



ADTRACTION

Q2 2024

E-commerce Insights

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

Welcome to

E-commerce Insights Q2 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!



Linguistic diversity and the rise of influencer marketing

The affiliate landscape in Switzerland is unique due to its linguistic diversity, with partners and advertisers often focusing on the German, French, or Italian-speaking regions, or sometimes all three. This complexity requires tailored strategies to effectively reach each segment of the population.

“There is a growing willingness and potential for change when it comes to influencer marketing, driven by the recognition that these partners offer authentic content with diverse audiences.”

Additionally, compared to other European countries, influencer marketing in Switzerland is still in its early stages. Advertisers are caught between the enticing benefits of influencer marketing and the risks associated with entrusting their brand to individuals with significant influence. The hesitation stems from the fear of losing control over the brand's image.

However, there is a growing willingness and potential for change in this area, driven by the recognition that influencers can offer authentic connections with diverse audiences. As the market evolves, we anticipate a gradual shift towards embracing influencer marketing to a greater extent, also in Switzerland.



Thomas Pilz

Country Manager, Adtraction Switzerland



Emma Sellén

Country Manager, Adtraction Denmark

Partner marketing gaining traction

As advertising costs rise, Danish e-commerce brands are exploring new, more cost-effective marketing opportunities.

Partner marketing has become even more attractive, and we can see an increase in demand from advertisers in the Danish market. This model provides a cost-efficient approach with reduced risk, as advertisers only pay for actual results through performance-based marketing.

Increased focus on customer retention

There is a growing focus on customer retention in the Netherlands. Brands have competed heavily on price, service, and delivery, leading to a decrease in customer loyalty and brand differentiation challenges. Additionally, acquiring new customers is significantly higher than retaining existing ones, with repeat purchases typically having a higher average order value. As a result, we're increasingly asked by our advertisers to explore retention enhancing partnerships.

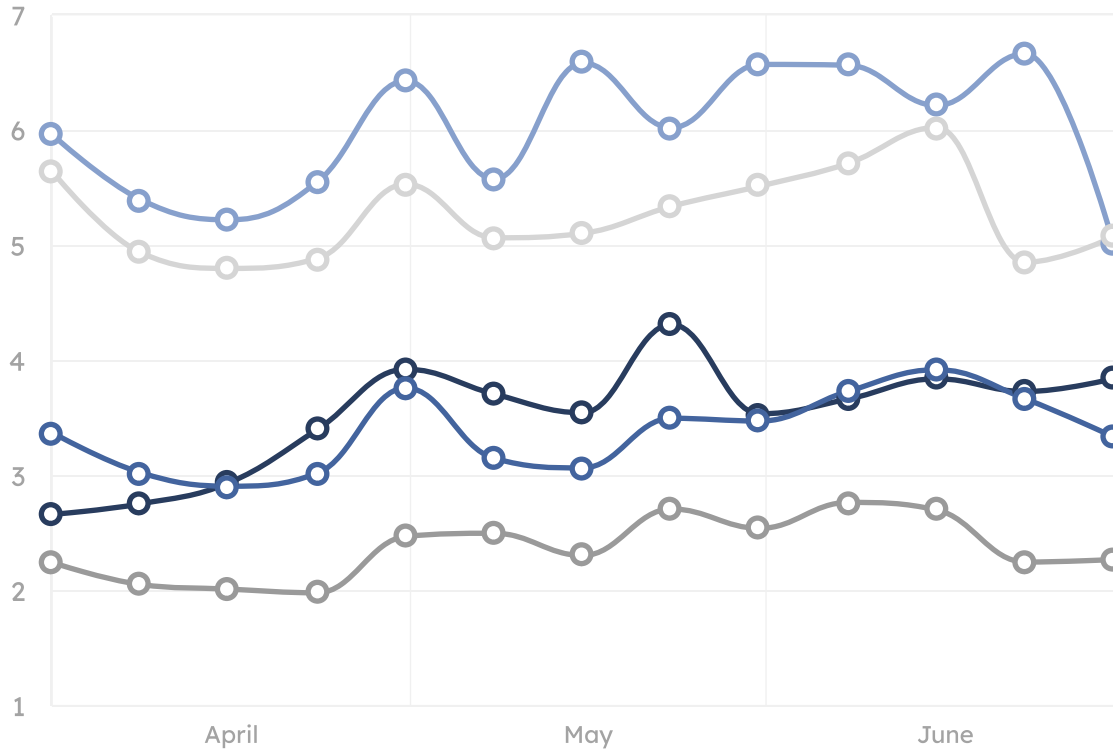


Bart Bonvanie

Country Manager, Adtraction Netherlands

Conversion rate

By percentage, %

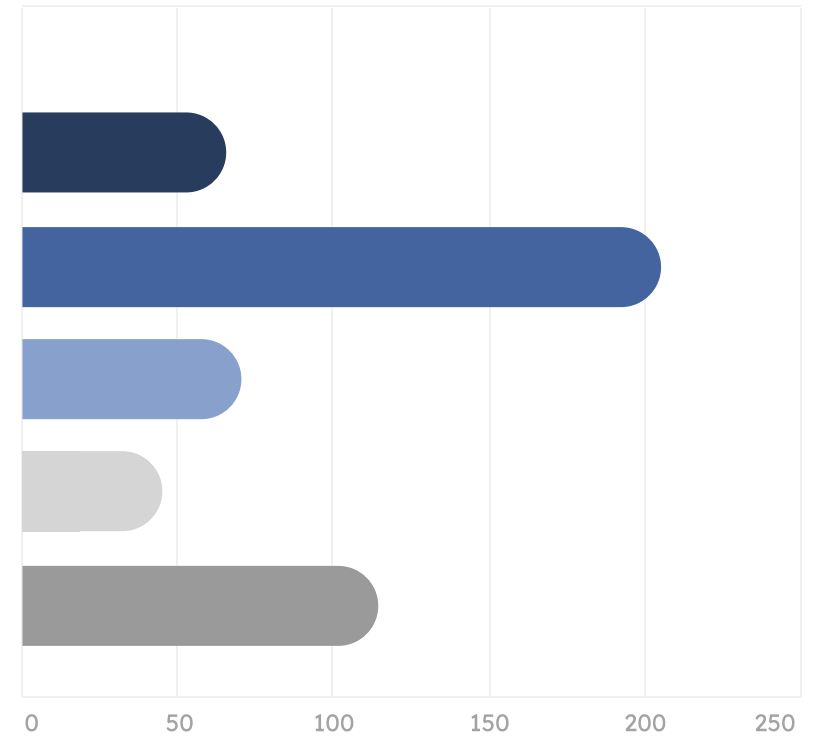


Kids and family sees the highest CRs, peaking at around 6,5% in May and June. In contrast, CRs for Fashion, Electronics, and Interior remain steady, ranging between 2% and 4%. Beauty maintains stable CRs between 4% and 6%.

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

Average order value

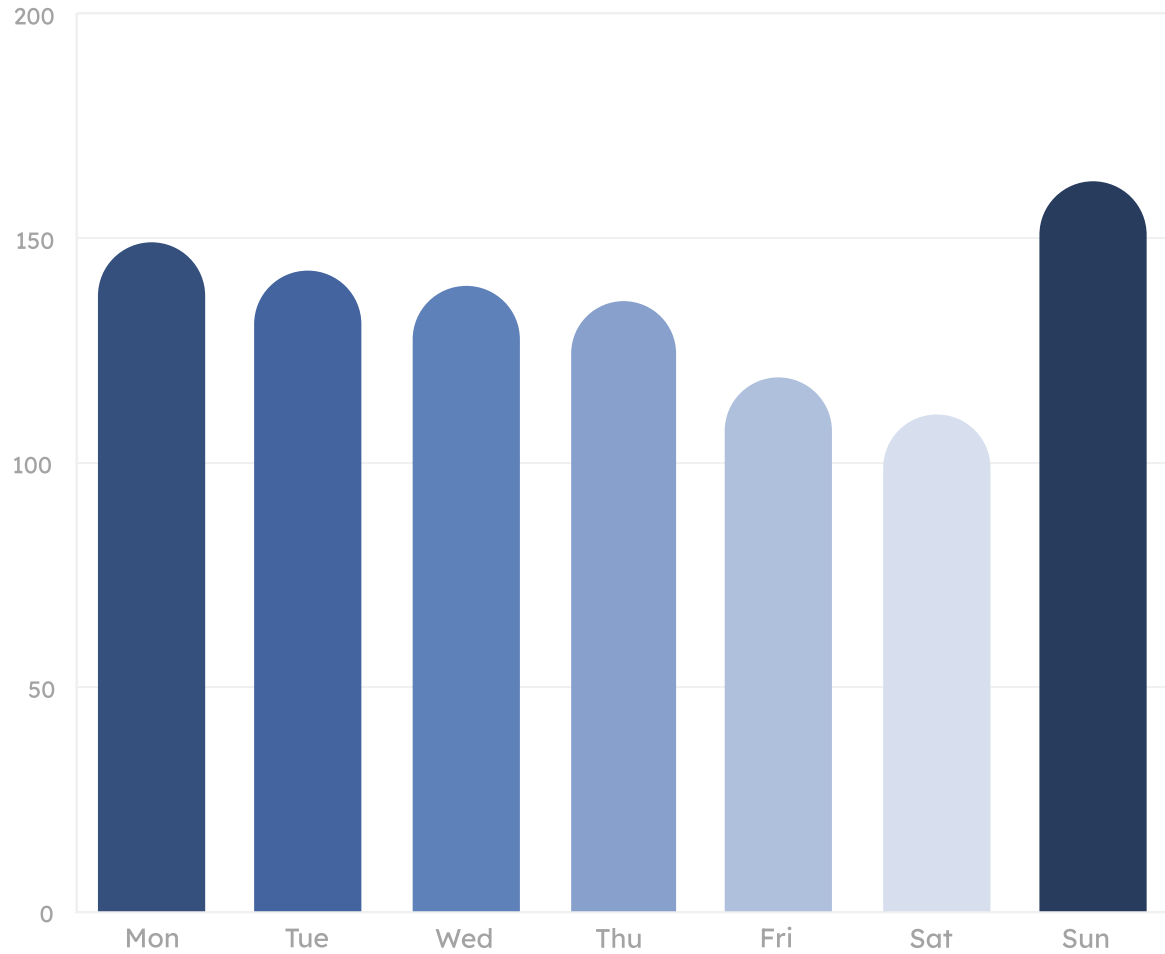
Index = 100



During Q2, Electronics saw the highest AOV, surpassing the baseline significantly. Interior also had order values above index.

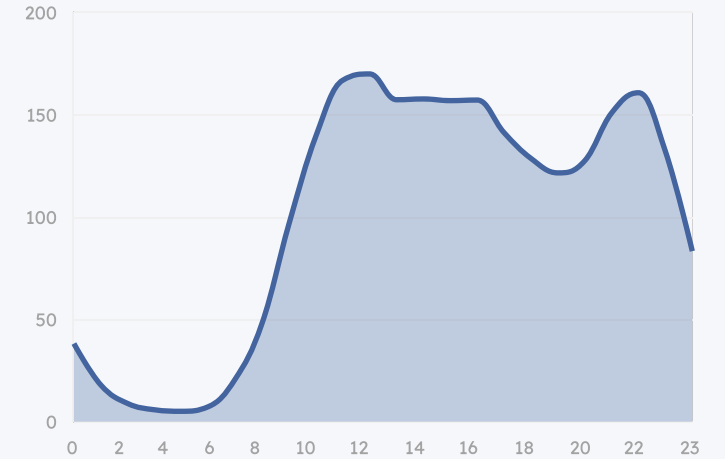
Average shopping week

Sales volume, Index = 100



From Monday to Saturday, sales volume gradually decreases. However, Sunday shows a significant increase in sales volume, suggesting that this is the busiest day for online shopping.

Desktop: Average shopping day Index = 100



Desktop shopping peaks around midday, indicating that consumers prefer using desktops for shopping during the day.

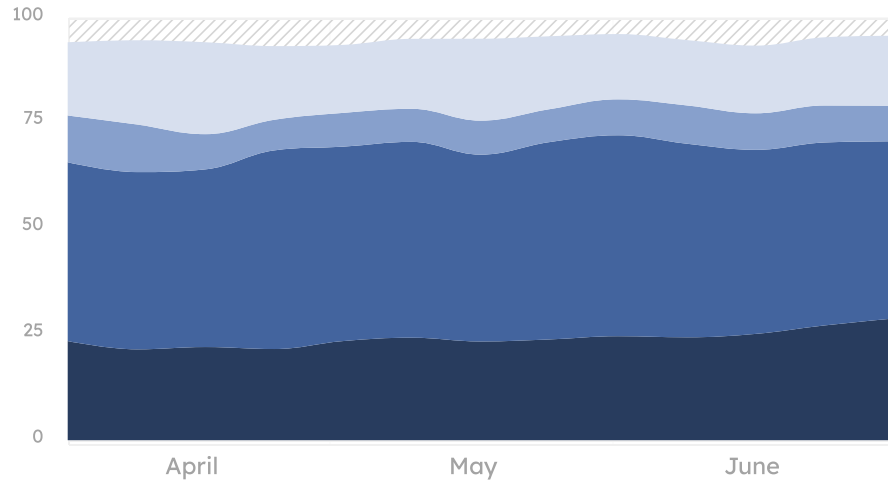
Mobile: Average shopping day Index = 100



Mobile shopping steadily increases throughout the day and peaks in the evening, which suggests a preference for mobile shopping during off-work hours.

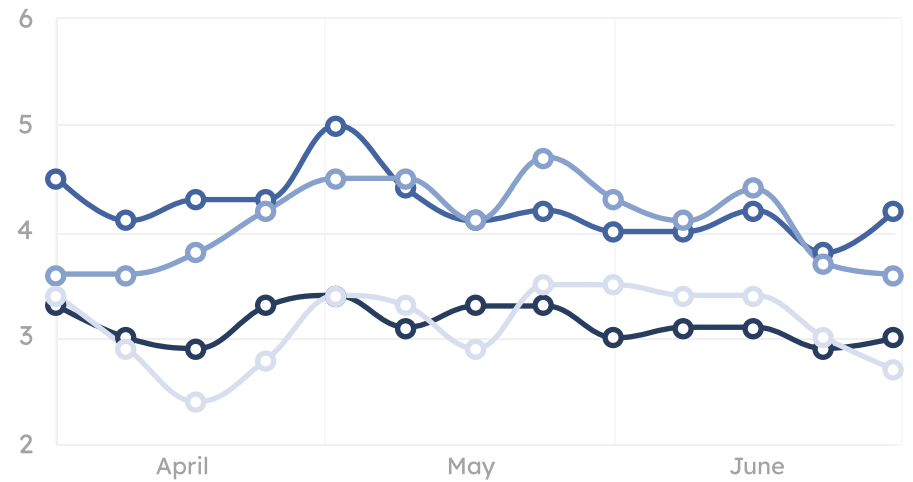


Share of clicks By percentage, %



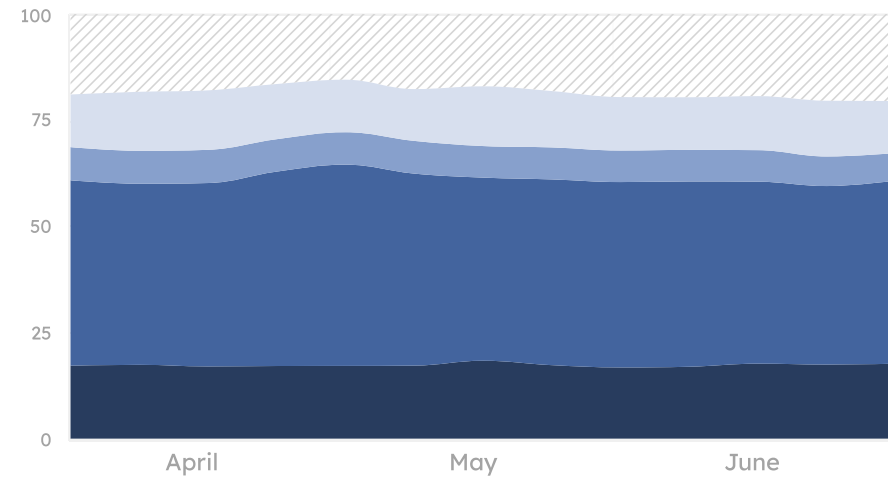
The largest share of clicks comes from iPhones, Androids and PCs.

Conversion rate By percentage, %



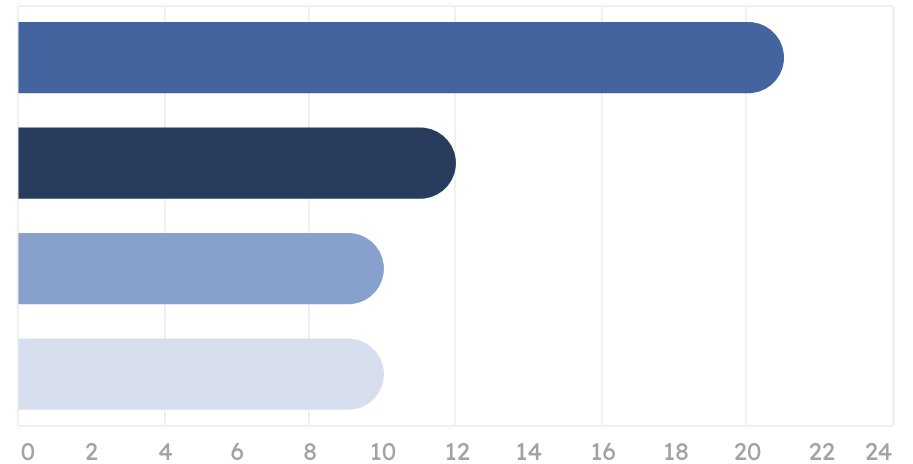
iPhone sees the highest conversion rates, closely followed by Mac.

Share of transactions By percentage, %



While the share of transactions from iPhones remains consistent, the share of transactions for Android and PC decreases when compared to their share of clicks.





Median time from click to order By minutes



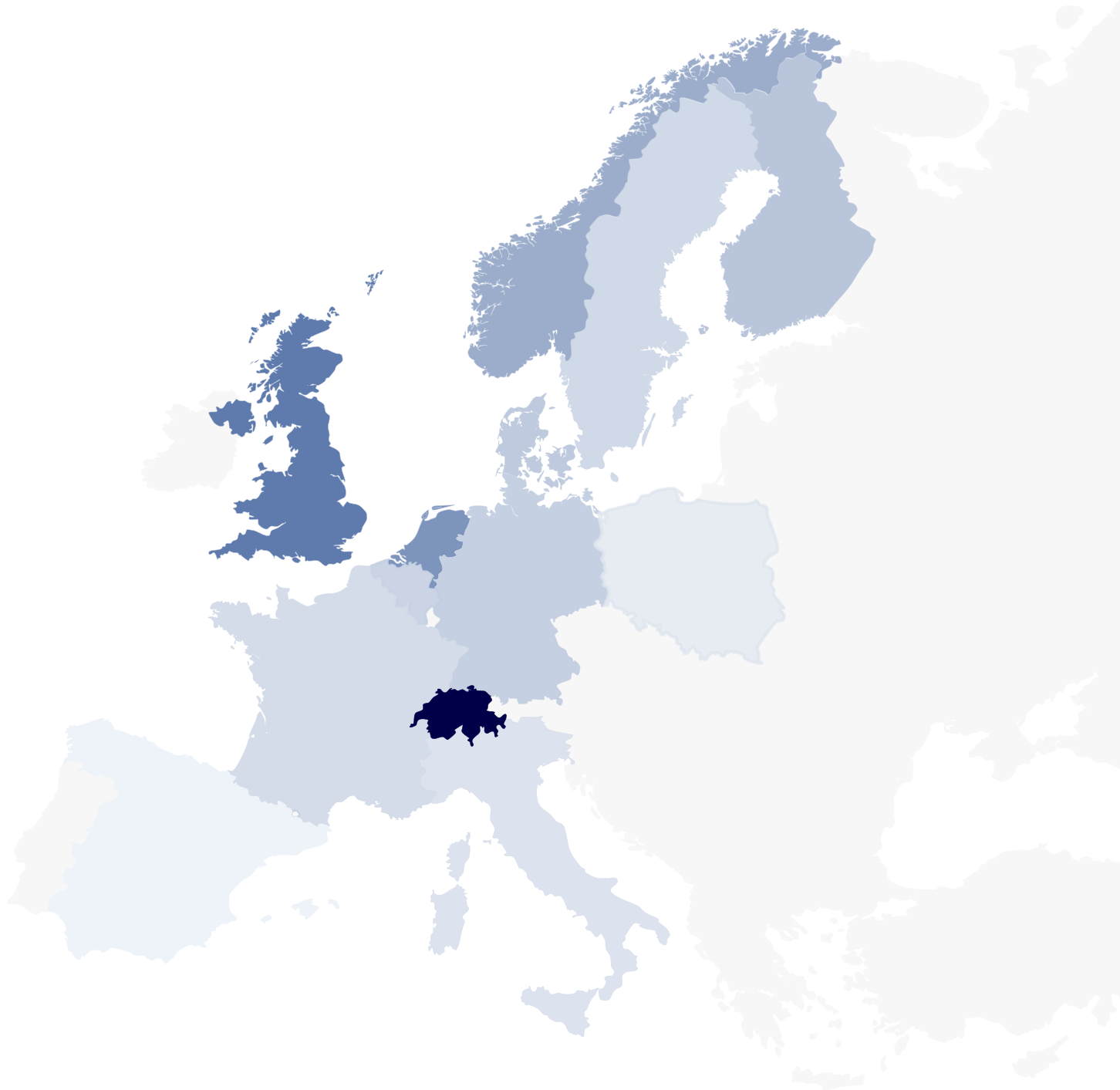
Users shopping from a Mac or PC have the shortest median time and are hence quicker from click to conversion, while iPhone users spend the longest time.

● PC
 ● Mac
 ● iPhone
 ● Android
 Other

Average order value By market

	Switzerland	266
	United Kingdom	113
	Netherlands	108
	Norway	90
	Finland	87
	Denmark	86
	Germany	75
	Belgium	70
	Sweden	70
	France	69
	Italy	65
	Poland	64
	Spain	58

Index = 100





Partner spotlight

Media house **Aller**

Aller Media has a wide portfolio of media brands. Every day, they inform, entertain, and inspire with quality content. Adtraction works with Aller across markets, allowing advertisers to increase their online sales through impactful content.

Influencer marketing platform **stylink**

Stylink is an end-to-end influencer marketing platform for brands and creators. More than 200 000 influencers in 11 countries are registered with stylink. Adtraction collaborates closely with stylink to provide brands with extensive opportunities to engage with influencers.

Student portal **Mecenat**

Mecenat is a student portal, providing access to a wide range of offers on travel, retail and everything a student might need. They also mediate Mecenat discounts to alumni, and 55+. Mecenat works closely with Adtraction, and enables advertisers to effectively target and reach these specific target groups.

“In the ever-evolving field of influencer marketing, experimentation is our compass. There is no rigid manual; we create our playbook every day with practical experience...”

Sina Friedrich

Senior Partnership Manager at **Stylink**

stylink

Health app **Stepler**

Stepler is a mobile app that motivates users to increase their physical activity by rewarding them for walking. Users earn points for every step they take, which can then be redeemed for various rewards. Stepler operates in multiple markets and works with a broad selection of brands through Adtraction.

CSS partner **Velka**

CSS Partner Velka Shopping is a Google Premium Partner with extensive experience in running shopping ads. Velka are active in multiple markets. Their collaboration with Adtraction allows brands to run Google Shopping Ads on a CPA model rather than CPC.

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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