

A woman with curly hair, wearing a yellow textured sweater and a white apron, is laughing joyfully while dusting a young girl. The girl is wearing a pink sweater and is laughing with her head tilted back. The background is a warm, indoor setting, possibly a living room, with a window and some furniture visible. The overall mood is festive and joyful.

Australia Christmas Season Report 2018:

Moments, Trends, Research

The Criteo logo consists of the word "criteo" in a lowercase, sans-serif font. The letter "i" has a dot above it. To the right of the word is a stylized graphic element consisting of a horizontal line that turns 90 degrees downwards at the end, followed by a vertical line that also turns 90 degrees downwards at the end, forming a corner shape.

Based on what we saw in 2017, here's what we expect to happen in 2018



1. Holiday browsing and buying will start earlier than ever.
2. Mobile becomes the go-to purchase channel.
3. The top holiday gifts dominate – and it's not always the big players.
4. Black Friday will keep growing, and more shoppers will go online than ever.
5. Building more data will mean stronger customer relationships.





1

Now

Holiday shopping will start earlier than ever.

2

Anywhere

Mobile will be the go-to purchase channel.

3

Dynamic

Shoppers browse across multiple devices



Now is when shopping starts.



1
Holiday shopping will
start earlier than ever.



attraction

criteo.



Now is when shopping starts.



From the US:

Last year, Walmart, Best Buy, and others started promoting deals in early November instead of waiting until the official Black Friday. That prompted a cascade effect that we're sure will continue in 2018. Shoppers will be looking for deals not just in November, but in October, too.

While we might think of Cyber Monday as the penultimate day for online shopping, a great deal will attract shoppers to your site earlier in the season

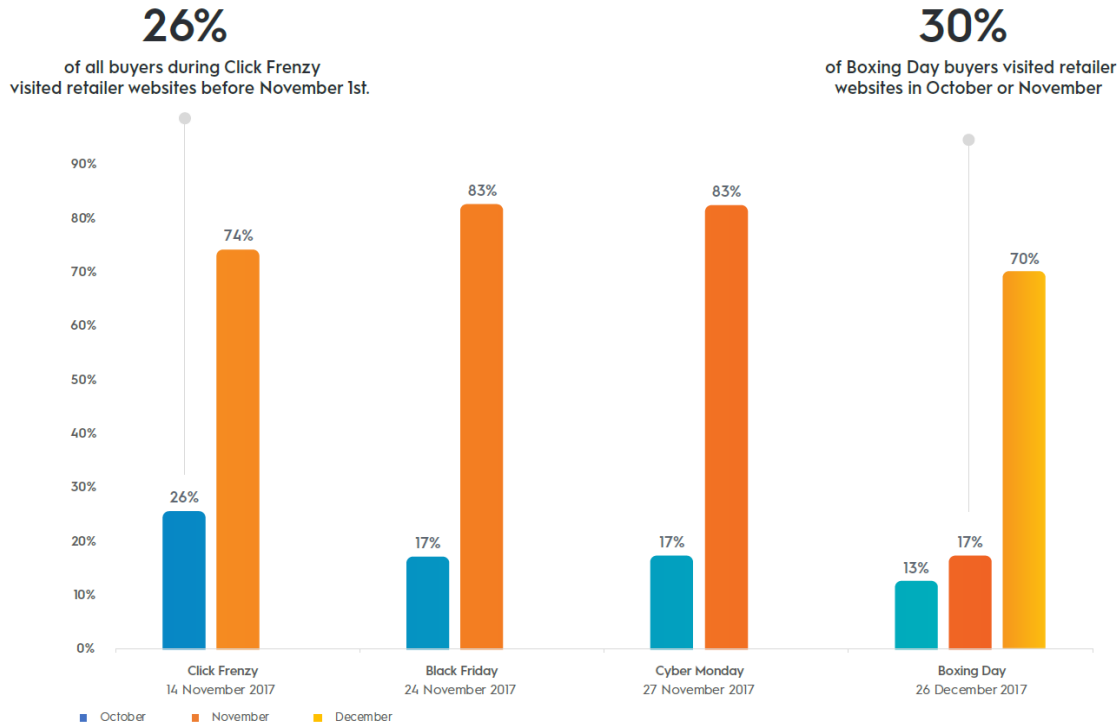


criteo

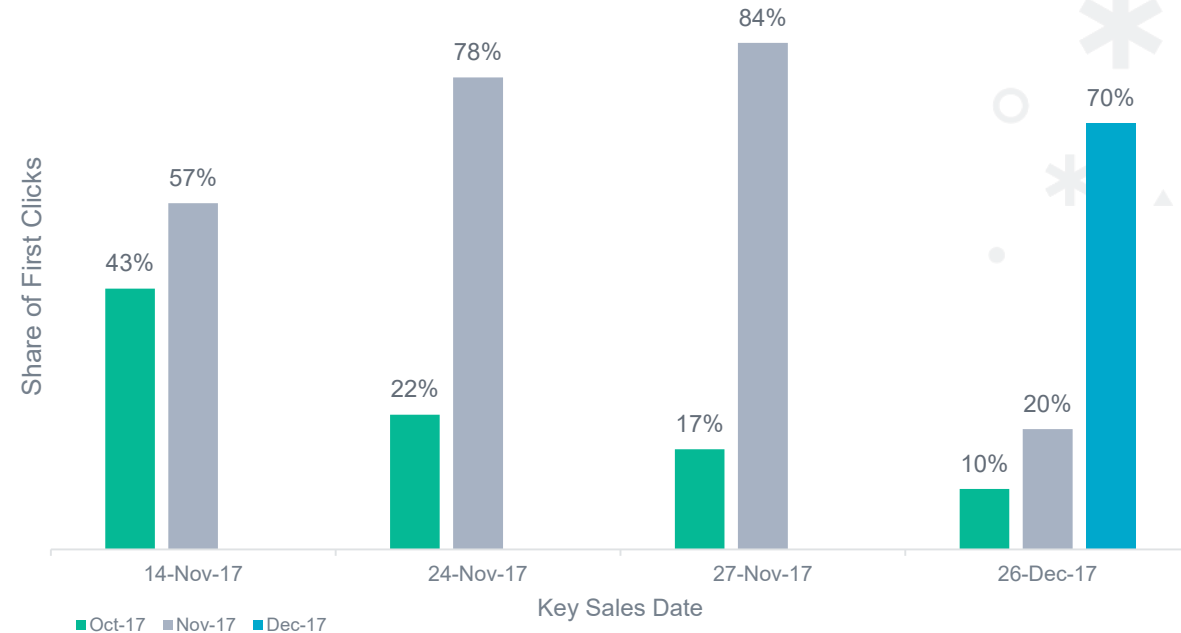
AU Insights: Use October to build prospects for rolling months of deals



FIRST VISIT BY MONTH BEFORE MOST IMPORTANT SALES EVENTS AUSTRALIA, RETAIL, Q4 2017



CRITEO CAMPAIGN – FIRST CLICK VS SALE



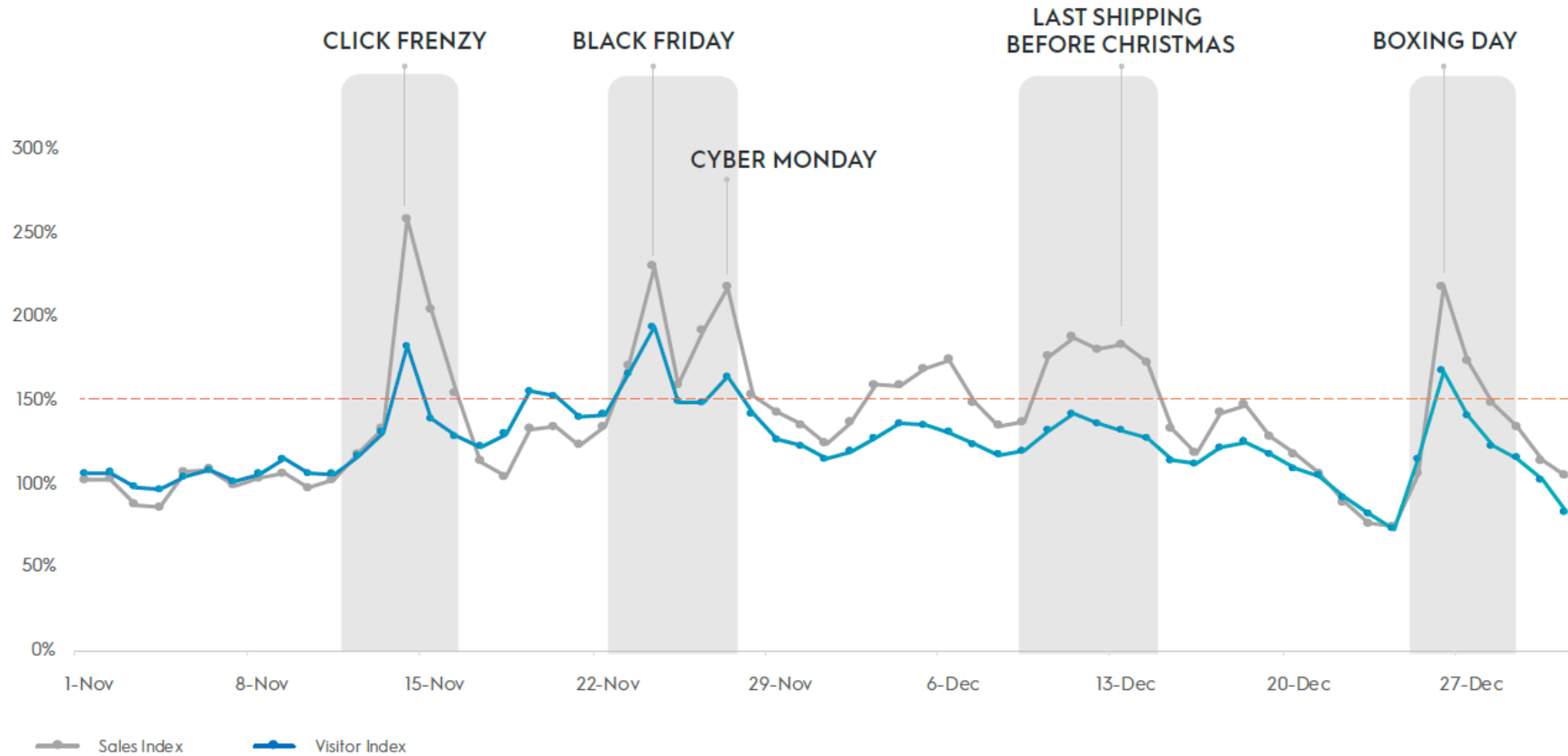
Key Takeaways

- 26% overall Click Frenzy Sales driven by users that landed in October. For Criteo campaigns, almost 50% buyers clicked a banner in October
- People start browsing for Boxing Day sales well in advance

Q4 Visitors & Buyers Evolution



ONSITE SALES AND WEBSITE VISITORS



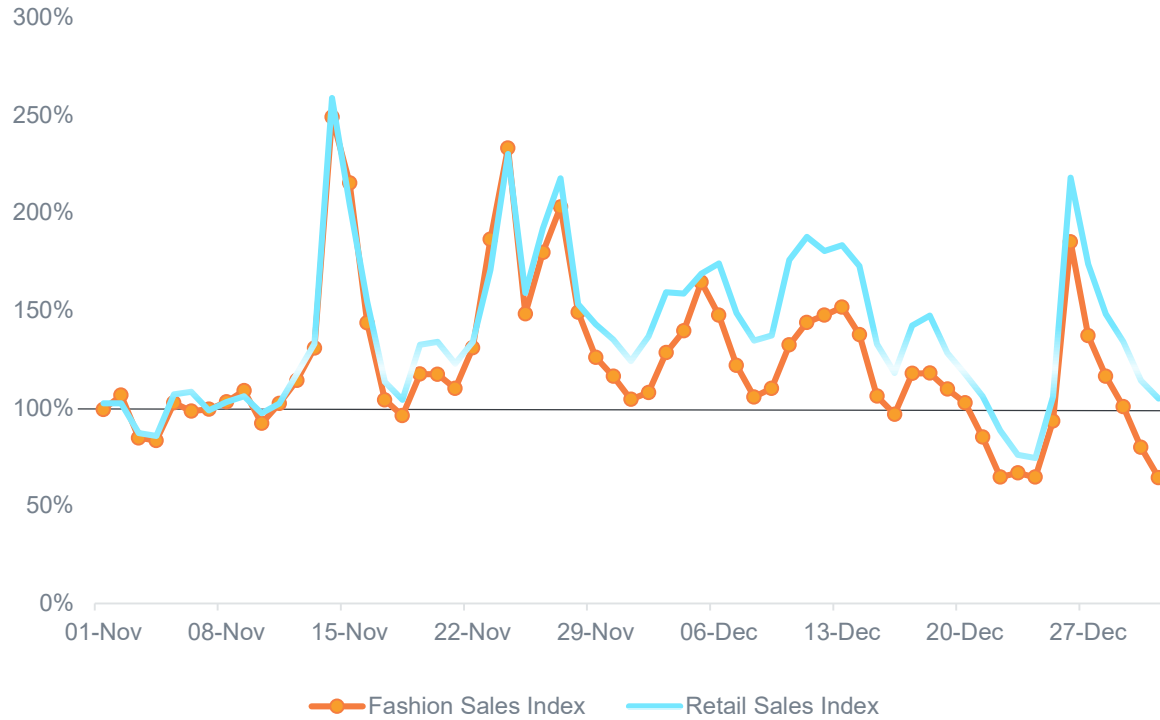
Key Takeaways

- Activity remains 150% above October average index from Click Frenzy until Christmas
- Trend indicates strong onsite conversion

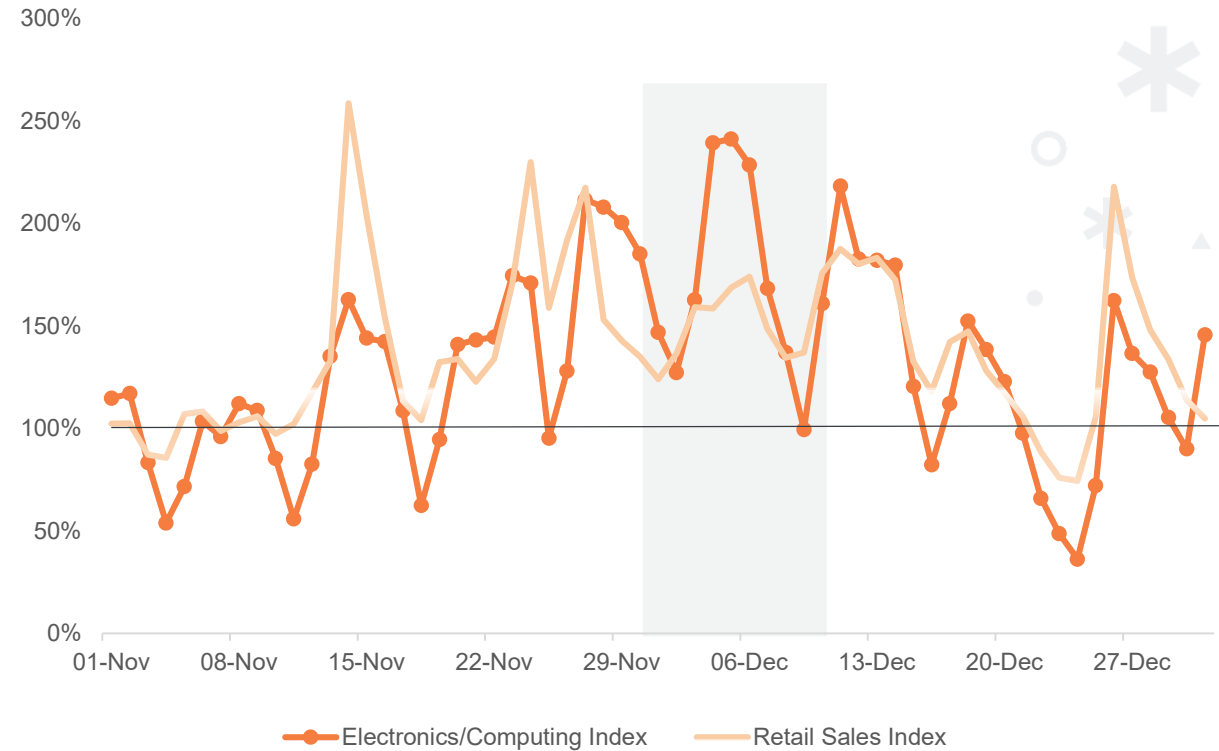
Shoppers are especially keen in fashion, electronics & computing



FASHION VS RETAIL



ELECTRONICS / COMPUTING VS RETAIL



Index = October 2017

Key Takeaways

- Fashion is strong during Click Frenzy
- Electronics strong on Cyber Monday and then first half of December



Anywhere everywhere.



**Mobile will be the
go-to purchase
channel.**





Anywhere everywhere.



Australia smartphone penetration forecast at 89% by 2019

“In Australia, nearly everyone under 50 uses mobile to go online with a 90% penetration rates.





Anywhere everywhere.



72% of consumers shop on mobile in Australia

“Over the past year we’ve seen Australian consumer frequency and preference for mobile purchases grow significantly”





Anywhere everywhere.



COTTON:ON

50-60% of our orders come from mobile

“Australia is a global leader on mobile commerce and it’s especially relevant to our customers... Since [redesigning our sites] we are seeing double digit conversion improvement”

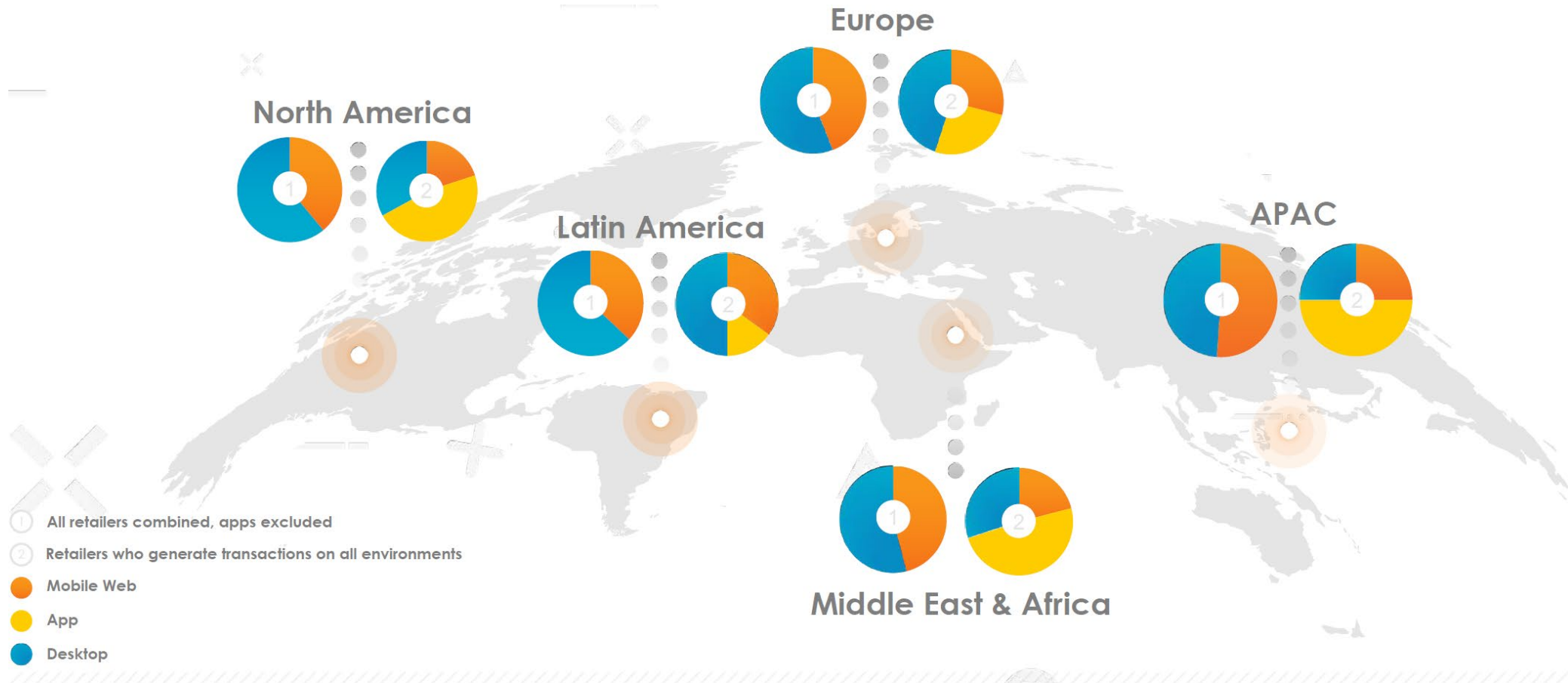
12 •

Source: retailbiz Australia, Australians embracing cyber sales and mobile shopping



criteo

Mobile has become the go-to purchase channel everywhere



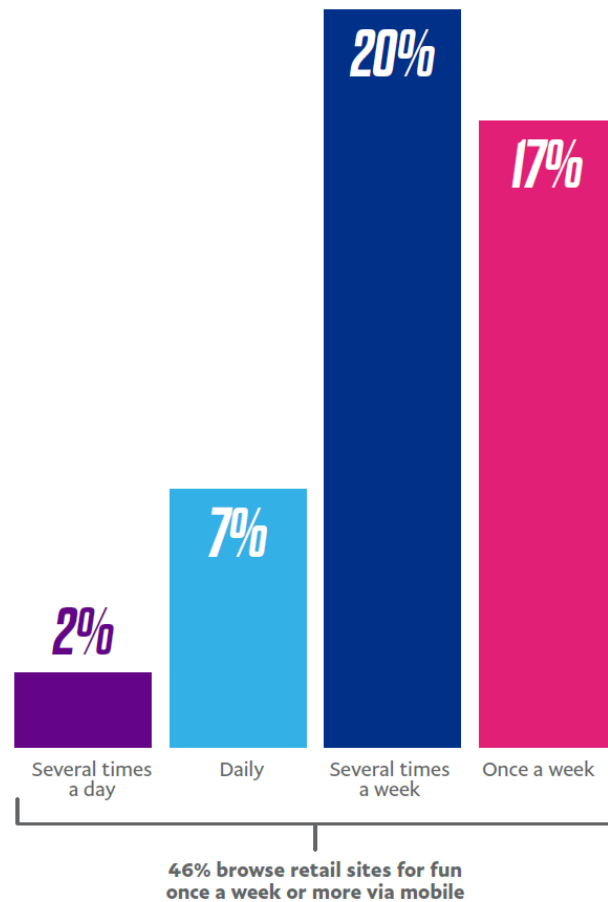
Key Takeaways

In most regions, mobile is accounting for more than 50% of online purchases

M-commerce is taking Australia by storm



FREQUENCY OF RETAIL BROWSING FOR FUN VIA MOBILE



MOBILE IMPULSE BUYS



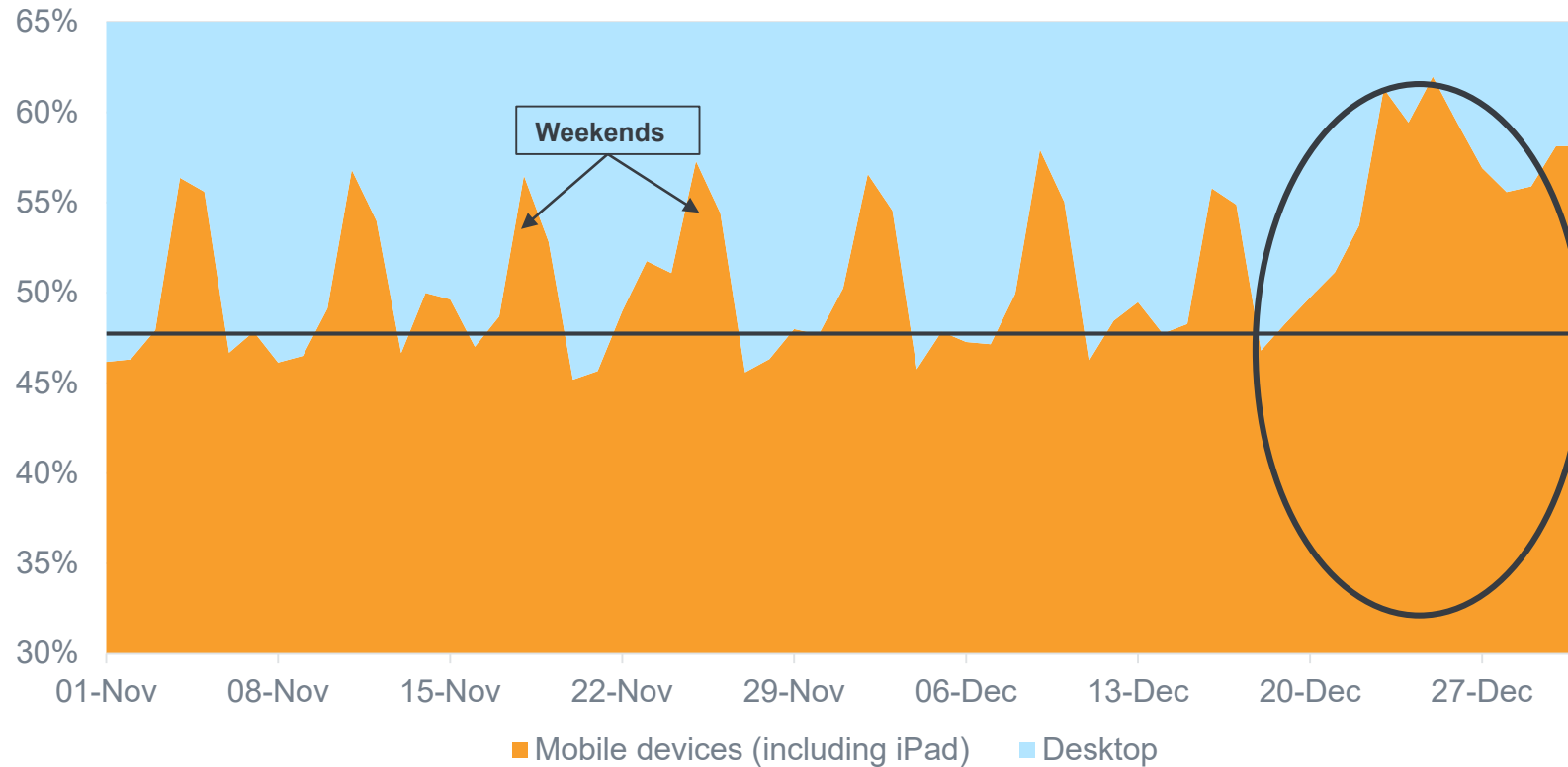
77% OF RECREATIONAL MOBILE BROWSERS MAKE IMPULSE PURCHASES

Delivering personalised ads to your audience on mobile web would increase mindshare and help them complete their holiday purchases.

Mobile activity peaks between Xmas-NY



SHARE OF SALES BY DEVICE



Key Takeaways

- Weekday sales dominated by desktop and weekend by mobile
- Mobile conversions see a sustained peak between mid-Dec and new year



Dynamic shopping patterns.



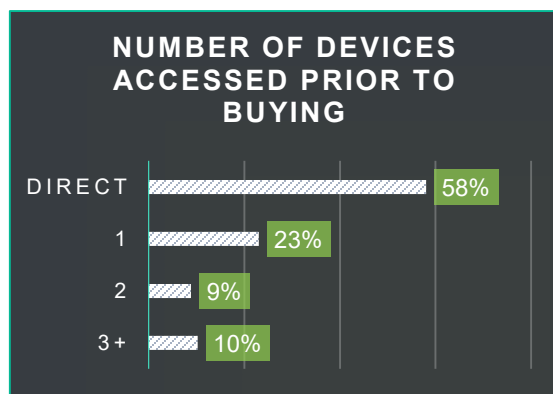
Shoppers browse across multiple devices



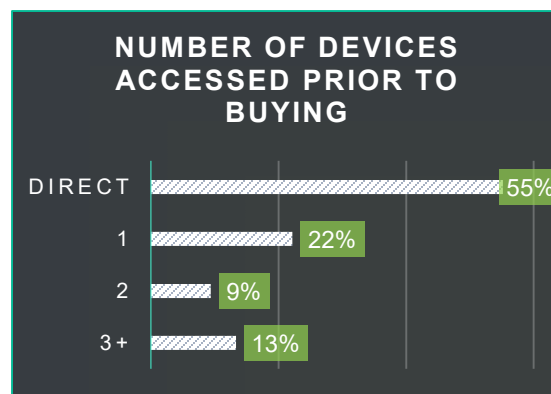
About 50% of users use at least another device to browse before purchasing



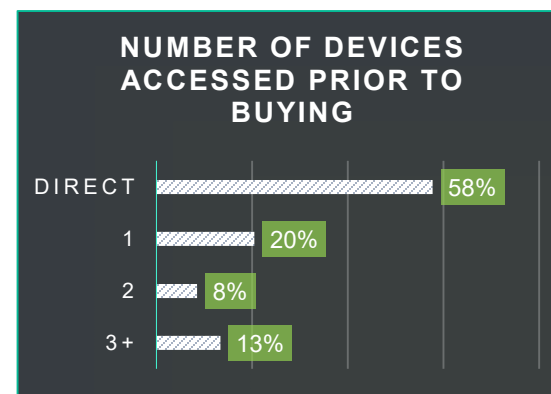
Oct 25 - Oct 31



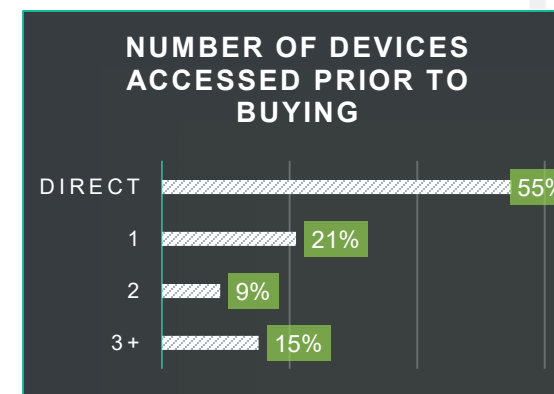
Nov 10 – Nov 16



Nov 22 – Nov 28



Dec 23 - Dec 29



Key Takeaways

- Share of buyers accessing 3+ devices before purchasing increase by **50%** between October & Boxing Day
- Over **45%+** of users use more than 1 device before purchasing

Holiday Seasonal Trends Around the world



Black Friday



Australia

Australia: Black Friday Competes with “Click Frenzy” for Shopper Attention*

Specific to Australia, Click Frenzy, a day initiated by retailers to jump start Christmas sales, continues to be more important than Black Friday:

- **Click Frenzy** (November 14) saw +139% in sales vs +99% for Black Friday compared to an average sales day in October 2017.
- **Black Friday** showed higher growth rates than Click Frenzy, though, and seems to be taking sales from Click Frenzy.
- **Mobile share:** 44% of online retail sales for Click Frenzy, and 42% for Black Friday.
- **Cyber Week II:** December 26 had a 27% rise in product detail page views and a 25% rise in shoppers.



Brazil

Brazil: Black Friday Shows Solid Gains*

With the Brazilian economy challenged, and consumer confidence rocked, Criteo saw that shoppers held back spend for the deals to come. Shoppers were so eager to upgrade their TV sets to smart TVs and 4K UHD that on Black Friday, malls were flooded. Criteo data shows that in Brazil:

- **Shoppers:** +327% over an average sales day in October.
- **Purchasers:** +882%.
- **Mobile share:** 28% of online retail sales on Friday, compared to 43% during the weekend.
- **Cyber Week II:** December 26 had a 27% rise in product detail page views and a 25% rise in shoppers.

Around the World.



France

France: It's not Vendredi Noir, it's Black Friday

The French government mandated that terms need to be translated into their language, but this year in France, retailers chose to use the American term for Black Friday sales. You can see this reflected in top retail search terms for the week of Black Friday: “Black Friday iPhone” and “Black Friday Informatique” were the top searched terms from leading consumer electronics sellers.

- **Shoppers:** +201% over the average day in October.
- **Purchasers:** +59%.
- **Mobile share:** 32% of online retail sales on Friday, 35% during the weekend.
- **Cart sizes** were an average of €177 and the average product sold cost €83
- **Cyber Week II:** France does not have this phenomenon, as shoppers hold out for Les Soldes D'Hiver, the traditional winter sales period during the first week in January.



Germany

Germany: Merry Christmas for ecommerce*

Germans have a tradition of the Christmas market: beautiful street markets that encourage browsing and add to the holiday mood. But online is showing strong growth, likely due to its convenience (open 24/7) and the great deals offered.

- **Shoppers:** +60% over the average day in October.
- **Purchasers:** +156%.
- **Mobile share:** 47% of online retail sales on Friday, 50% during the weekend.

Black Friday



UK Amidst Brexit Worries, Black Friday Drives Retail Sales

The UK is dealing with the learnings from 2015, when Black Friday caught merchants by surprise and disappointed shoppers with inadequate inventory stocks. Retailers have figured out Black Friday, and Criteo saw dramatic sales spikes that day:

- **Shoppers:** +233% shoppers vs the average day in October.
- **Purchasers:** +271%
- **Average basket size:** £132, and the average item price was £67, the highest of the Festive Season thus far.
- **Mobile Share:** 56% of online retail sales on Black Friday versus 60% on the weekend.
- **Cyber Week II:** 50% increase in product detail page views for Boxing Day, the traditional start of winter discounting. 71% increase in the number of shoppers who added a product to a basket that day.



Russian Federation Shows Solid Gains

In a country that fits the western image of a snowy Christmas, ecommerce lets shoppers keep warm while gifting:

- **Shoppers:** +67% vs an average day in October.
- **Purchasers:** +164%
- **Mobile share:** 29% of online retail sales on Friday, 34% during the weekend.

United Kingdom

Russia

Around the World.



Spain Warms Up to Black Friday*

Spaniards may have been taking to the streets over political issues, but they were also shopping online:

- **Shoppers:** +113% over an average day in October.
- **Purchasers:** +343%
- **Mobile share:** 40% of sales on Friday, 48% during the weekend.



Japanese Shoppers Know All About Black Friday

While Golden Week is still a much bigger annual event, Black Friday has been growing, despite the fact that there are no national holidays associated with it.

- **Black Friday:** 2.8X increase over the average day in October for people who “add to basket” the day before Black Friday but do not necessarily check out – they are waiting for the discounts.
- 91% increase in sales on Black Friday
- Sales showed double-digit increases over that entire weekend, and Cyber Monday had a 30% pop in sales over October.

Japan

Black Friday



Around the World.



Netherlands

Netherlands: Local Merchants Have an Edge Over Amazon

The Netherlands has a distinct ecommerce culture, with Bol.com (a Criteo partner in the Sponsored Products network which launched in 2000) the dominant ecommerce company (they sell a range of merchandise, including books). Amazon only launched there in 2014. Black Friday shows dramatic increases in shopping activity over October:

- 2.5X the numbers of shoppers online vs the average day in October.
- 3.4X the number of online retail sales.
- **Cyber Monday:** 69% increase in sales

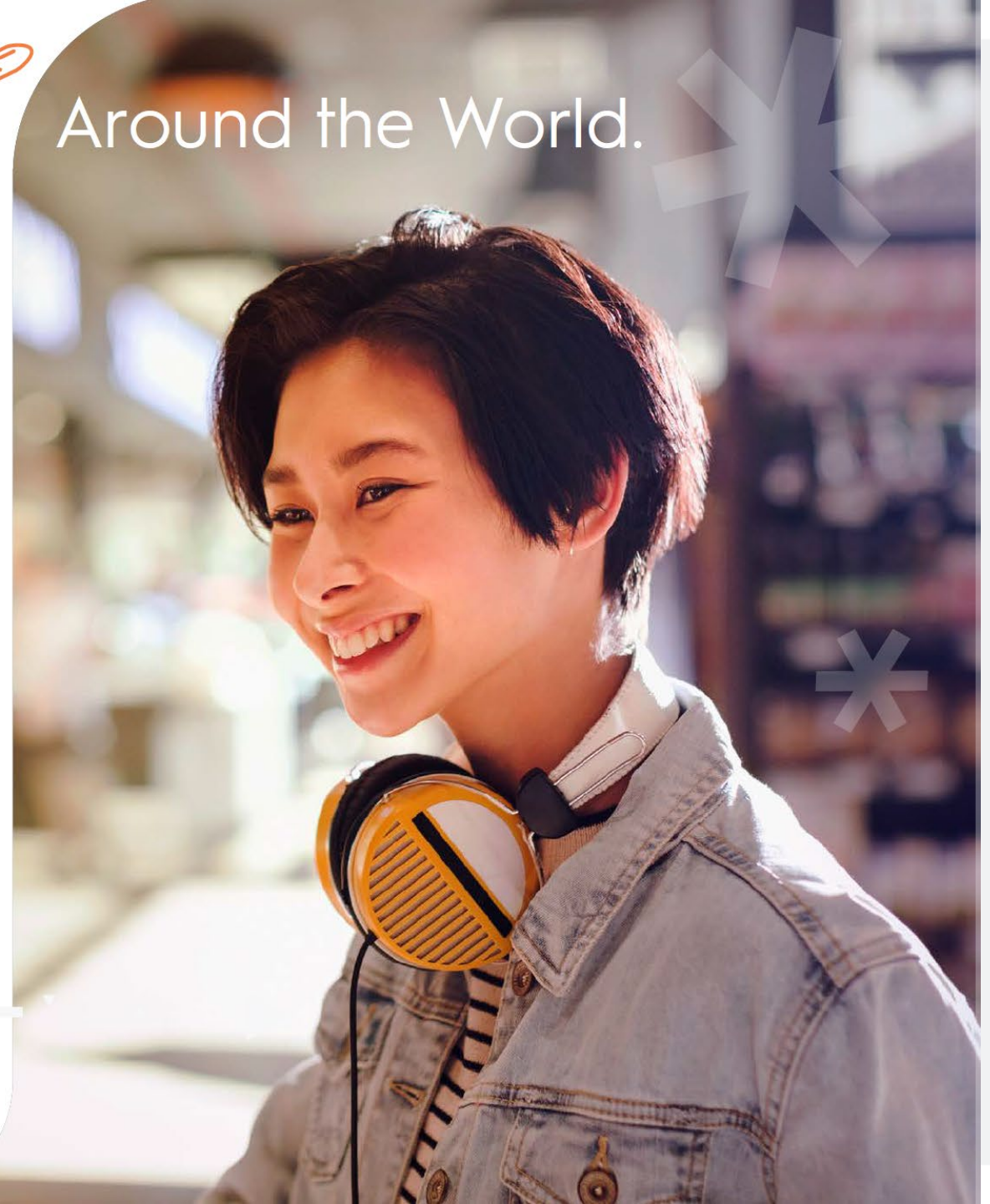


Italy

Italy Celebrates with Online Gifting

Italy has less reliance on large-scale retailers and relatively lower levels of ecommerce growth than other countries in Europe, but Black Friday is definitely becoming a phenomenon:

- 48% increase in the number of shoppers over the average day in October.
- Sales increases of nearly 3X over the average day in October (2.7).



7 Tips for Creating the Best Moments for Your Shoppers. This Christmas Season.



Tip #1

Develop an always-on holiday strategy that starts early and stays late.



Tip #2

Criteo can reach holiday shoppers most likely to be interested in your products.





Tip #3

Optimize your online presence for mobile transactions.





Tip #4

Build personalised holiday marketing campaigns.



Tip #5

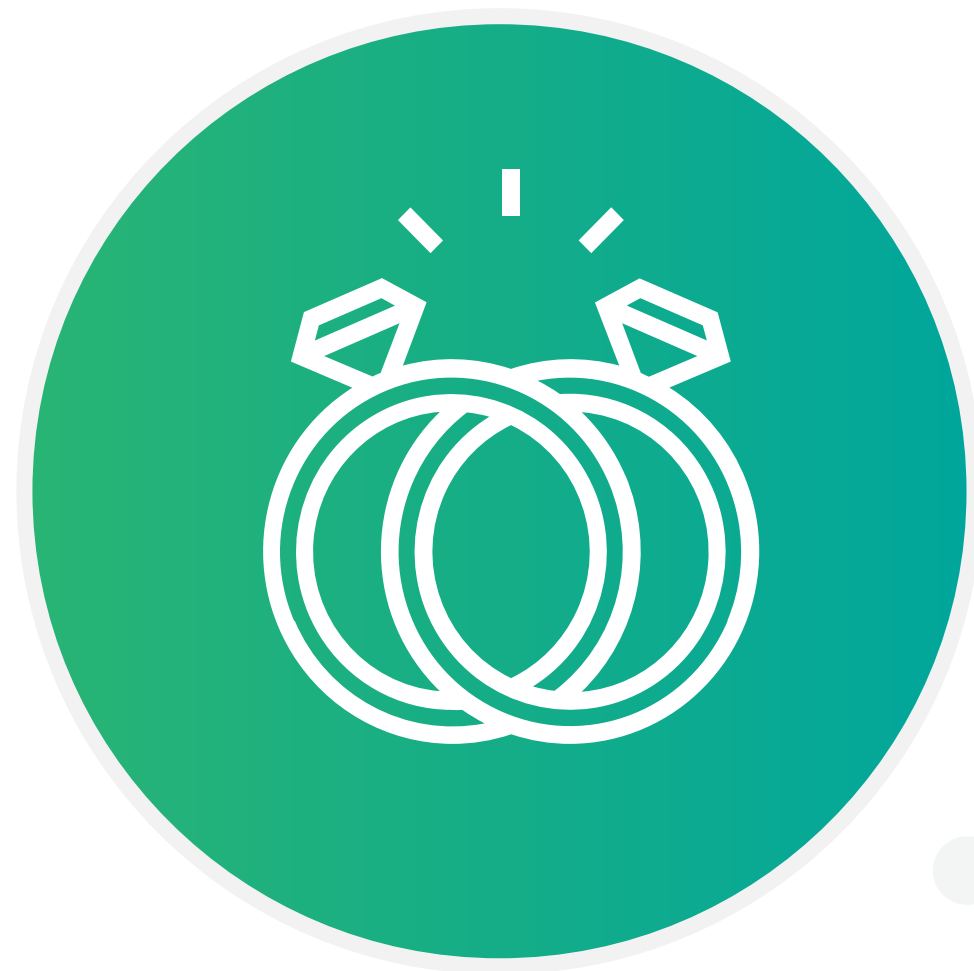
Get access to more data.





Tip #6

Criteo connects shoppers to the things they need and love for key moments in their lives.



Tip #7

**Talk to us about
your needs.
We're here to help.**



Recommendations

- ❖ Key dates: Maximise sales volume opportunity on key dates
- ❖ Beat the rush: Users start researching in October, well before the key sale days
- ❖ Be shopper centric: Create a single shopper view across all devices
- ❖ Be prepared: Be competitive with regular campaign and budget management



Key Dates

- ❖ Nov 13 – Click Frenzy
- ❖ Nov 23 – Black Friday
- ❖ Nov 26 – Cyber Monday
- ❖ Dec 26 – Boxing Day

A woman with curly hair, wearing a yellow cable-knit sweater and a white apron, is laughing joyfully while dusting a young girl in a pink sweater. The girl is laughing with her head tilted back. The background is a warm, indoor setting, likely a kitchen or living area, with framed pictures on the wall. The image is overlaid with various decorative icons: a circle, a triangle, a plus sign, a star, and a snowflake in the top left; a plus sign, a star, and a circle in the top right; a triangle in the middle left; a star in the bottom left; and a snowflake in the bottom right.

**Have a fruitful holiday
this year!**

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