

French ecommerce and fashion:



HOT TRENDS OF THE SEASON SALES*



French fashion retailers witness strong surge in e-commerce purchases during the summer sales

Massive growth in sales on day 1 and another surge in purchases on the last day of the sale.

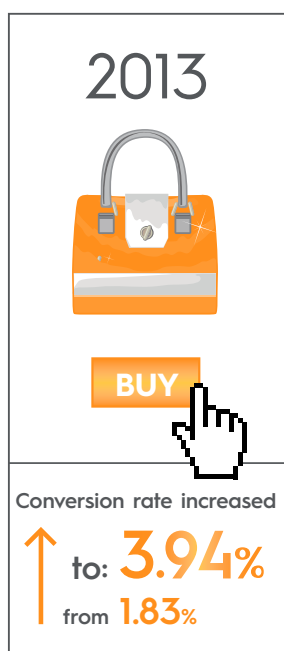
Average daily sales return to pre-sale levels the week after the sales ended.



+48%

Conversion rates improved significantly as more shoppers buy after viewing ads on their PC, tablet, or mobile phone

Average order value (AOV) declined with more shoppers buying products at reduced prices



Lift in conversion rate on the 1st day of the sale, compared to the previous day



AOV declined by around 10%. It was Euro 97.7 before the start of the summer sales.

Criteo ads reach 924 million unique Internet users per month (comScore, March 2014). The findings in this release come from the analysis of consumer Internet shopping data on 80+ fashion retailers in France.

