent by the end of the year in the U.S. and 40 percent globally. Leading the charge are fashion, luxury and travel verticals where one in three transactions are now on mobile devices.
- **Optimize or bust:** Sites that are optimized for mobile see a 3.4 percent conversion rate more than double that of non-optimized sites where only 1.6 percent of consumers convert.

“Consumer adoption of mobile continues to be the biggest trend in both ecommerce and advertising today, and the pace of growth remains astounding,” said Wolf. “Marketers’ ability to leverage new technologies to accurately identify and reach consumers wherever they are is going to become critical as this trend continues towards a world where the majority of transactions will take place across multiple devices.”

To download Criteo’s complete Q2 2015 State Of Mobile Commerce report, please visit [www.criteo.com/mobile-commerce-report/](http://www.criteo.com/mobile-commerce-report/) and for more information about Criteo and its technology please visit [www.criteo.com](http://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 1,500 employees in 23 offices across the Americas, Europe and Asia-Pacific, serving over 7,800 advertisers worldwide with direct relationships with over 10,000 publishers.

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

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