

## WHY PARTNERSHIP **PROGRAMS** SHOULD CARE ABOUT **MOBILE APPS** In-app sales are a major driver of e-commerce

revenue, and they are only growing more important each year. Partnership professionals who aren't watching are missing out on an enormous opportunity.



70

**TRANSACTIONS ARE IN-APP VS** MOBILE WEB<sup>1</sup>

OF ALL MOBILE





Average Order Value (AOV) is: 

140%
HIGHER



from 2016<sup>5</sup>



Purchase Frequency is: 2X HIGHER<sup>4</sup>



## Global time spent in shopping apps grew to

IN THE U.S.





**OF TOTAL ECOMMERCE TRANSACTIONS BY 2021**<sup>6</sup> PERCENTAGE OF IN-APP TRANSACTIONS<sup>8</sup> **(VS. DESKTOP & MOBILE WEB COMBINED)** 

**MOBILE IS EXPECTED** 

## **NORTH AMERICA**

Percentage of in-app transactions has increased Yoy? has increased

**EUROPE** 



**STEEP LEARNING** 

**CURVE** 

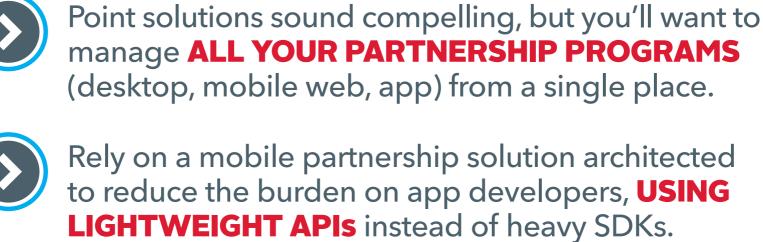


**Aware** 





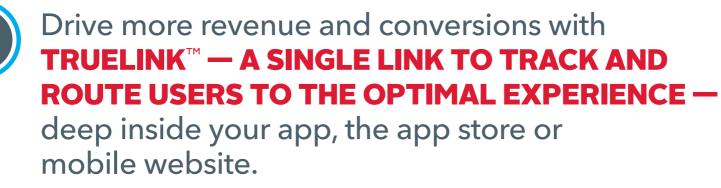
Your partner needs to have a **DEEP UNDERSTANDING OF** THE MOBILE APP WORLD —



from tracking and cross-device to

deep linking, and can guide you

along that complexity.





<sup>2</sup> Source: Criteo, Global Commerce Review, United States, Q1 2018 <sup>3</sup> Source: Branch / Prolific Webinar: Building an Effective Mobile Growth Stack <sup>4</sup>Source: Introducing The Button 2019 Mobile Commerce Report: Holiday Analysis

<sup>1</sup>Source: Criteo, Global Commerce Review, United States, Q1 2018

- <sup>5</sup>Source: App Annie, The State of Mobile 2019 <sup>6</sup>Source: App Annie, The State of Mobile 2019
- <sup>7</sup> Source: emarketer.com, Forecast, Time Spent with Mobile Apps <sup>8</sup> Source: Criteo, Global Commerce Review map

<sup>9</sup> Source: Criteo, Global Commerce Review, United States, Q1 2018

increase your company's

growth and revenue.