



ADTRACTION

Q4 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 Q4 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.

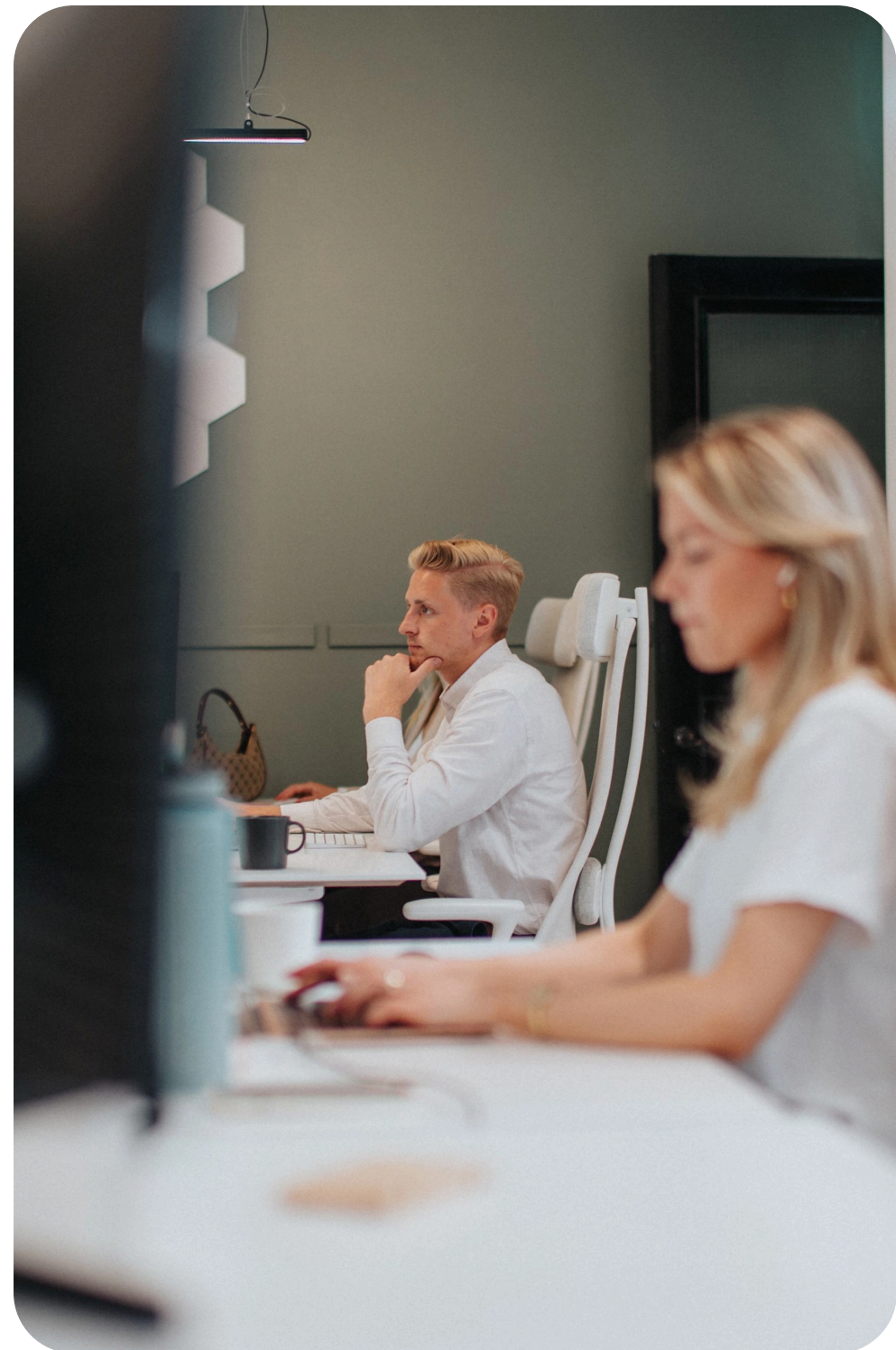
Each edition of the report features commentary from three of Adtraction's markets, with the aim of providing local perspectives on evolving trends and regional market dynamics.

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!



Cookie setting and prevention in the UK

In recent years, it has become harder to accurately track and understand customer journeys. Privacy rules, the increasing use of ad blockers, and restrictions from browsers and device makers have all made it more difficult to collect information about online user activity. This development is expected to continue, with traditional tracking methods facing more challenges ahead.

“**This shift has pushed networks in the UK and other markets in Europe to explore alternative tracking solutions that comply with privacy regulations while maintaining effectiveness.**”

Approaches such as first-party data collection, server-side tracking, and contextual advertising have gained traction as viable replacements for third-party cookies. Partner marketing platforms are also leveraging privacy-safe attribution models and partnerships with consent management platforms to address these challenges.

Adtraction has proactively moved all its tracking to first-party cookies or server-side tracking over the last few years. Additionally, the platform features multiple layers of fallback tracking for situations where cookies cannot be used, ensuring reliable and privacy-compliant tracking solutions.

**Bart Bonvanie**

Country Manager, Adtraction NL & UK

Influencer marketing growth with diverse payment models in Sweden

Influencer marketing continues to grow as brands leverage diverse models like Cost Per Order (CPO), Cost Per Acquisition (CPA), Cost Per Click (CPC), fixed fees, and gifting to collaborate with influencers.

These flexible approaches enable companies to align their strategies with campaign goals, whether they prioritise direct conversions, traffic, or brand awareness.

Influencers themselves are increasingly open to combined payment models, valuing the balance between guaranteed income and performance-based incentives.

**Emma Atterström**

Head of E-commerce, Adtraction Sweden

Automation and integration of AI in Italy

The rise of AI and automation is reshaping the future of partner and affiliate marketing, making campaigns smarter, faster, and more personalized. In Italy, brands are using AI insights to predict consumer behavior and create personalised experiences on a large scale.

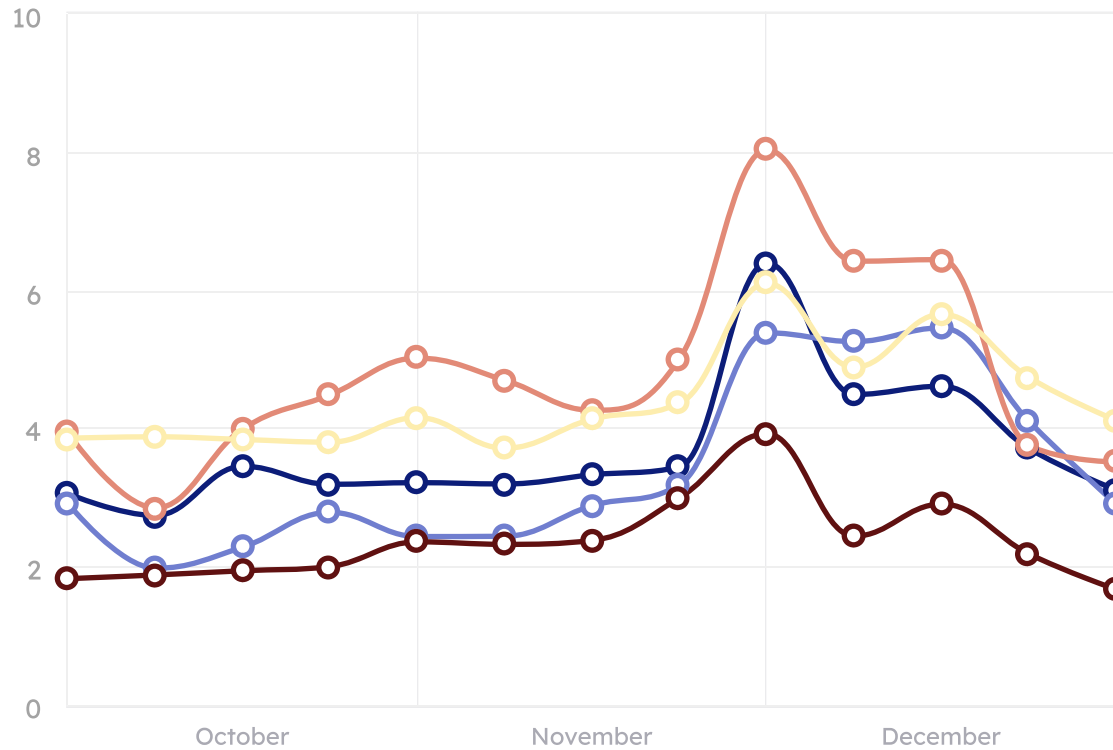
Examples also highlight how brands are leveraging automation to take over repetitive tasks, giving marketers more time to focus on creative and impactful strategies. Used right, AI will improve targeting accuracy and boost ROI, changing how marketers connect with audiences. By combining human creativity with machine intelligence, performance marketing will reach new heights.

**Julien Tinti**

Country Manager, Adtraction Italy

Conversion rate

By percentage, %

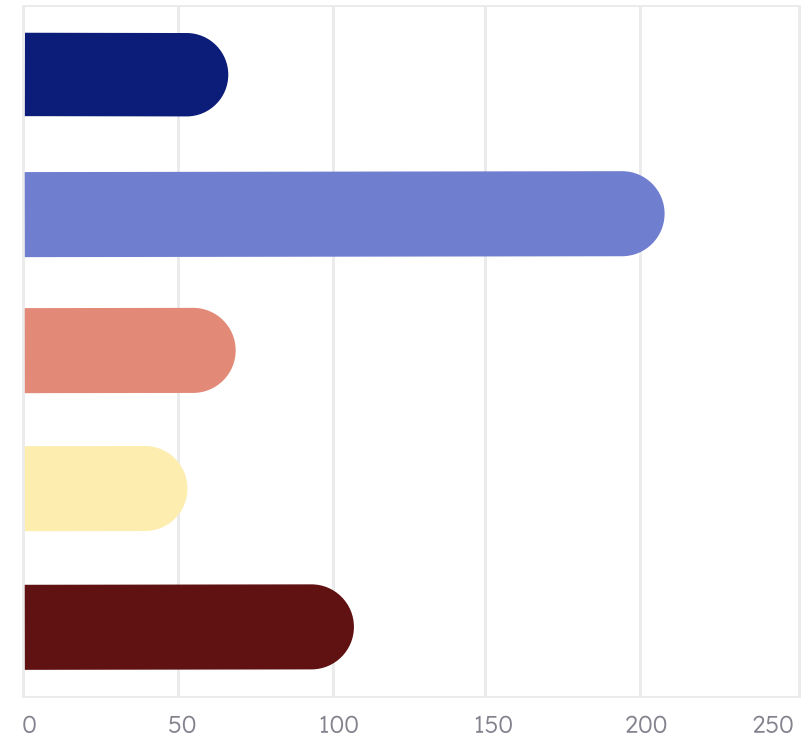


All categories reach their peak during Black Week at the end of November. Kids & Family sees the highest conversion rates, topping out at 8%. Beauty and Fashion peak at around 6%, Electronics 5% and Interior 4%.

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

Average order value

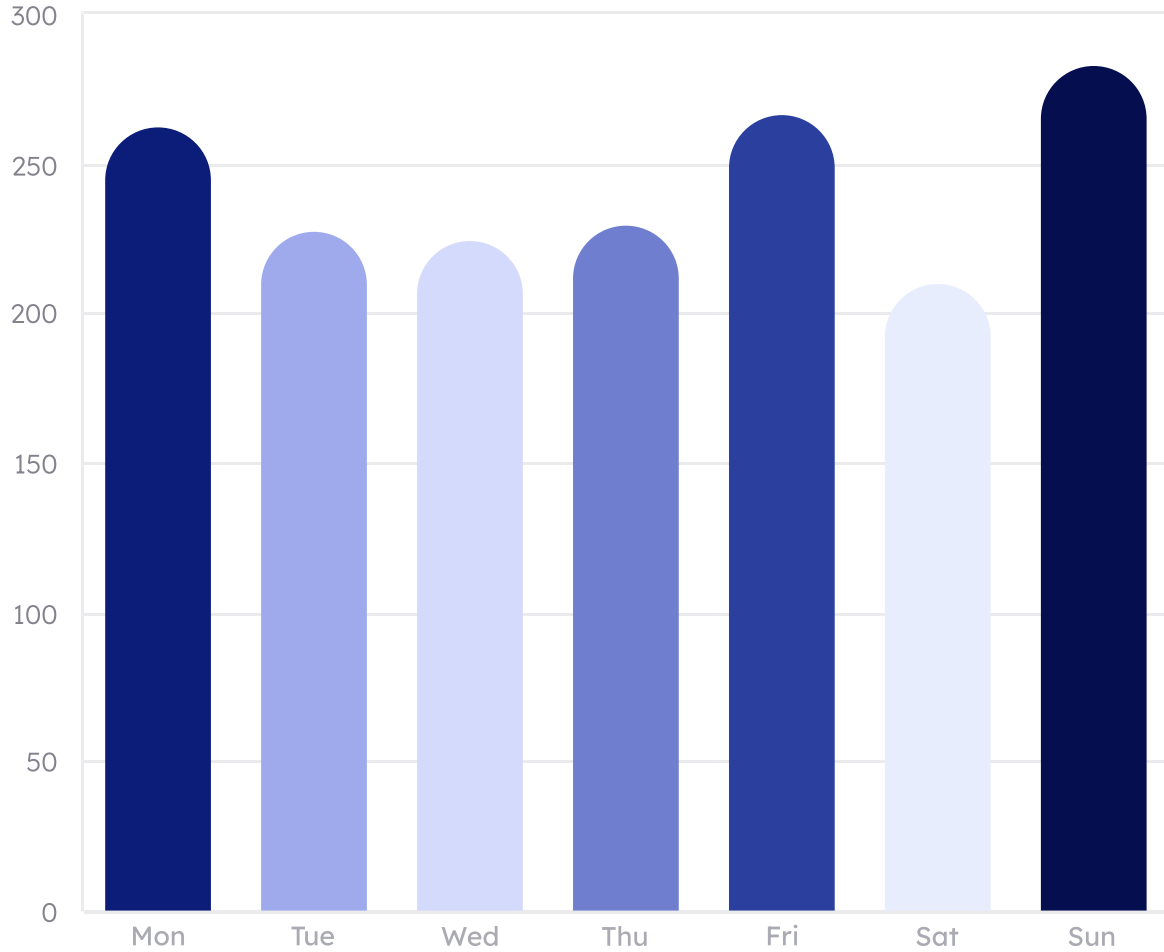
Index = 100



During Q4, Electronics reached the highest AOV, significantly above the baseline. Interior also saw order values above the baseline.

Average shopping week

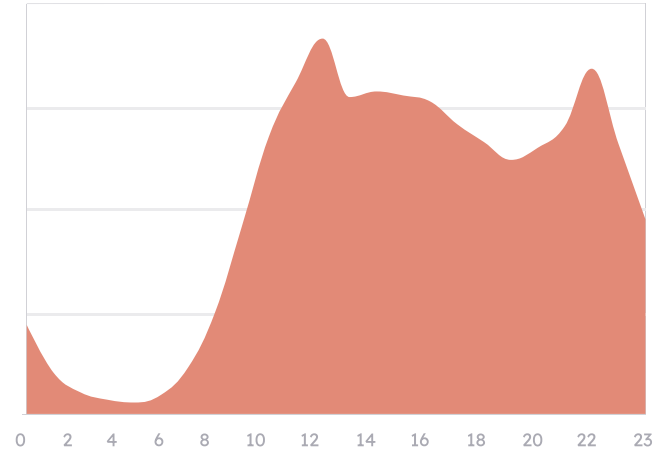
Sales volume, Index = 100



Sunday has the highest sales volume, surpassing Monday, which was the busiest day for online shopping in Q3. Sales volume remains high also on Mondays and Fridays in Q4.

Desktop: Average shopping day

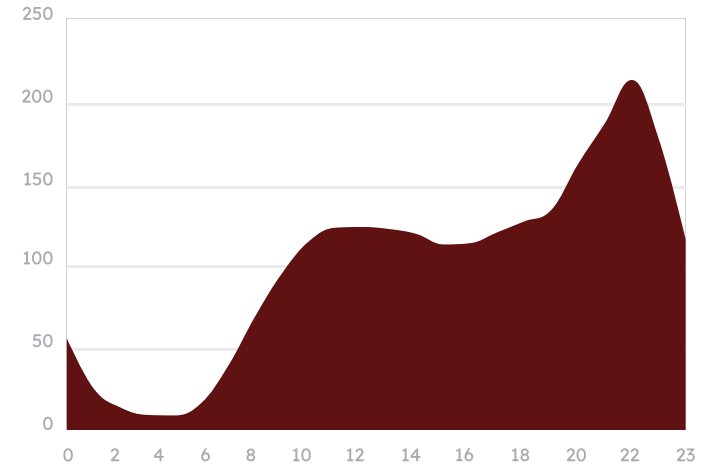
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Desktop shopping activity peaks around midday, suggesting a preference for browsing during standard work hours. Activity gradually declines, but sees a second increase in the evening.

Mobile: Average shopping day

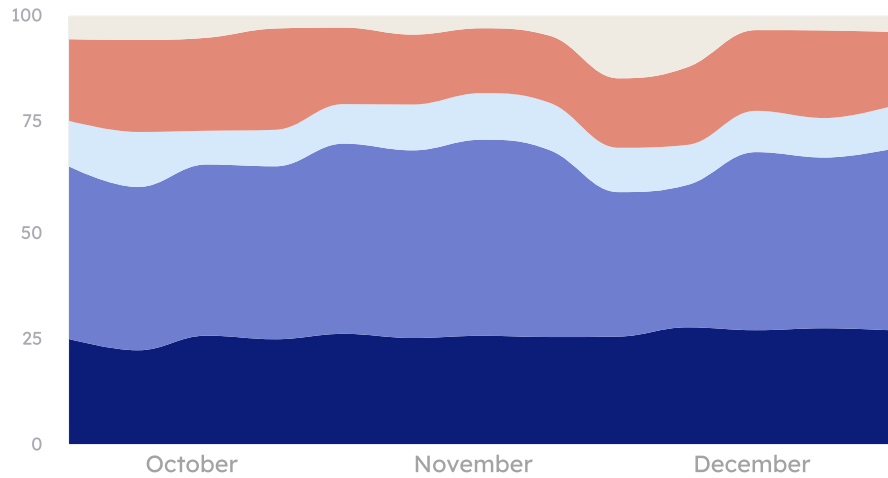
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Mobile shopping activity increases throughout the day, peaking in the late evening. This trend highlights a preference for mobiles during off-work hours.

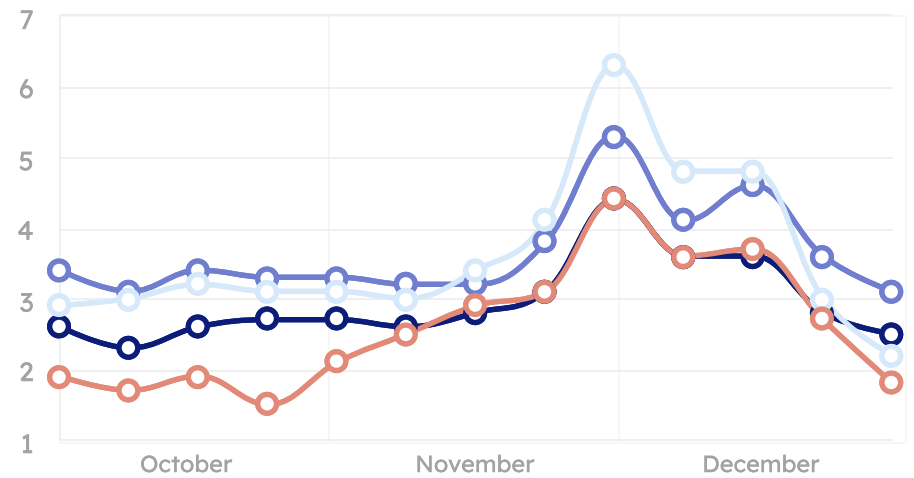


Share of clicks By percentage, %



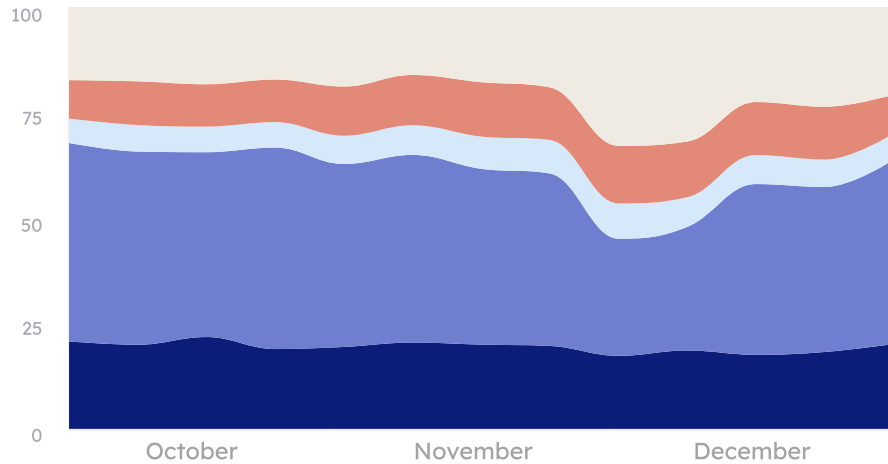
The largest share of clicks comes from iPhones and Androids.

Conversion rate By percentage, %



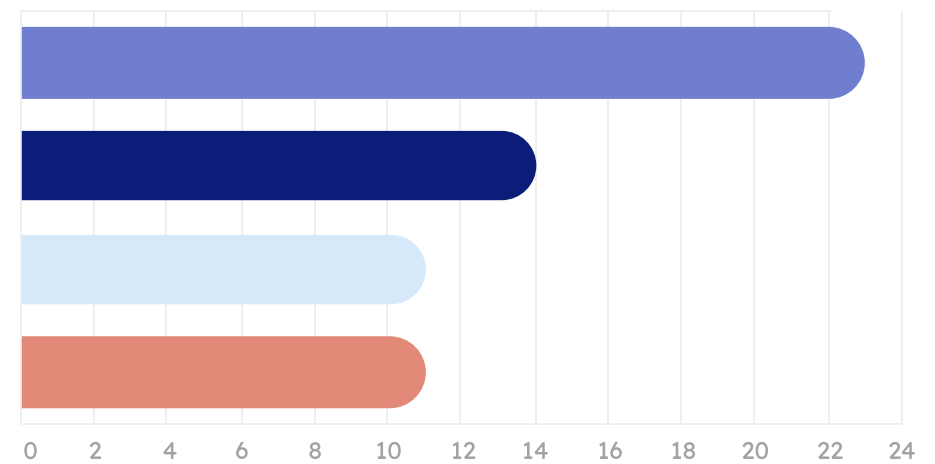
Conversion rates increased across all devices in late November during Black Week.

Share of transactions By percentage, %



iPhone consistently holds the largest share throughout the period, with a slight dip between November and December. Meanwhile, Android, PC and Mac remain relatively stable, while Other increases in November.















Median time from click to order By minutes



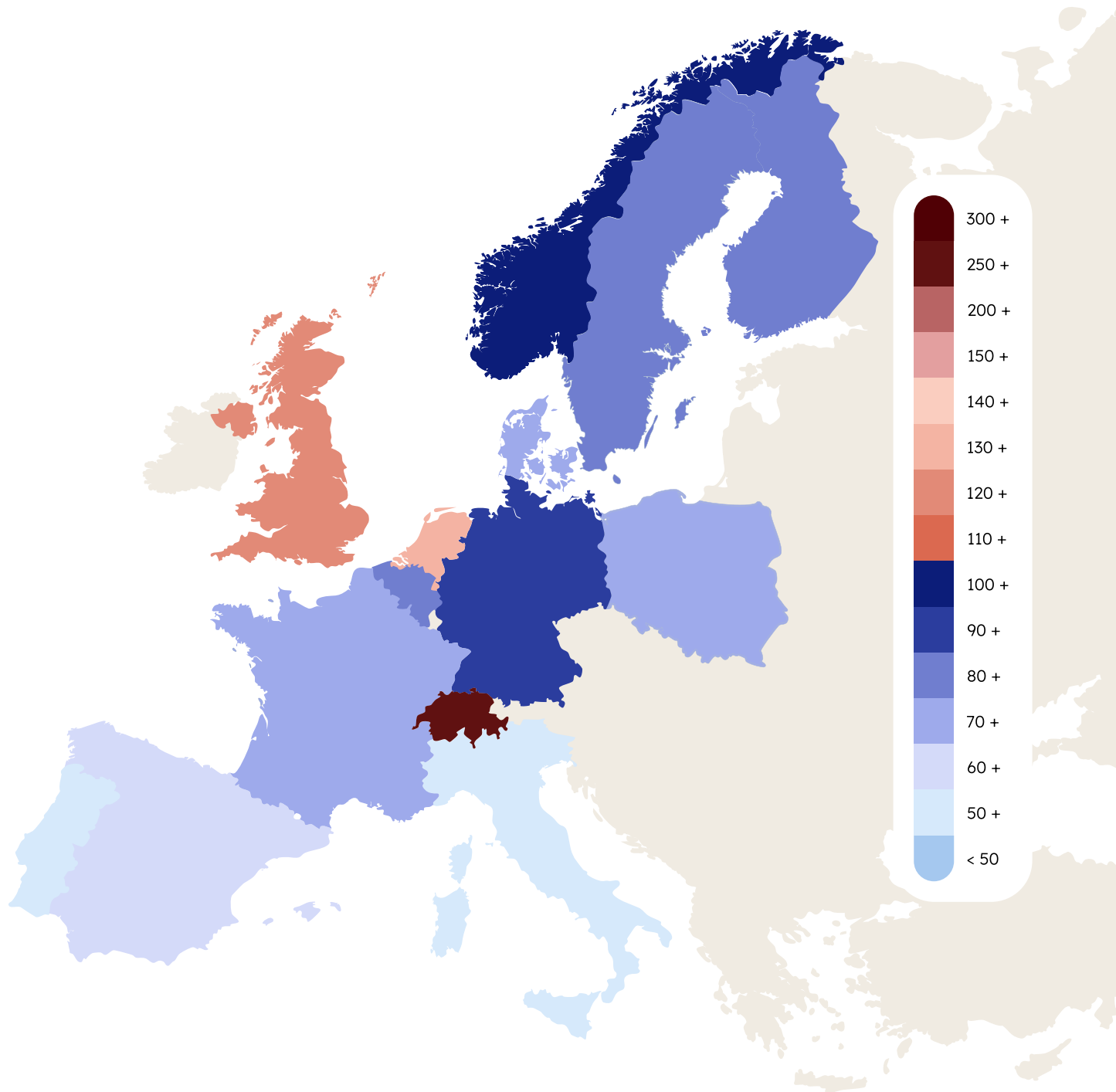
iPhone users take the longest time to complete their purchases, followed by Android users. In contrast, PC and Mac users convert faster.

● PC
 ● Mac
 ● iPhone
 ● Android
 ● Other

Average order value By market

	Switzerland	293
	Netherlands	137
	United Kingdom	128
	Norway	101
	Germany	96
	Finland	85
	Belgium	84
	Sweden	81
	France	78
	Poland	76
	Denmark	73
	Spain	66
	Italy	51
	Portugal	50

Index = 100



Black Week

For most e-commerce brands working with Adtraction, November and December are the busiest months of the year.

During Black Week in November, we took a deep dive into our own data and shared some key insights during the week.

On Tuesday, we explored the busiest shopping hours of Black Week's first day. The top-right graph shows sales volume by hour, showing a steady increase throughout the day with a peak in the evening.

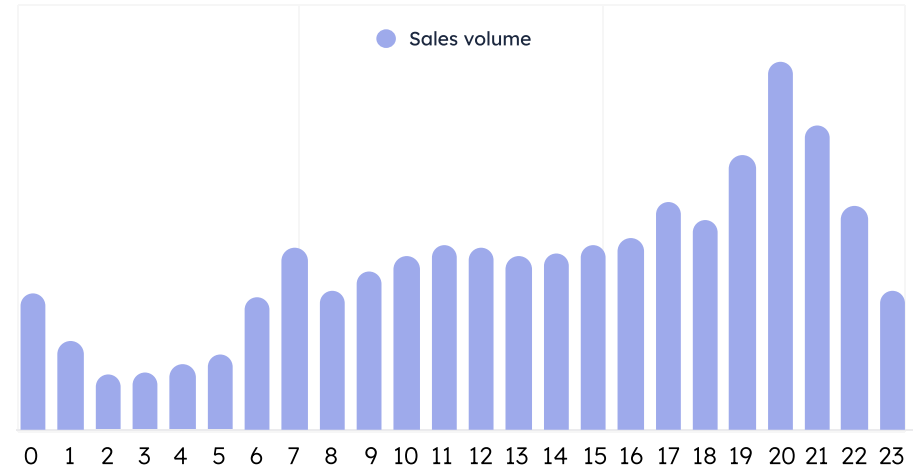
One example of how brands can take advantage of the peak shopping hour trends, is by scheduling campaigns, flash sales, or email reminders a few hours before the peak to boost sales and engagement.

On Wednesday, we analysed device usage on Black Week's second day. The lower graph illustrates conversion trends by device type. While desktop activity remains steady, mobile sees a solid increase in the evening hours. The data shows that despite 68% of conversions coming from mobile, desktop still plays a key role.

In other words, optimising for both devices is crucial, but aligning strategies with peak hours and consumer habits can drive even better results.

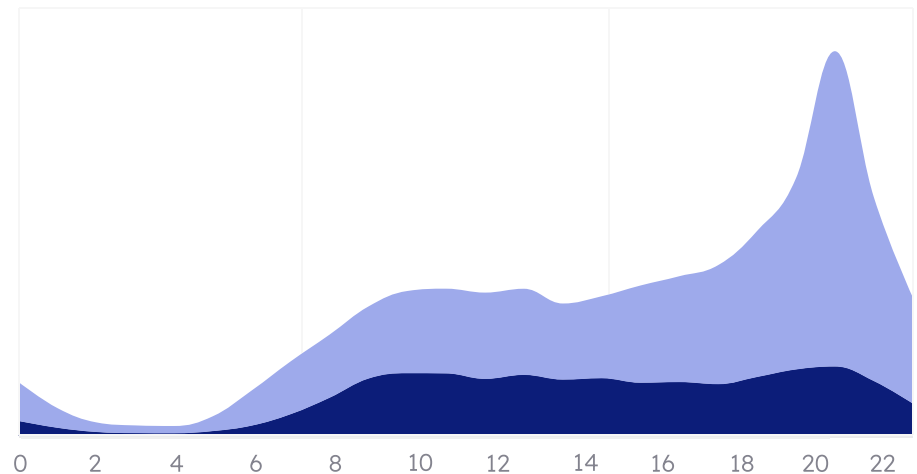
We've summarised all the data on [our blog](#), and you can find each post with more details on our [LinkedIn page](#).

Sales volume By hour, Monday



Sales volume on the first day of Black Week showed a gradual increase throughout the day, with a notable peak during the evening hours.

Sales volume By device and hour, Tuesday



Desktop activity remains consistent throughout the day, while mobile sees a notable peak in the evening.

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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