

A man with short brown hair and a light beard is smiling while looking at his smartphone. He is wearing a tan-colored button-down jacket over a grey t-shirt. He is standing on a city street with blurred cars and buildings in the background. The text 'The Future of Mobile Marketing' is overlaid on the right side of the image.

The Future of Mobile Marketing

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**Growth in
M-Commerce is
unstoppable**



A blurred background image showing several people, primarily women, holding and looking at their smartphones. The image is out of focus, emphasizing the prevalence of mobile phone use in daily life.

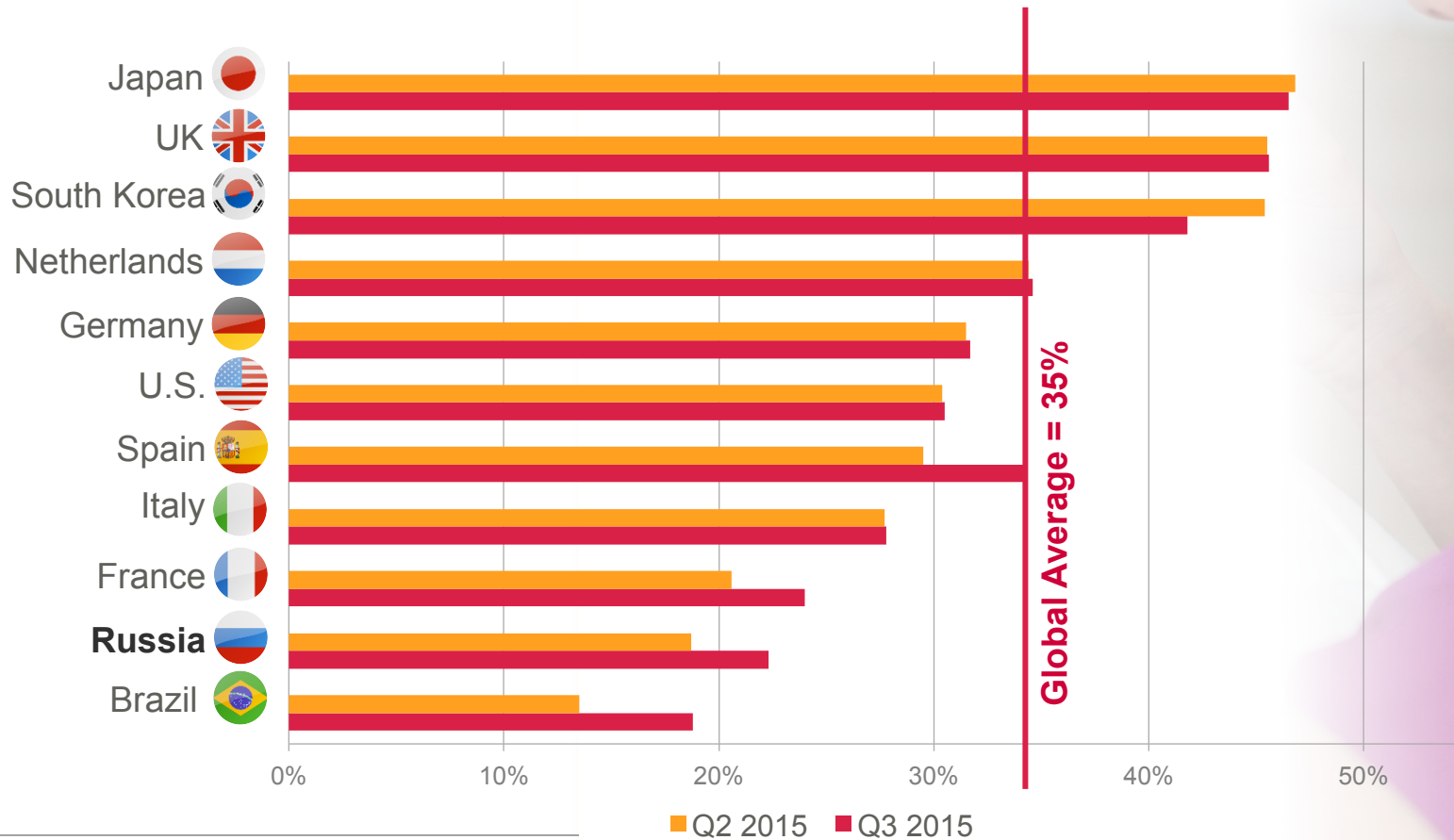
● Mobile is now our most important relationship

The average
smartphone user
spends **2 hours**
a day on
their phone

....And spends
only 97 minutes
with their
significant other

● M-commerce is now 35% of global Ecommerce transactions in Retail

Mobile Share of Retail eCommerce Transactions



Source: Criteo State of Mobile Commerce – Q3 2015

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● Mobile Retail Sales are growing fast in Russia

+ 19%
SALES PER
QUARTER

22,3%

Q3 2015

18,7%

Q2 2015

- Back-to-school 2015 shows how Russians are indulging in mobile shopping



BACK TO SCHOOL

...three times the increase of click-through-rate

...three times the increase in average order value

...more sales and a higher conversion rate

than desktop

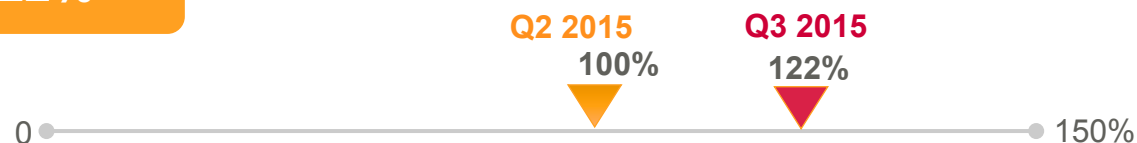
● KUPIVIP has successfully answered to this change in customer behavior



Mobile Sales

+22%

Mobile share of registered users eCommerce transactions (indexed)



Average Order Value

+10%

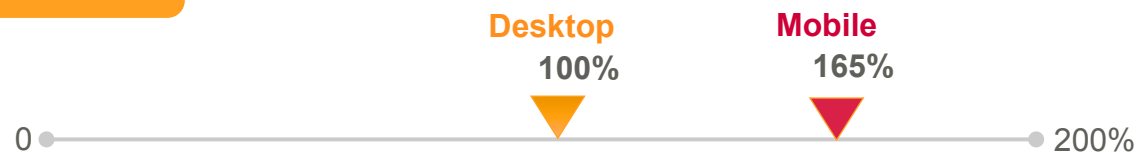
Mobile versus Desktop devices (indexed)



Conversion Rate

+65%

Mobile versus Desktop devices (indexed)

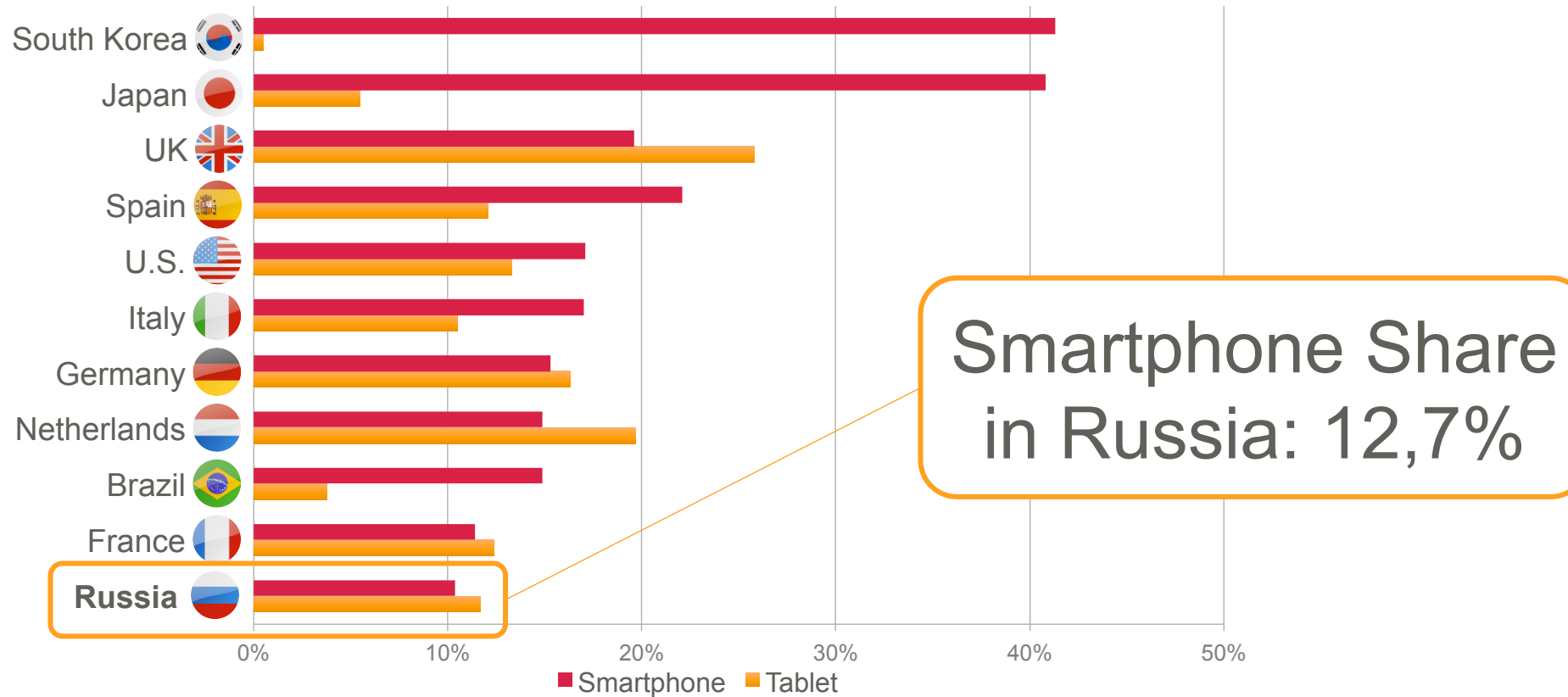


**Smartphones
will replace
tablets**



● Smartphones continue to grow including in Russia

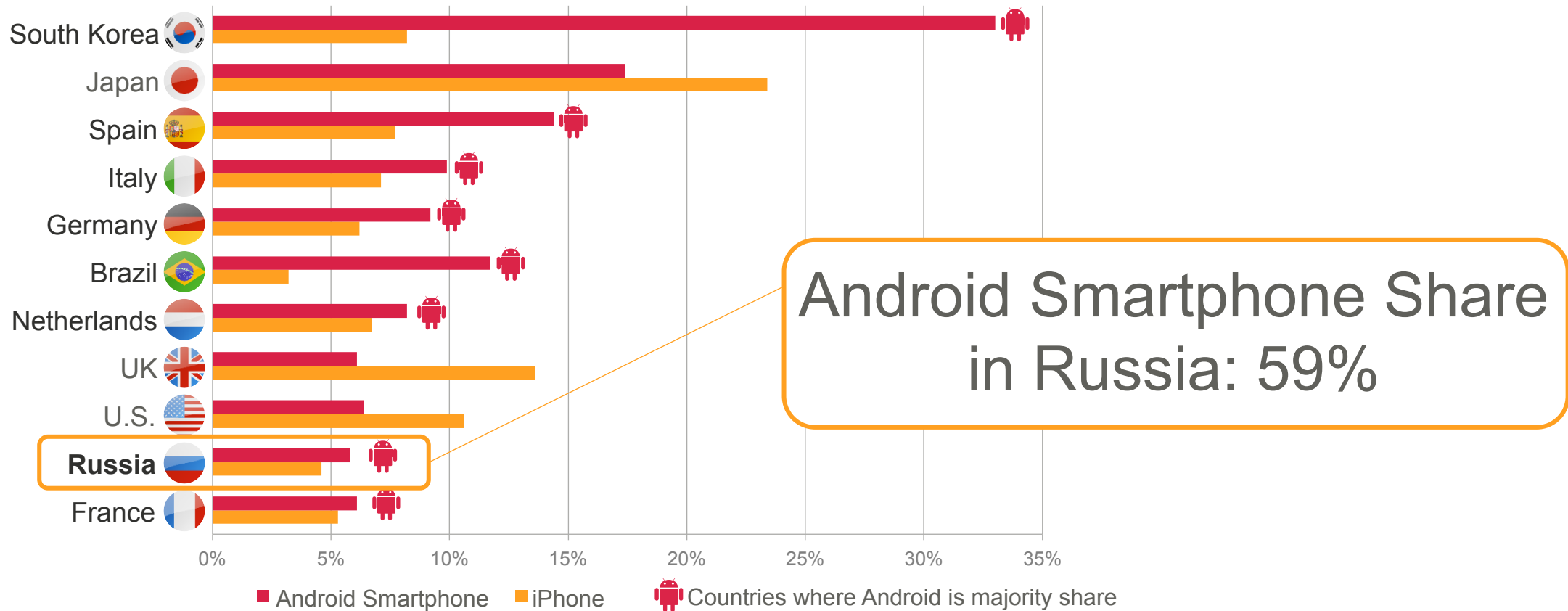
Smartphone and Tablet Share of Retail eCommerce Transactions



Smartphone Share
in Russia: 12,7%

● Android Smartphone is leading the way

Android Smartphone and iPhone Share of Retail eCommerce Transactions

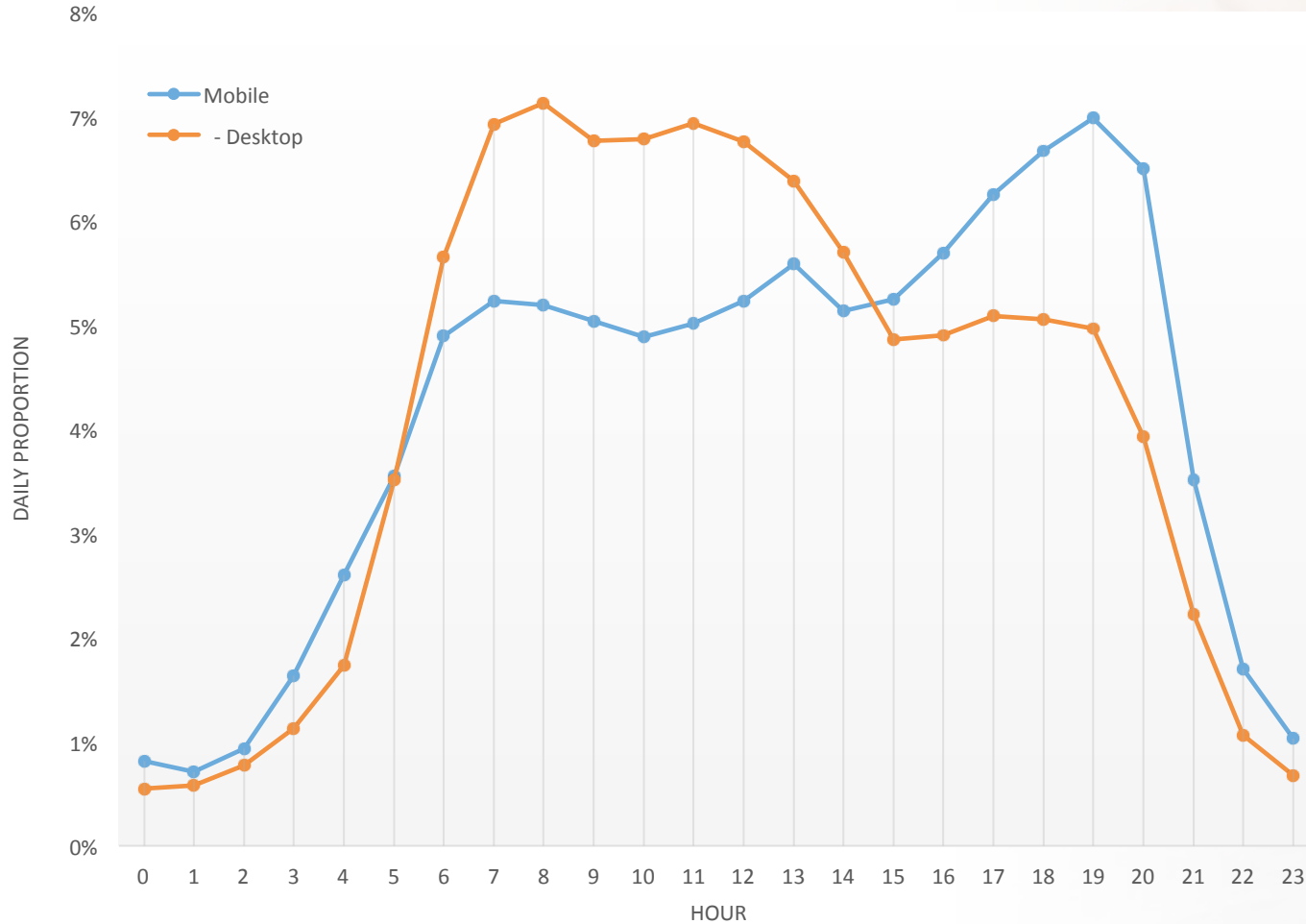


Source: Criteo State of Mobile Commerce – Q3 2015

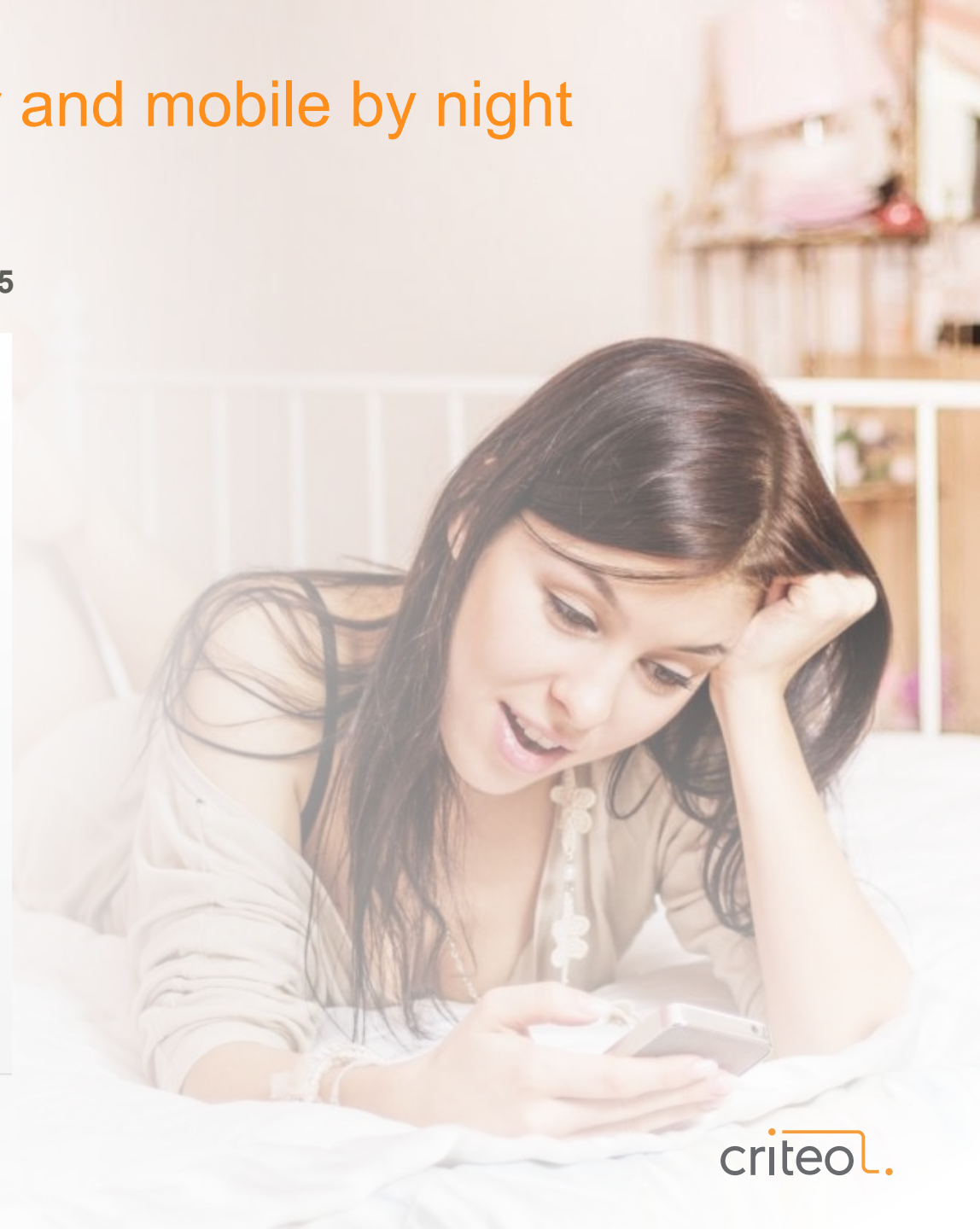
Copyright © 2015 Criteo

● Shoppers choose desktop by day and mobile by night

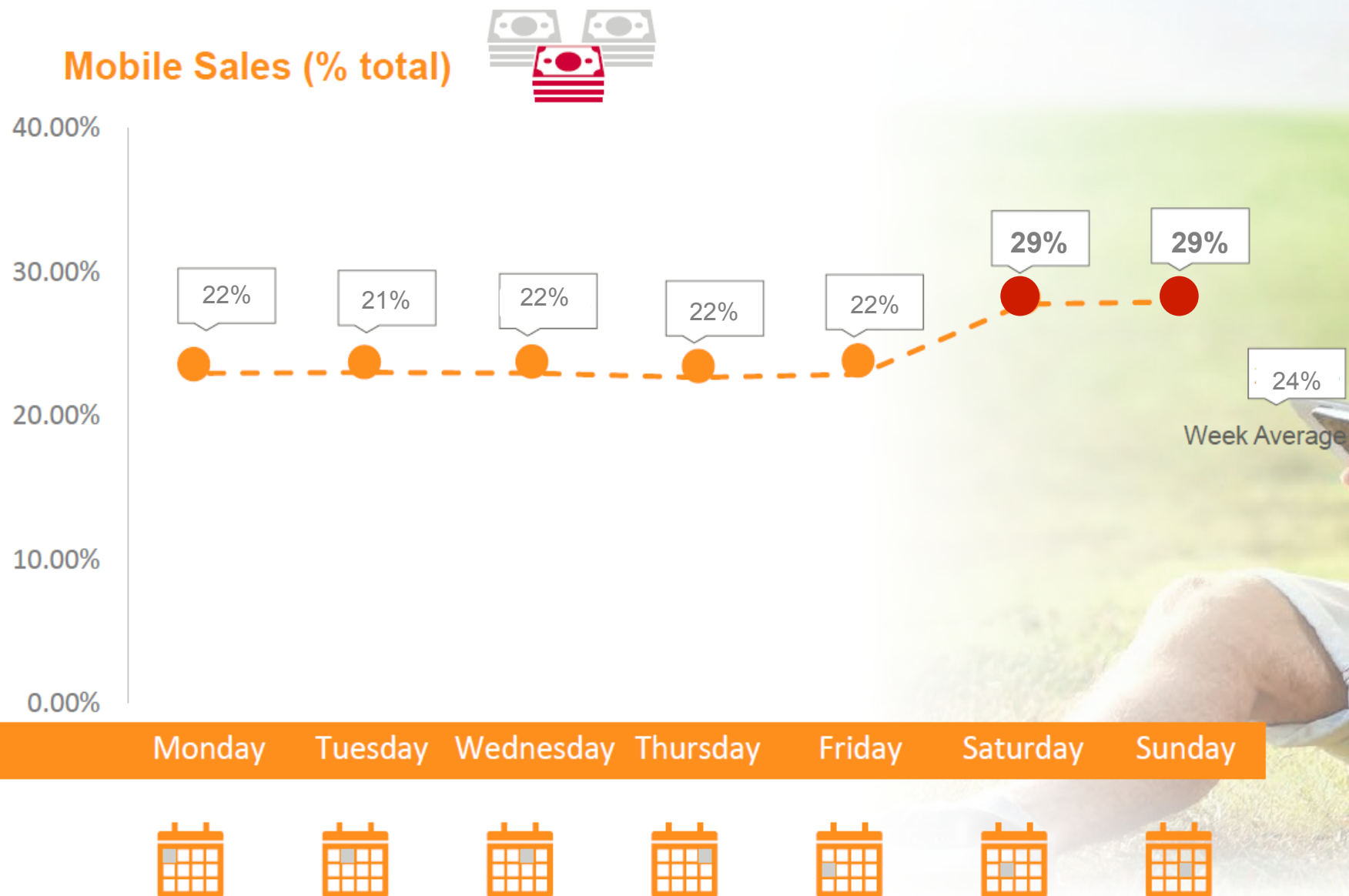
% Transactions by Device and Time of Day on Wednesdays in Q3 2015



Source: Criteo Internal Data Q3 2015 - Russia



● Weekends are the time to shop



In Russia
29% of ecommerce
sales on **Sunday** are
from Mobile
devices

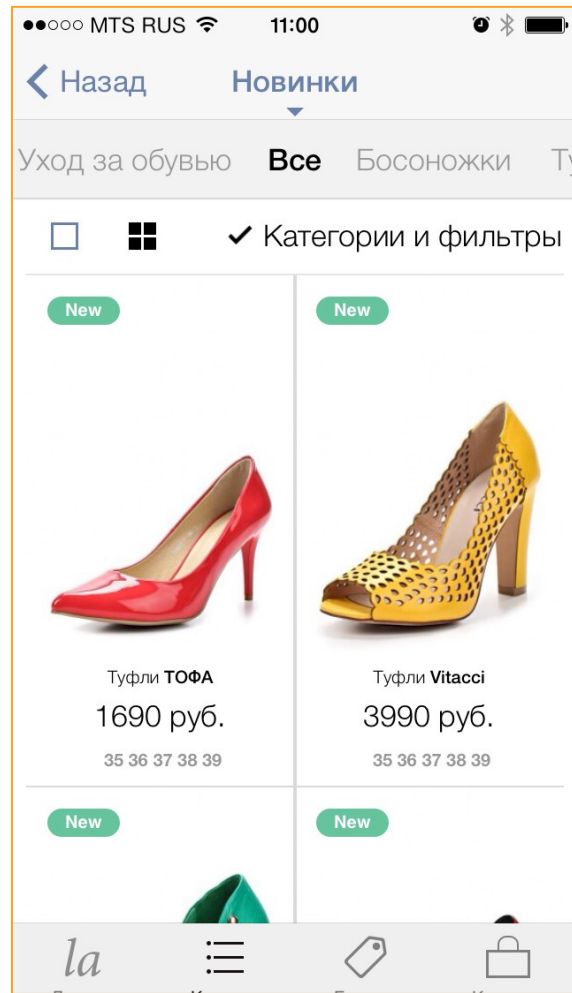
**Apps are the
next frontier**



● Lamoda boosts app profitability with Criteo in-app performance marketing

64%

Additional revenue
brought to Lamoda by
Criteo in-app



+83%

Conversion rate
Lamoda in-app adds
vs. Desktop ads

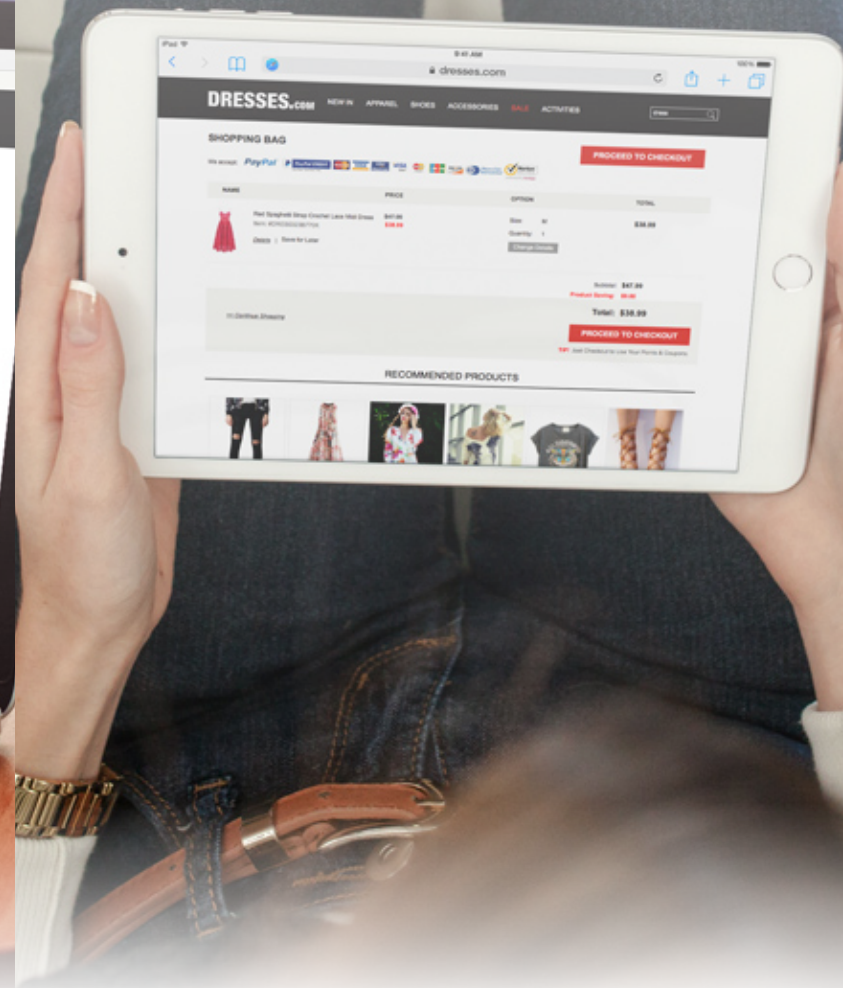
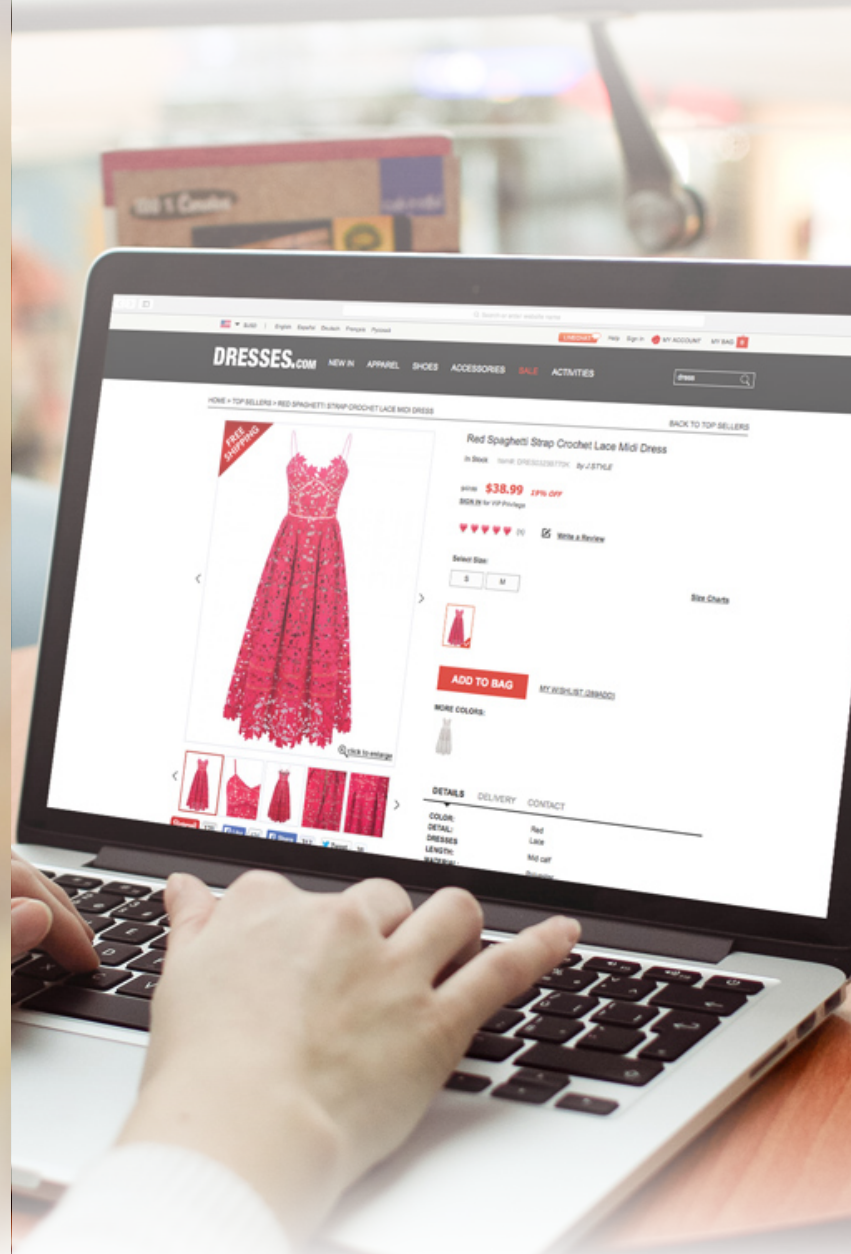


Cross device is
the biggest
challenge and
opportunity

An aerial photograph of a winding asphalt road on a grassy hill. A white car is driving on the road. The road curves through the landscape, and the hills are covered in green grass. A red circle is overlaid on the image, containing text.

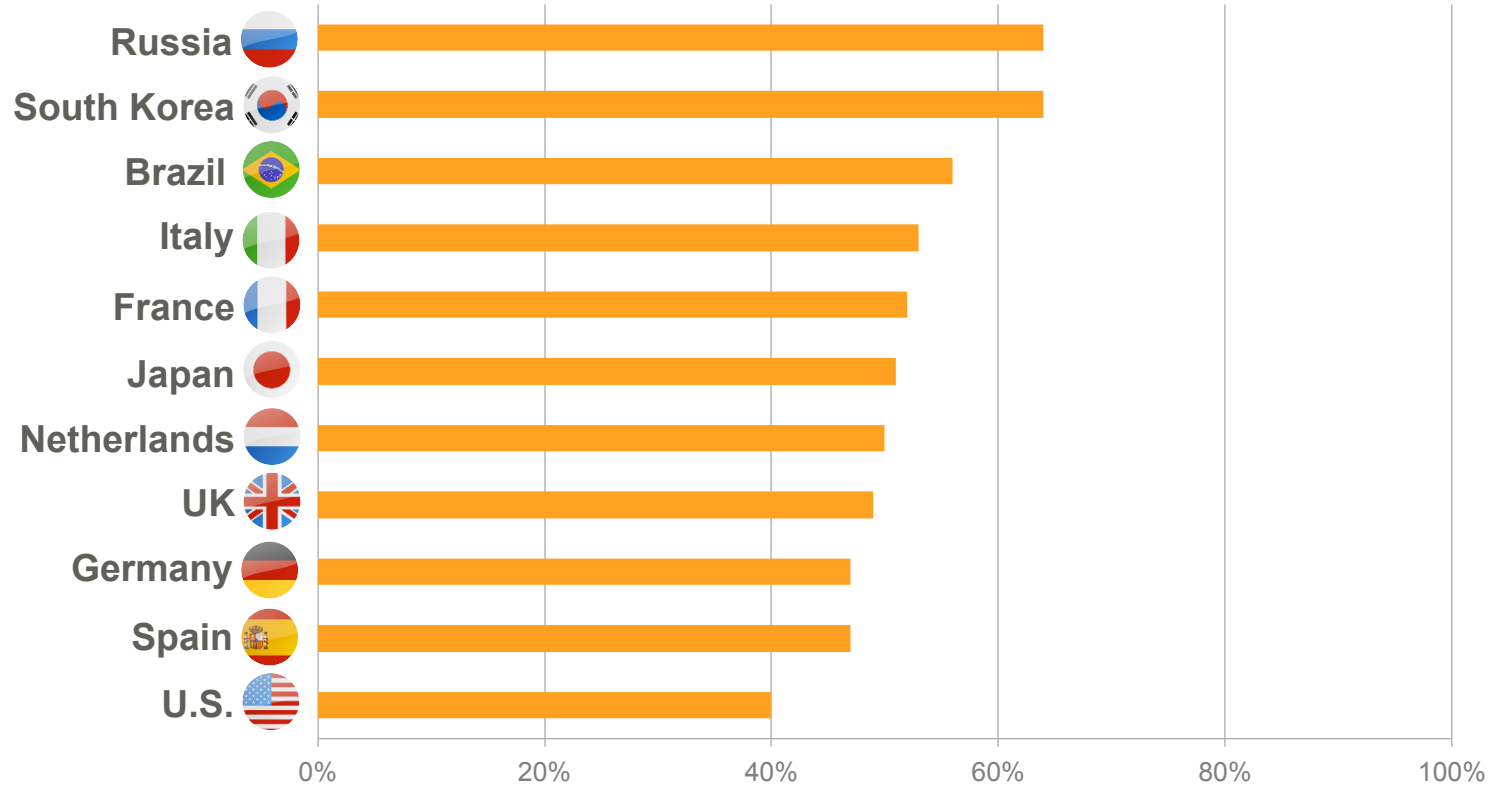
● Retailers no longer define the customer experience

The path to
purchase is
no longer
linear



● Russia is leader in cross-device usage

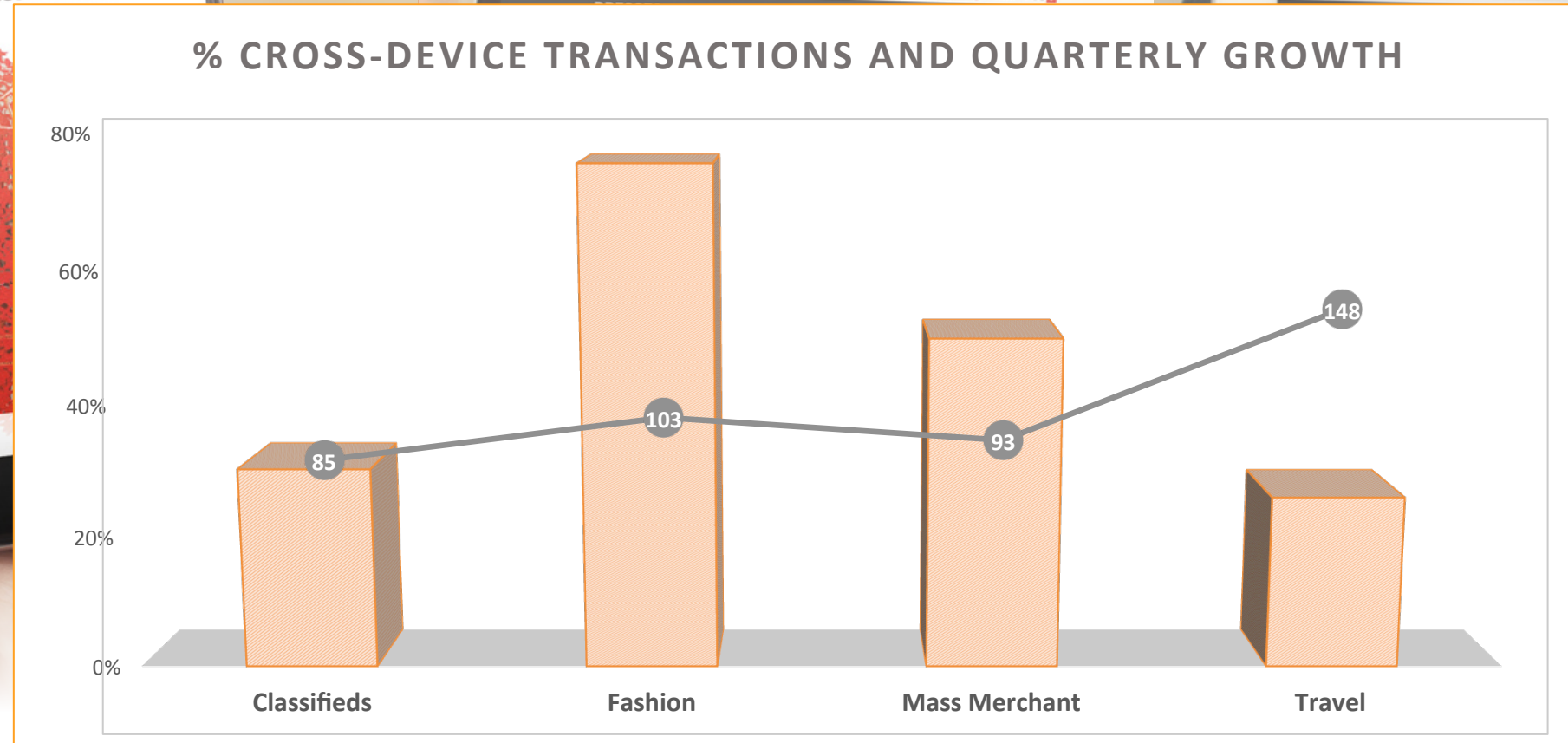
Cross-Device Share of Retail eCommerce Transactions



Source: Criteo State of Mobile Commerce Q3 2015



● Russia Cross-device penetration varies across verticals



● Conclusion

• Growth in M-Commerce is unstoppable

• Apps are the next frontier

• Smartphone

• Cross device is the next opportunity

Thank you!

