



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.

Why? 70% OF ALL MOBILE TRANSACTIONS ARE IN-APP VS MOBILE WEB¹

COMPARED TO MOBILE WEB, IN-APP DRIVES...

3x HIGHER conversion rates²

Average Order Value (AOV) is: **140% HIGHER**³

Purchase Frequency is: **2x HIGHER**⁴

IN THE U.S.

Global time spent in shopping apps grew to **18 BILLION HOURS** in 2018, **UP 45%** from 2016⁵

From 2017 to 2019, time in app has gone up by **24 MINUTES** per user per day⁷

MOBILE IS EXPECTED TO COMPRISE NEARLY **75%** OF TOTAL ECOMMERCE TRANSACTIONS BY 2021⁶

GLOBALLY

PERCENTAGE OF IN-APP TRANSACTIONS⁸ (VS. DESKTOP & MOBILE WEB COMBINED)



Percentage of in-app transactions has increased **22% YoY**⁹

STEEP LEARNING CURVE

The app world can be a difficult one to navigate coming from the web world.

FIND A MOBILE-SAVVY PARTNER!

Be Aware

MORE COMPLEXITY

- Project stakeholders spend numerous cycles working with app development teams.
- Make sure you leverage a solution that is **EASILY INTEGRATED** and most efficiently uses your app developers' time.

Tips

- 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.
- Point solutions sound compelling, but you'll want to manage **ALL YOUR PARTNERSHIP PROGRAMS** (desktop, mobile web, app) from a single place.
- Rely on a mobile partnership solution architected to reduce the burden on app developers, **USING LIGHTWEIGHT APIS** instead of heavy SDKs.
- Drive more revenue and conversions with **TRUELINK™ — A SINGLE LINK TO TRACK AND ROUTE USERS TO THE OPTIMAL EXPERIENCE** — deep inside your app, the app store or mobile website.
- Be a **FIRST MOVER** and bask in the **COMPETITIVE ADVANTAGE**; dazzle your partners with the best tracking, user experience and conversion rates for mobile partnerships.

¹ Source: Criteo, Global Commerce Review, United States, Q1 2018
² Source: Criteo, Global Commerce Review, United States, Q1 2018
³ Source: Branch / Prolific Webinar: Building an Effective Mobile Growth Stack
⁴ Source: Introducing The Button: 2019 Mobile Commerce Report: Holiday Analysis
⁵ Source: App Annie, The State of Mobile 2019
⁶ Source: App Annie, The State of Mobile 2019
⁷ Source: eMarketer.com, Forecast, Time Spent with Mobile Apps
⁸ Source: Criteo, Global Commerce Review map
⁹ Source: Criteo, Global Commerce Review, United States, Q1 2018