



ADTRACTION

Q3 2024

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 Q3 2024

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.

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.

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.

We hope you find it useful!



Growing interest in cashback and loyalty programs in Norway

In Norway, we see a notable rise in interest among brands for cashback and loyalty partnerships. This trend highlights a shift in how brands view customer retention and value creation. New players like Klarna Cashback and Spenn are shaping the loyalty landscape, offering innovative ways to engage consumers.

“**New players like Klarna Cashback and Spenn are shaping the loyalty landscape, offering innovative ways to engage consumers.**”

These platforms have introduced accessible and transparent loyalty solutions, making it easier for brands to understand the benefits of rewarding customer loyalty. As a result, brands that previously overlooked loyalty programs are now actively exploring collaborations with cashback and loyalty partners to boost customer engagement and drive sales.

This development aligns with a broader trend of prioritising personalised shopping experiences in e-commerce. For brands, this means not just attracting new customers but fostering long-term relationships through value-added incentives. As more brands recognise the potential of these partnerships, we anticipate that loyalty programs will play an even larger role in Norwegian e-commerce going forward.

**Øivind Brunsell**

Country Manager, Adtraction Norway

Partners fight to get back into position

Google's changes in Q2 in many cases weakened the visibility of partners' sites, thus affecting site traffic and sales. Consequently, in Q3, partners tried to get back on track and restore volume, especially under the pressure of the upcoming Q4, with the most important actions of the year - Black Week and the Christmas season. We are glad they coped with it, and we were able to offer interesting solutions to brands this year, which will surely contribute to the sales peak in November and December.

**Kinga Przepiórka**

Team Leader, Adtraction Poland

Rise of mobile shopping, sustainability and AI

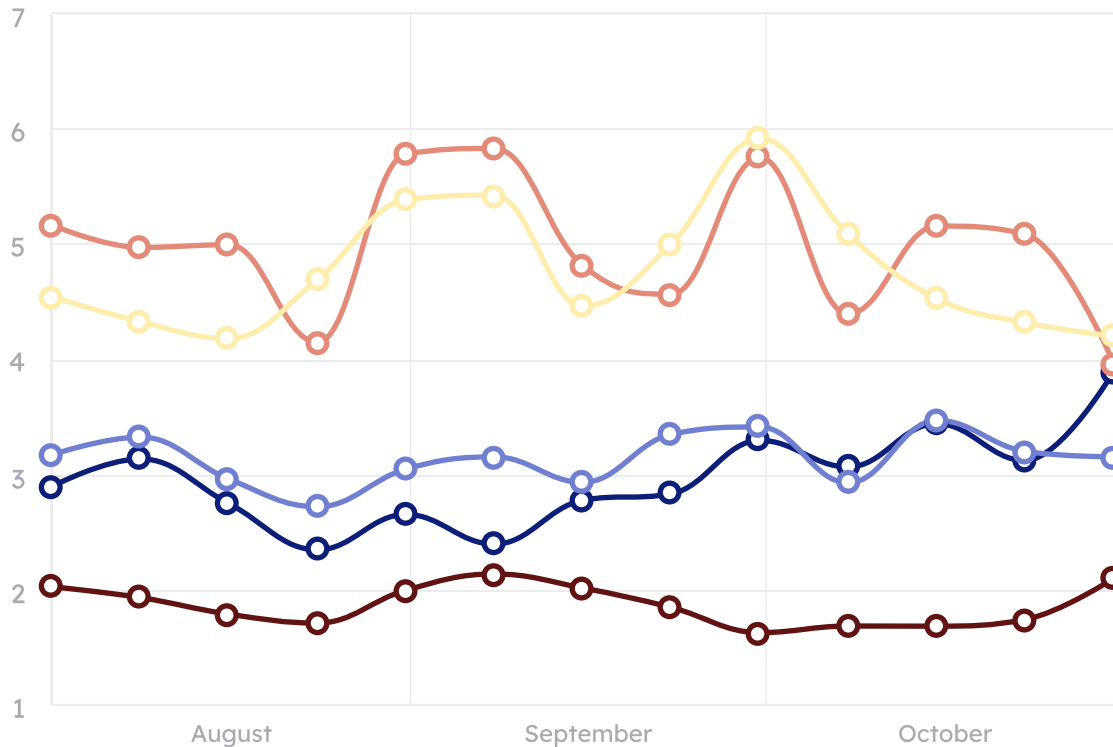
In France, e-commerce is increasingly dominated by mobile usage, with over 60% of online shoppers now completing purchases on smartphones. Consumers prioritize convenience, leading to the rise of quick delivery options and click-and-collect services. Sustainability is also a key trend, as shoppers increasingly favor eco-friendly packaging and local products. Personalization in shopping experiences is essential, with AI-driven recommendations becoming popular to tailor offerings to individual preferences.

**Jean-Baptiste Barat**

Country Manager, Adtraction France

Conversion rate

By percentage, %

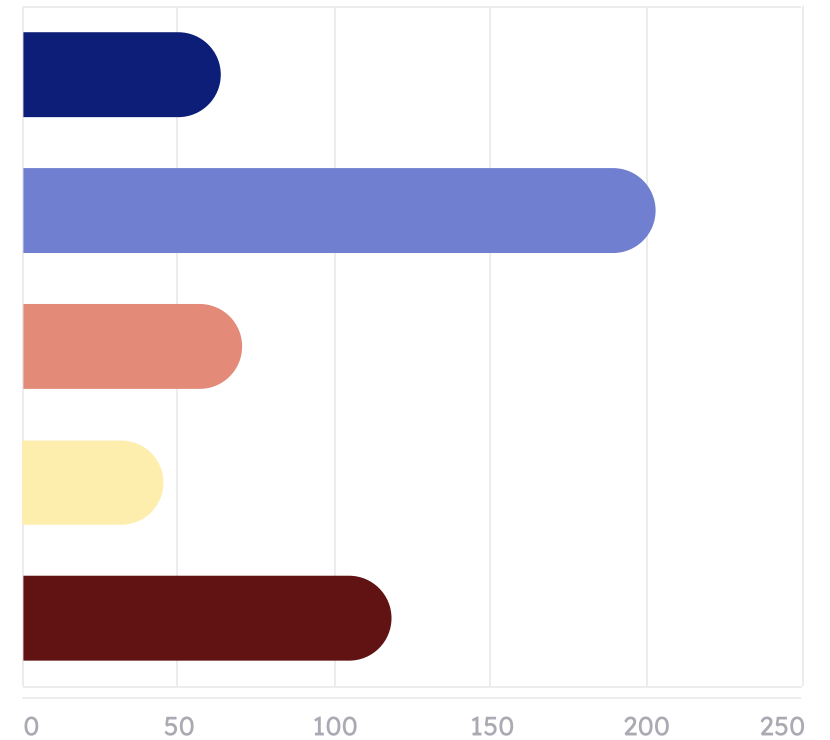


Kids and family, and Beauty sees the highest CRs, peaking at around 6%. In contrast, CRs for Fashion, Electronics, and Interior remain steady, ranging between 1,5% and 3,5%.

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

Average order value

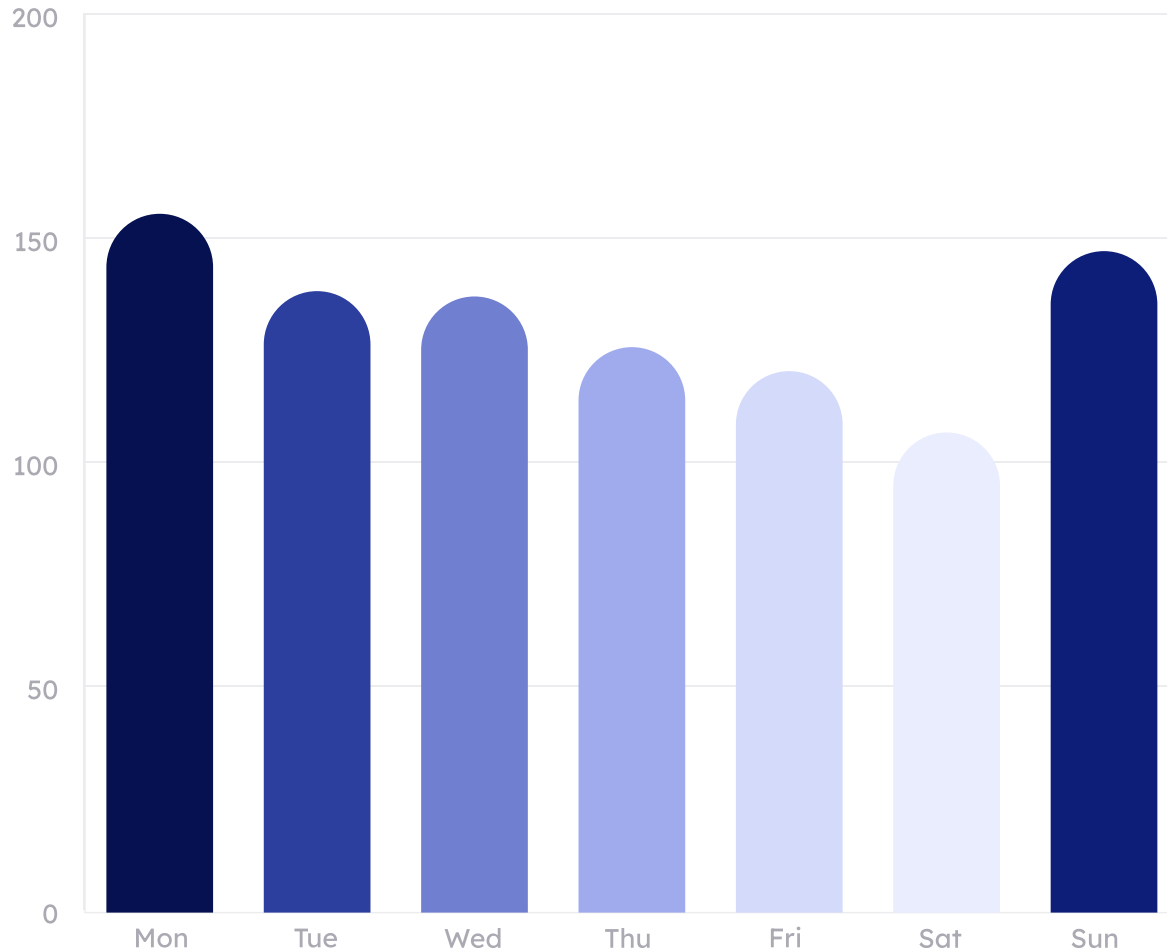
Index = 100



During Q3, Electronics saw the highest AOV, surpassing the baseline significantly. Interior also had order values above index.

Average shopping week

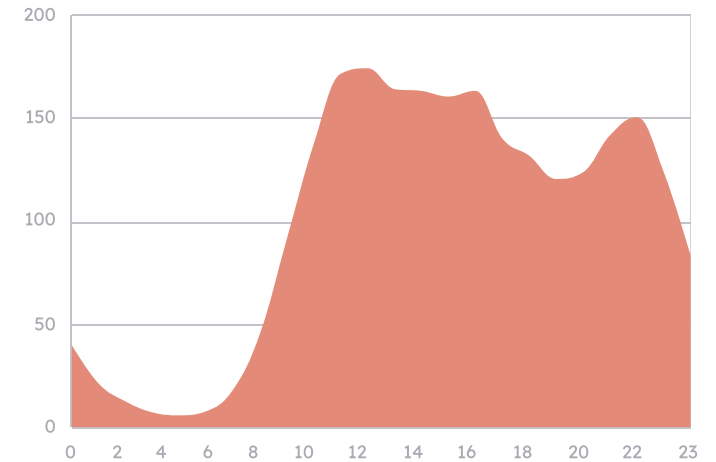
Sales volume, Index = 100



Monday has the highest sales volume, overtaking Sunday, which was the busiest day for online shopping in Q2. Sales volume steadily declines from Tuesday to Saturday before sharply increasing on Sunday.

Desktop: Average shopping day

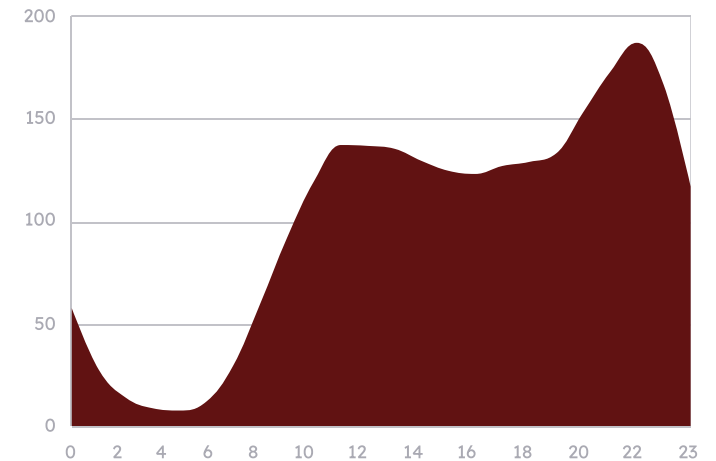
Index = 100



Desktop shopping sharply rises in the morning, peaking around midday. This pattern suggests that consumers prefer using desktops for shopping during standard work hours.

Mobile: Average shopping day

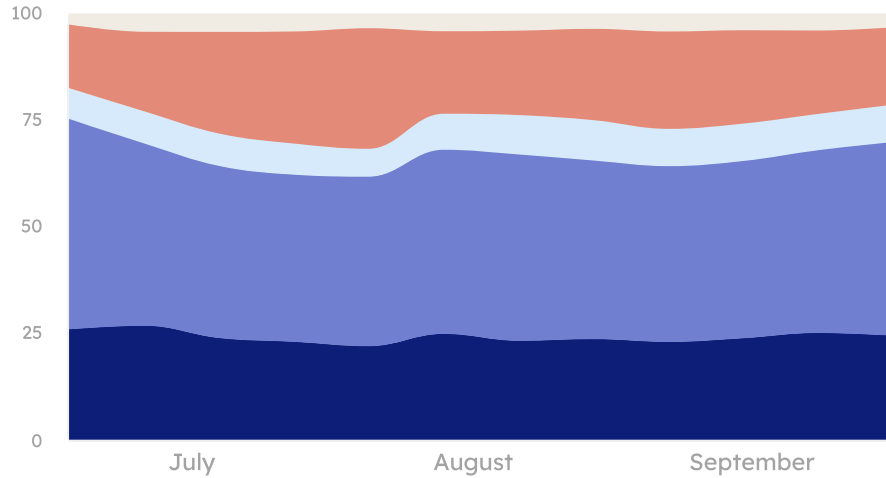
Index = 100



Mobile shopping shows a steady increase throughout the day, peaking in the evening. This pattern suggests that consumers prefer using mobiles for shopping during off-work hours.

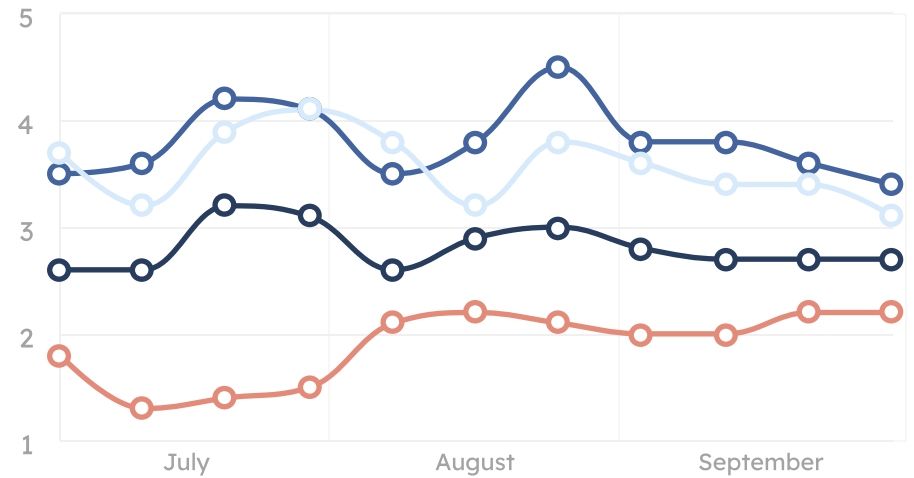


Share of clicks By percentage, %



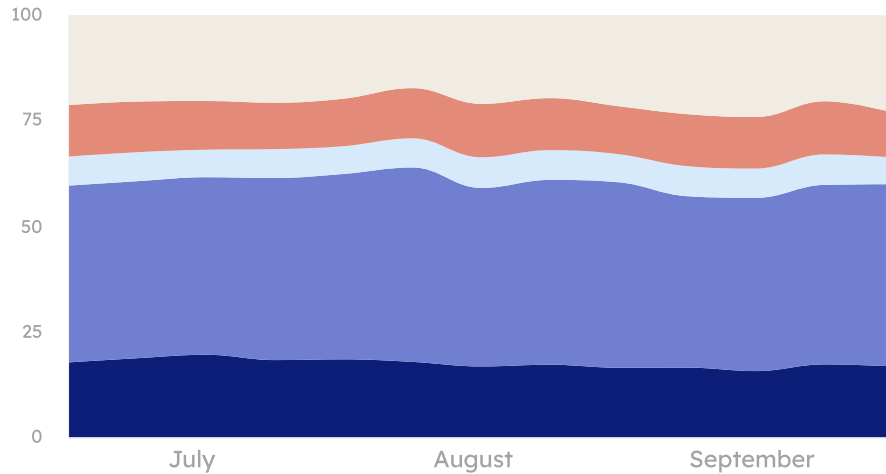
The largest share of clicks comes from iPhones, Androids and PCs¹.

Conversion rate By percentage, %



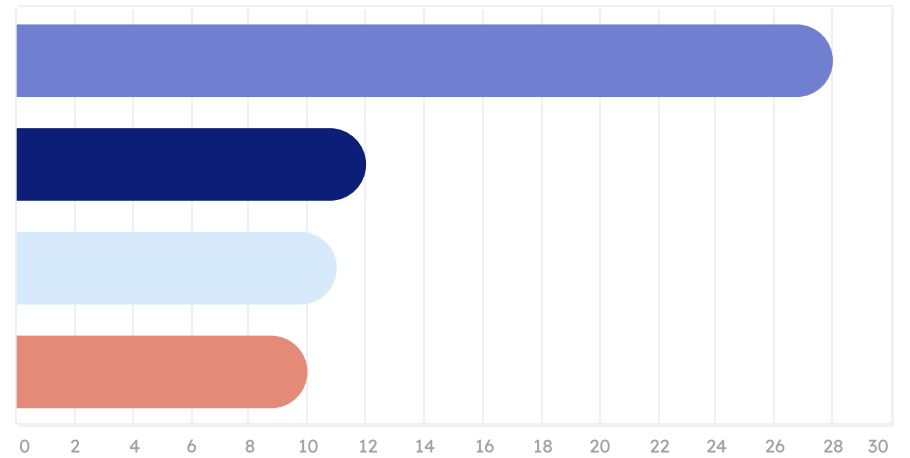
iPhone has the highest conversion rates, closely followed by Mac².

Share of transactions By percentage, %



The share of transactions from iPhones remains stable throughout the period, while the share of Android and PC transactions decreases compared to their share of clicks.















Median time from click to order By minutes



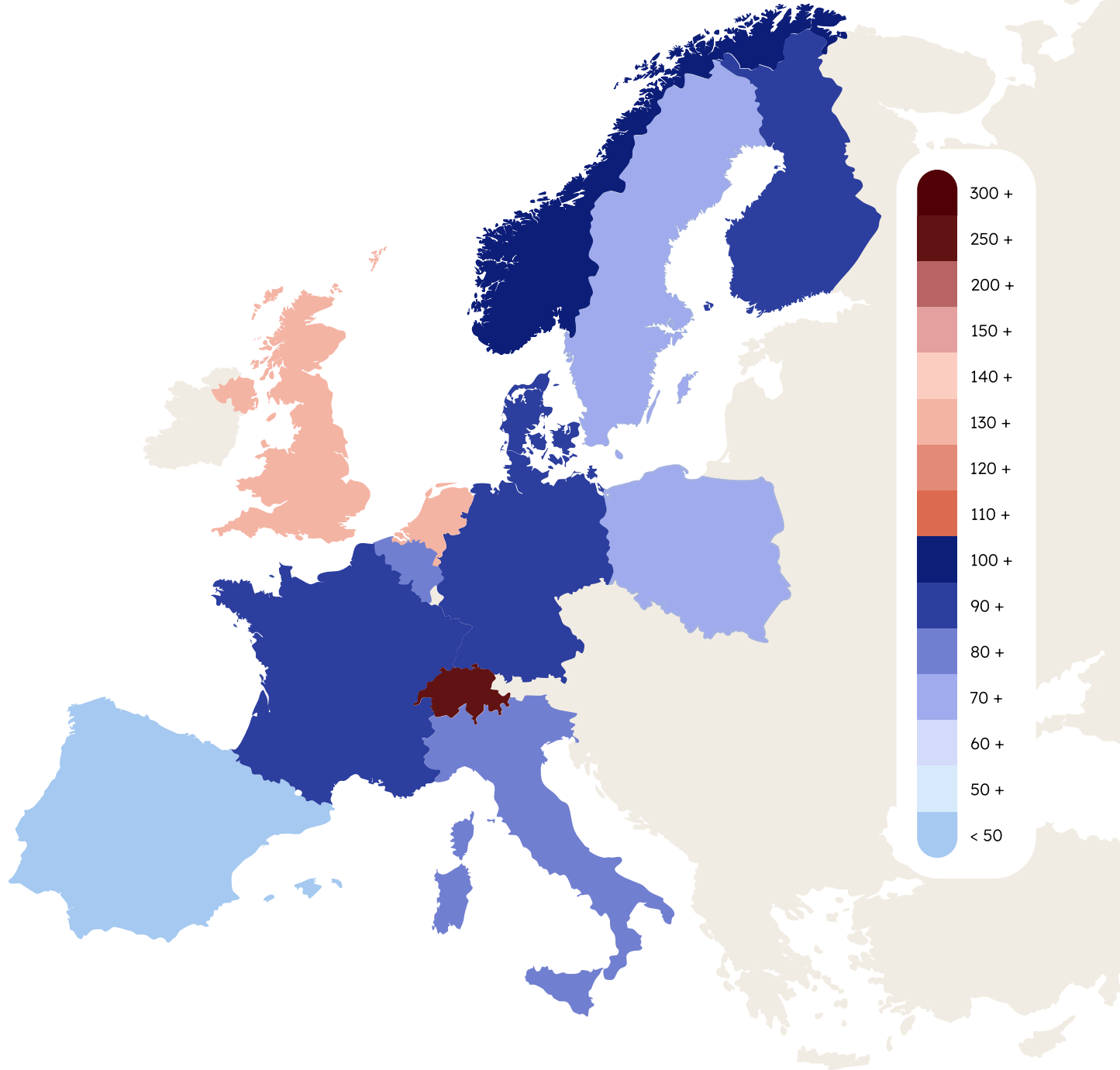
Users shopping from a Mac and PC have the shortest median time, indicating faster conversions, whereas iPhone users take the longest to complete their purchases.

● PC
 ● Mac
 ● iPhone
 ● Android
 ● Other

Average order value By market

	Switzerland	291
	Netherlands	134
	United Kingdom	133
	Norway	102
	Denmark	95
	France	94
	Finland	92
	Germany	90
	Italy	85
	Belgium	83
	Poland	78
	Sweden	77
	Spain	47
	Portugal	33

Index = 100



Partner spotlight



Saving portals **Atolls**

Atolls, previously known as Global Savings Group, operates a network of savings portals across more than 20 countries. Adtraction collaborates with Atolls in all markets, offering brands visibility on leading cashback and savings platforms.

Influencer **Margreta Gräs**

Margreta Gräs is a beauty influencer with a large following both on Instagram and YouTube. She has worked with Adtraction for 7 years, and works with a variety of e-commerce brands on Adtraction's platform.

Wishlist app **Önskeskyen/GoWish**

GoWish is an app where users can create wish lists and share them with friends and family. The app is of Danish origin – Ønskeskyen, available internationally under the name GoWish and has millions of users worldwide.

Media house **Schibsted**

Schibsted is a content partner, offering a wide range of media sites. Adtraction works with Schibsted in Norway and Sweden, allowing brands to increase their online sales through impactful content.

CSS partner **Redbrain**

Rebrain is a trusted CSS partner, working with Adtraction in all 12 markets. By partnering with them through Adtraction, brands can run Google Shopping Ads on a CPA model instead of the traditional CPC, maximizing performance and cost-efficiency.

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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