



ADTRACTION

Q4 2023

E-commerce Insights

Quarterly trends and insights about category variations, consumer shopping habits, and device usage within online shopping in Europe

Welcome to

E-commerce Insights Q4 2023

The e-commerce landscape changes rapidly, and staying informed is essential. Our quarterly insights report offers a pulse check on the European e-commerce industry, with key insights into category variations, consumer shopping habits, and device usage trends within online shopping.

About the data

The report is based on data sourced from more than 900 e-commerce programs across Adtraction's 12 European markets.

For clarity and ease of comparison, we employ index scales in some of the included graphs. 100 signifies the average of the metric applied, while values above 100 are higher than average and values below 100 are lower.

Each edition of the report features commentary from three of Adtraction's markets, with the aim of providing local perspectives on evolving trends and regional market dynamics.

We hope you find it useful!





Growth of open-banking powered loyalty platforms

The open-banking initiative has unlocked a new and powerful way for loyalty and offer partners to connect with consumers and deliver highly personalised, relevant and targeted offers.

“The open-banking initiative has unlocked a new and powerful way for loyalty and offer partners to connect with consumers”

Open-banking allows companies opt-in access to a user's bank account data. This data can then be used to tailor highly personalised shopping experiences based on a consumer's purchasing habits, which are monetised using the CPA model.

Card-linked loyalty and cashback offers are nothing new to the partner ecosystem. But open-banking is transforming how targeted advertising is delivered to consumers. And while access to a user's bank account may seem intrusive, many younger consumers see it as a gateway to the best discounts on the market.

We can expect to hear more in 2024 from stand-alone partners using open-banking connections like Finfare and Cheddar, while traditional loyalty and offer companies could also adopt the technology to offer more value to their users.



Anthony Clements

Managing Partner, Adtraction UK

Informative content

The digital landscape in Italy reveals a significant trend: the vast majority of consumers use the internet primarily for information search. This underscores the growing importance of informative content in 2024. In this context, partner marketing becomes crucial, building strong relationships with editorial partners and creators. With diverse channels and a focus on performance, the business model is increasingly relevant in an economy where budget optimisation is key.



Julien Tinti

Country Manager, Adtraction Italy

Brand-to-brand partnerships

With increased competition in the e-commerce vertical, advertisers are looking for new, innovative ways to drive sales while providing value to consumers. In Sweden, we observe a growing interest in brand-to-brand partnerships. These mutually beneficial collaborations allow advertisers to partner with non-competing brands, and add a new traffic source to their program, reach new customers and increase customer loyalty.

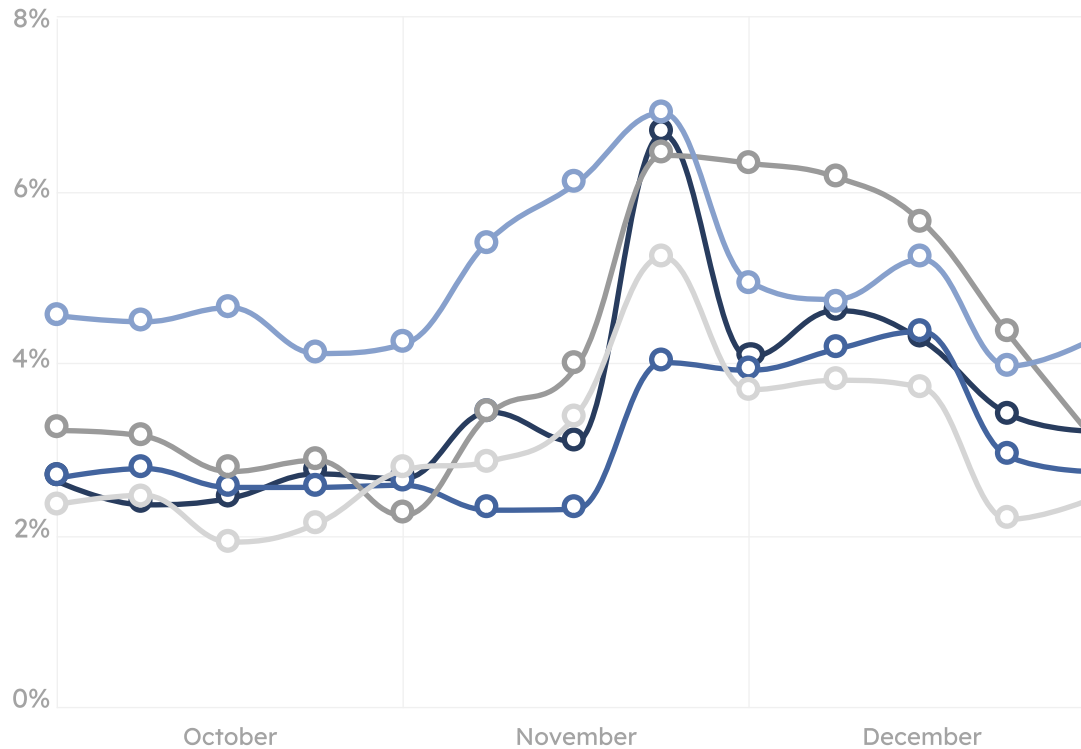


Emma Atterström

Head of E-Commerce, Adtraction Sweden

Conversion rate

By percentage, %

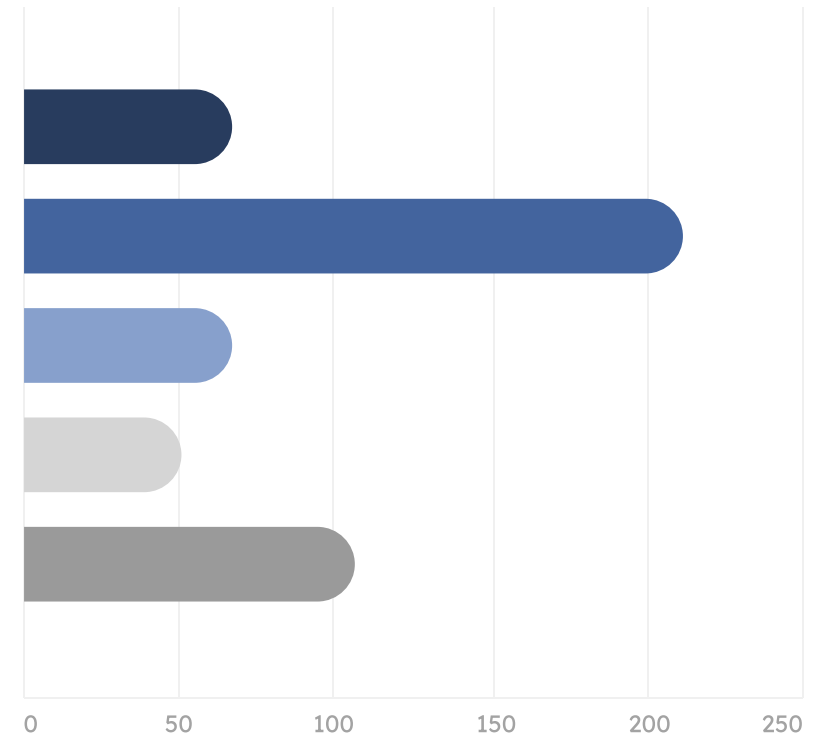


E-commerce conversion rates tend to reach their peak in the fourth quarter. The most significant surge during Black Week was observed in the Fashion category. Interior also demonstrated resilience, with increased conversion rates after Black Week.

● Fashion ● Electronics ● Beauty ● Interior ● Kids and family

Average order value

Index = 100

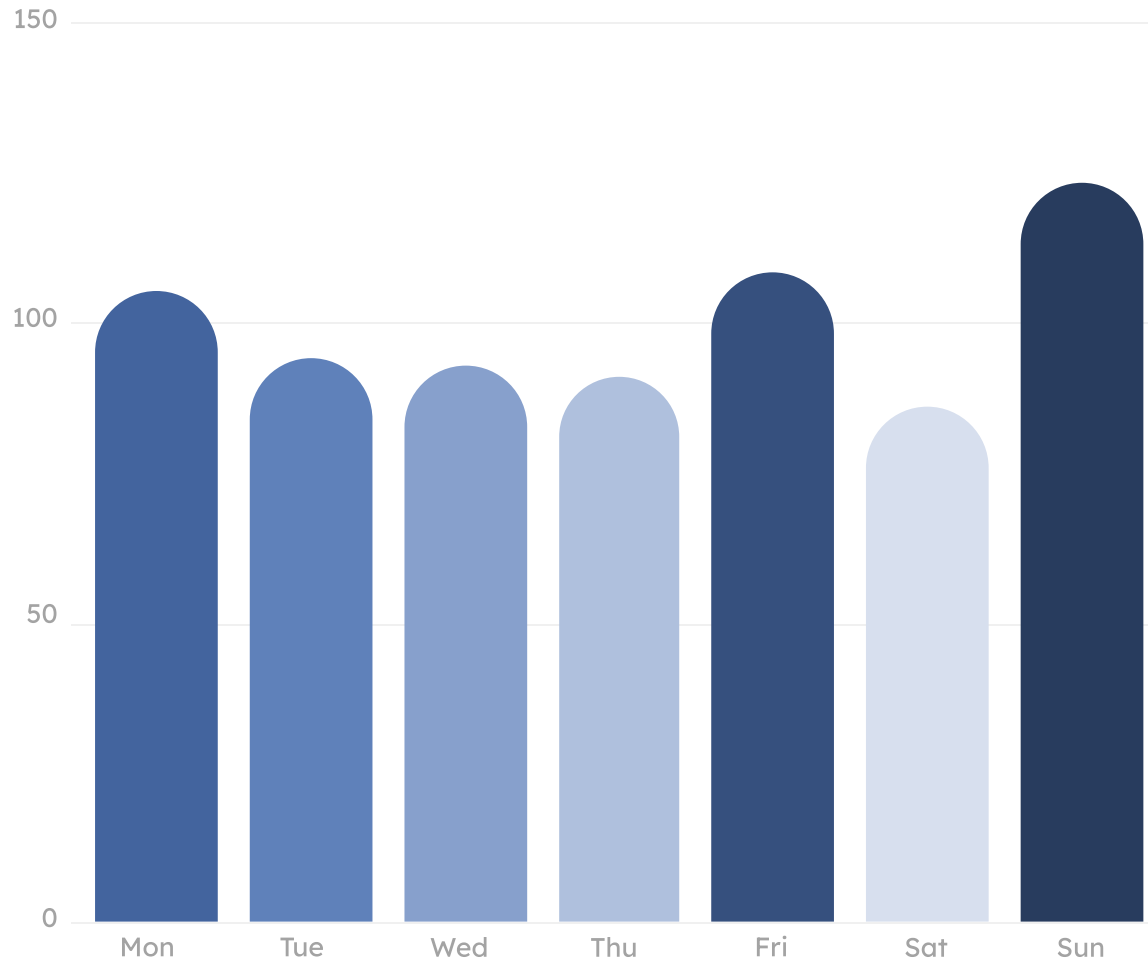


During Q4, Electronics has the highest AOV, surpassing the baseline significantly. Kids and family also had order values above index.



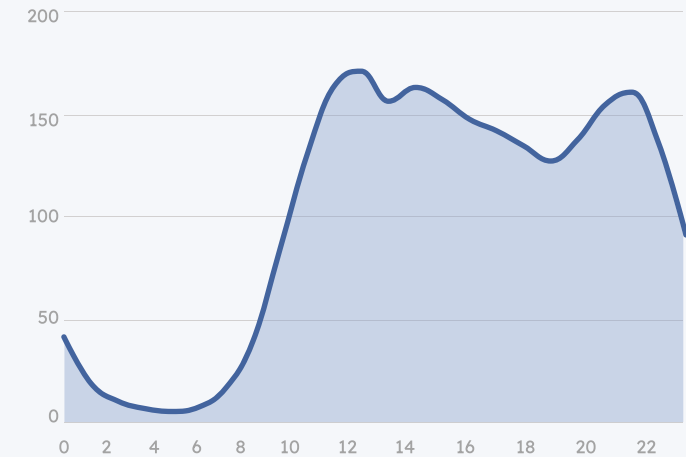
Average shopping week

Sales volume, Index = 100



When reviewing sales volume, Monday, Friday and Sunday were the most prominent shopping days during Q4.

Desktop: Average shopping day Index = 100



The above graph illustrates that consumers shop on their desktop during the day, peaking around midday.

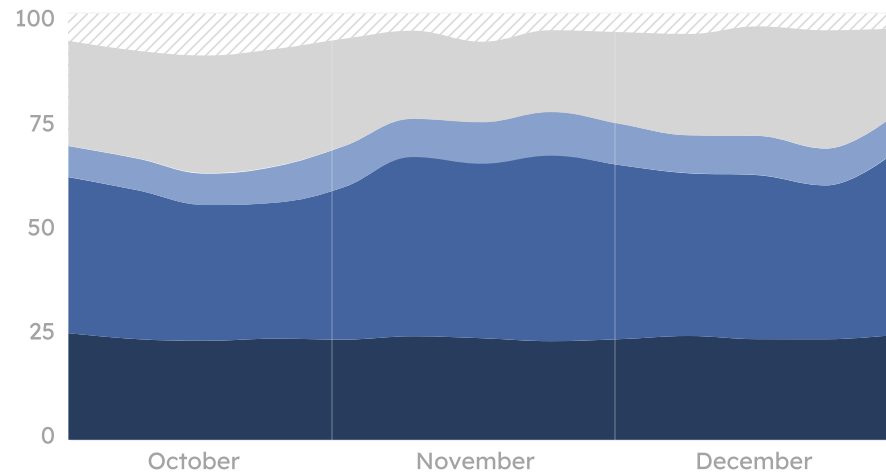
Mobile: Average shopping day Index = 100



In contrast to desktop, mobile shopping gradually increases during the day, and sees a peak in the evening.

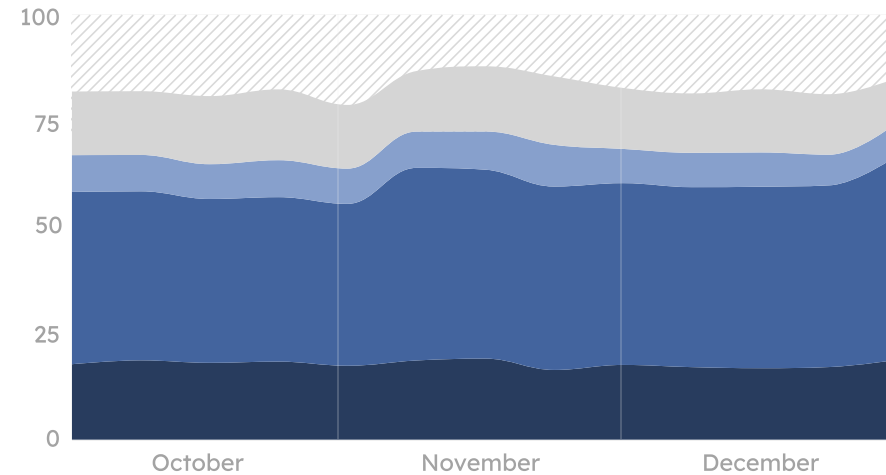


Share of clicks By percentage, %



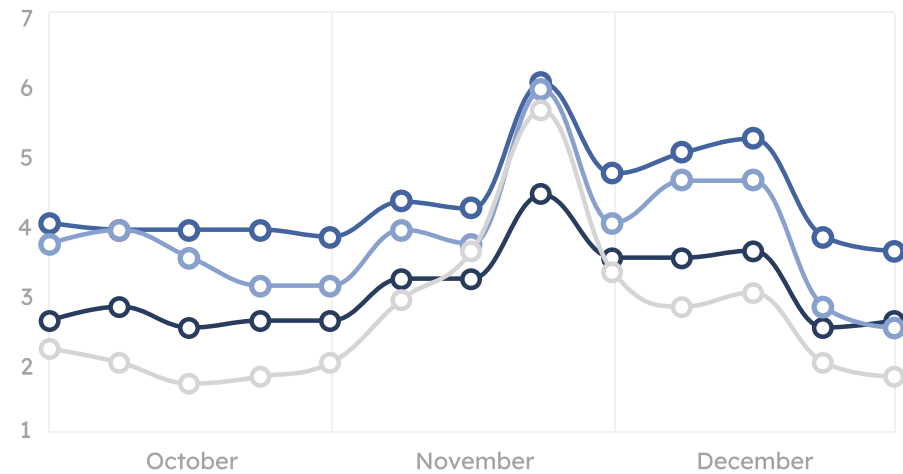
The largest share of clicks comes from iPhones, Androids and PCs.

Share of transactions By percentage, %



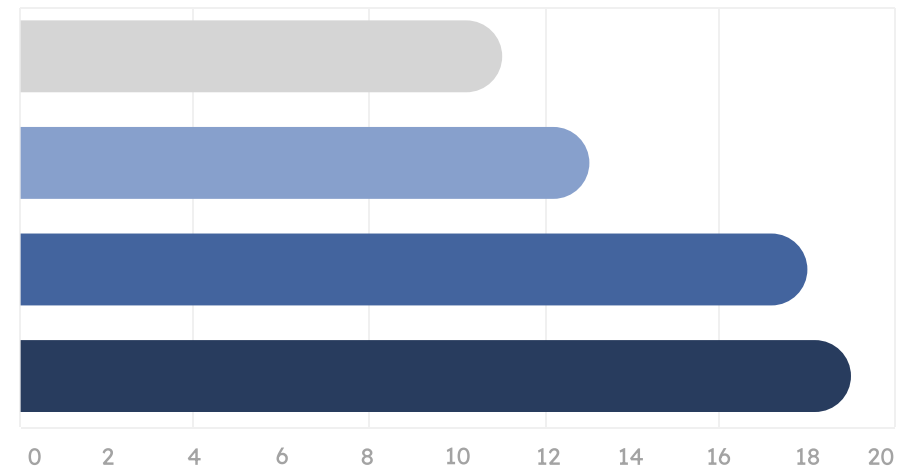
While the share of transactions from iPhones is comparable, the share of transactions shrinks for Android and PC when comparing it to clicks.

Conversion rate By percentage, %



PC conversion rates surge during Black Week compared to the weeks prior and after, indicating that consumers are more deliberate than usual about their shopping.

Median time from click to order By minutes



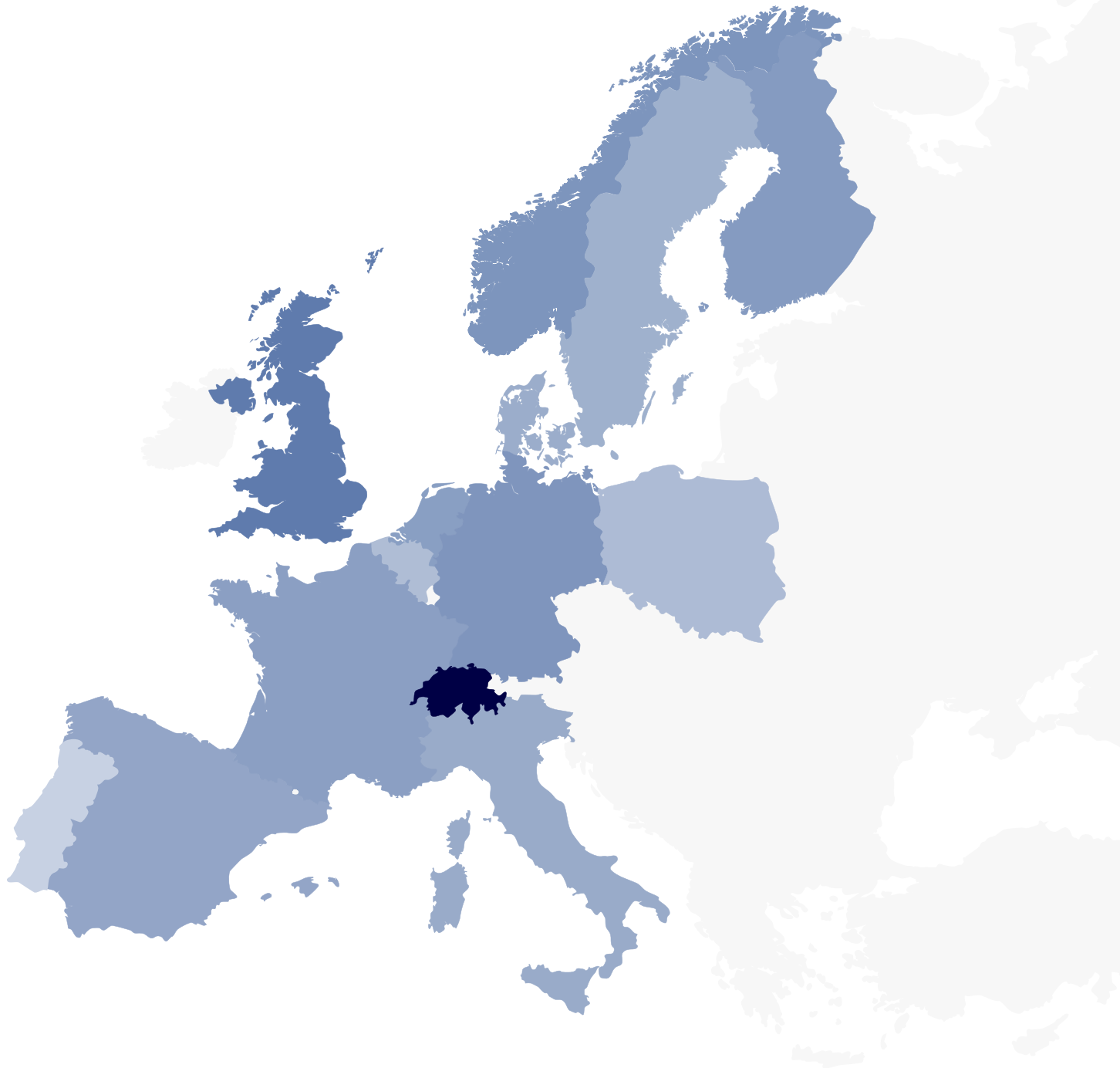
Android users have the highest median time from click to order, while users shopping from a PC have the shortest median time.

PC Mac iPhone Android Other

Average order value By market

	Switzerland	287
	United Kingdom	127
	Norway	103
	Germany	102
	Finland	97
	Netherlands	94
	France	93
	Spain	87
	Italy	82
	Denmark	80
	Sverige	76
	Poland	66
	Belgium	63
	Portugal	44

Index = 100





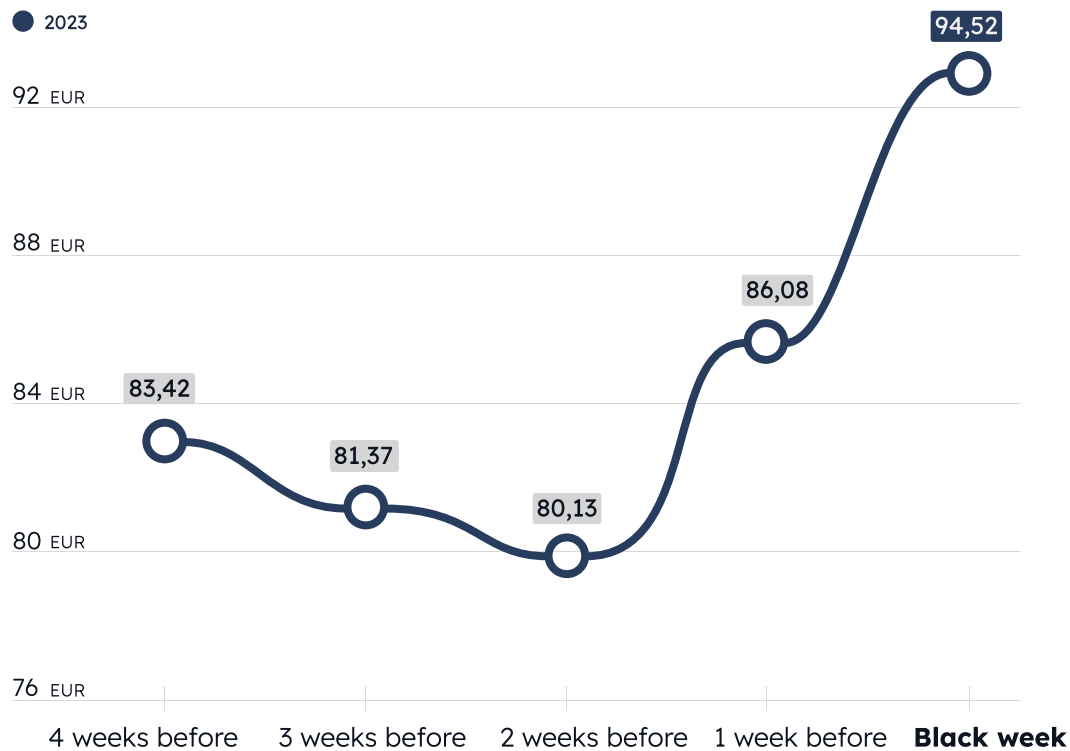
Insights from Q4

For the majority of e-commerce retailers collaborating with Adtraction, November and December stand out as peak trading months.

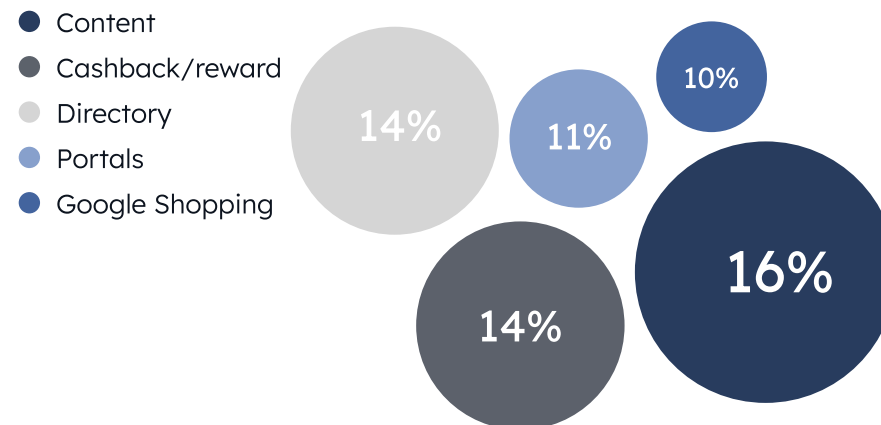
The highlight of this period is Black Week, which is often referred to as the year's most crucial shopping week. During Black Week 2023, Adtraction's total e-commerce order value grew by 30 %

Below are some of the key highlights from Black Week.

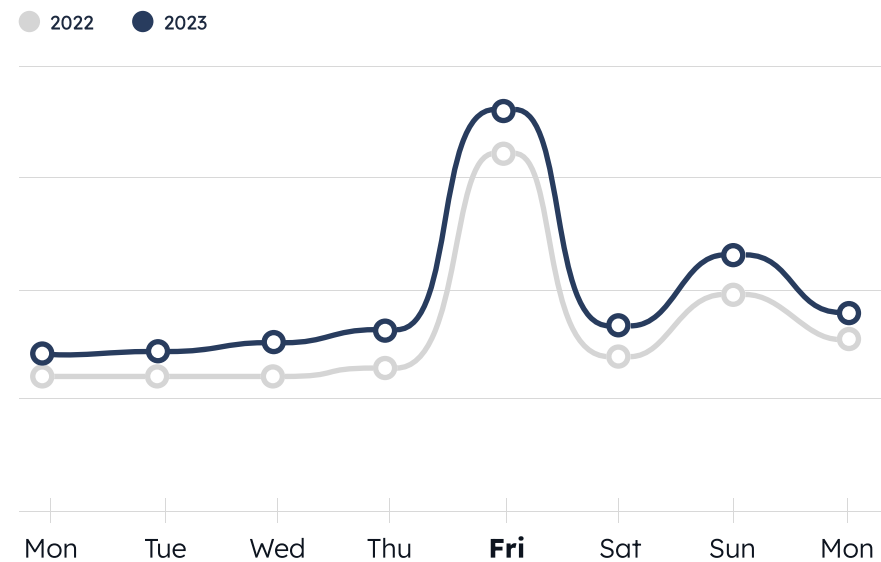
AOV before and during Black Week



Sales volume by partner during Black Week



Sales volume during Black Week



About Adtraction

Adtraction is a full-service partner marketing platform, helping brands attract new customers and sell more, while helping partners monetise their content and traffic. The company works with brands across multiple industries, ranging from e-commerce to financial services. With a user-friendly platform, Adtraction connects brands with a diverse range of marketing partners, ranging from content sites, influencers, affiliates, mobile apps and comparison sites.

The company was established in 2007 and is headquartered in Stockholm, Sweden, with offices in 12 locations across Europe.

About the data

The data used for the report comes from more than 900 e-commerce programs across Adtraction's 12 European markets.

Some of the graphs utilise an index scale for ease of interpretation. The index is set at a baseline value of 100, which represents the average of the data points included in this analysis. Each data point on the graph is then expressed relative to this average.

Values above 100 indicate performance or measurements that are above the average, while values below 100 suggest performance or measurements that are below the average.



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