



ADTRACTION

Q1 2025

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 Q1 2025

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!



Not just CPA: New approaches on how to pay commissions in Finland

For a long time brands have used CPA as the standard model when working with partner marketing in Finland. In 2025, brands are testing and exploring other options and hybrid models for working with partner marketing to achieve the best results.

“Brands may benefit from CPC traffic or a hybrid CPA+CPC model, especially when working with certain partner segments, such as influencers, content partners or mobile apps.”

Many brands are used to working with CPC with other platforms, such as Google and Meta and have realised that adding a CPC commission can boost the results from their partner marketing with a good ROI, when optimised correctly. Adding a CPC commission can make the partners even more interested in driving traffic to the brand and is a great way to stand out from competitors in the same segment.

Exploring different ways to pay commissions could also lead into exploring other options. Another example is the RevShare model, which is a perfect fit for subscription services – when brands are looking for new customers and want to invest into customers, who not only try their service but also stay as subscribers.

**Elias Paikkari**

Country Manager, Adtraction Finland

Multi-channel partner marketing in Germany

In Germany, partner marketing is evolving to meet consumers where they are. It's no longer just about websites and social media; partners now promote brands through apps, email campaigns, and even offline channels like events or print ads.

This approach helps brands connect with customers at different stages of their journey, whether through personalised app ads, targeted emails, or in-person experiences. By using multiple channels, partners contribute to create more opportunities for engagement, driving conversions and building stronger brand loyalty.

**Kristina Dubs**

Country Manager, Adtraction Germany

Demand for more transparency for lead generation in Spain

In recent years, there has been a big rise in lead generation brokers for utilities, finance, and subscription services in Spain. Media buyers have gained significant expertise on traditional platforms, combining it with partner marketing agreements. However, some "overselling" in delivery splits has made brands demand clearer information to better allocate their budgets.

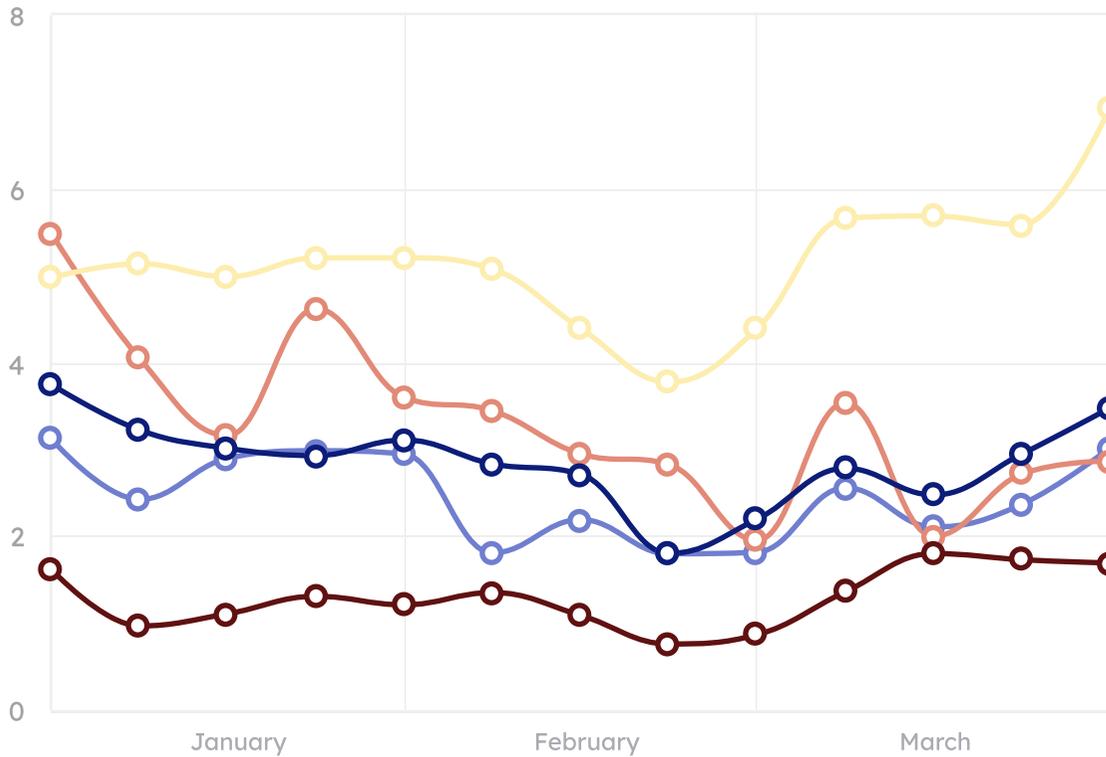
To ensure full transparency in lead acquisition, Adtraction introduced Hub Solution in 2023. This innovative product leverages multiple API connections, enabling brands to gain a comprehensive view of their lead acquisition process. At the same time, it provides brokers with a clear overview of delivered quality, based on user profiling and acquisition channels.

**Isaac Mangas**

Country Manager, Adtraction Spain

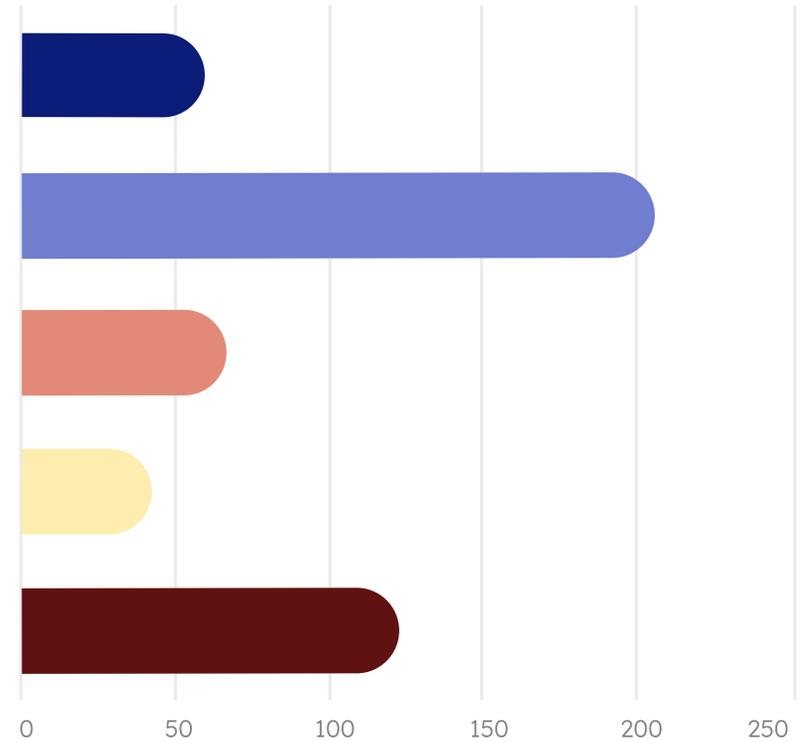
Conversion rate

By percentage, %



Beauty has the highest conversion rate throughout the quarter, with a peak in March at 7%. CRs for Interior remain the lowest, but relatively stable. Fashion and Electronics ranges between 1,8% and 3,7%.

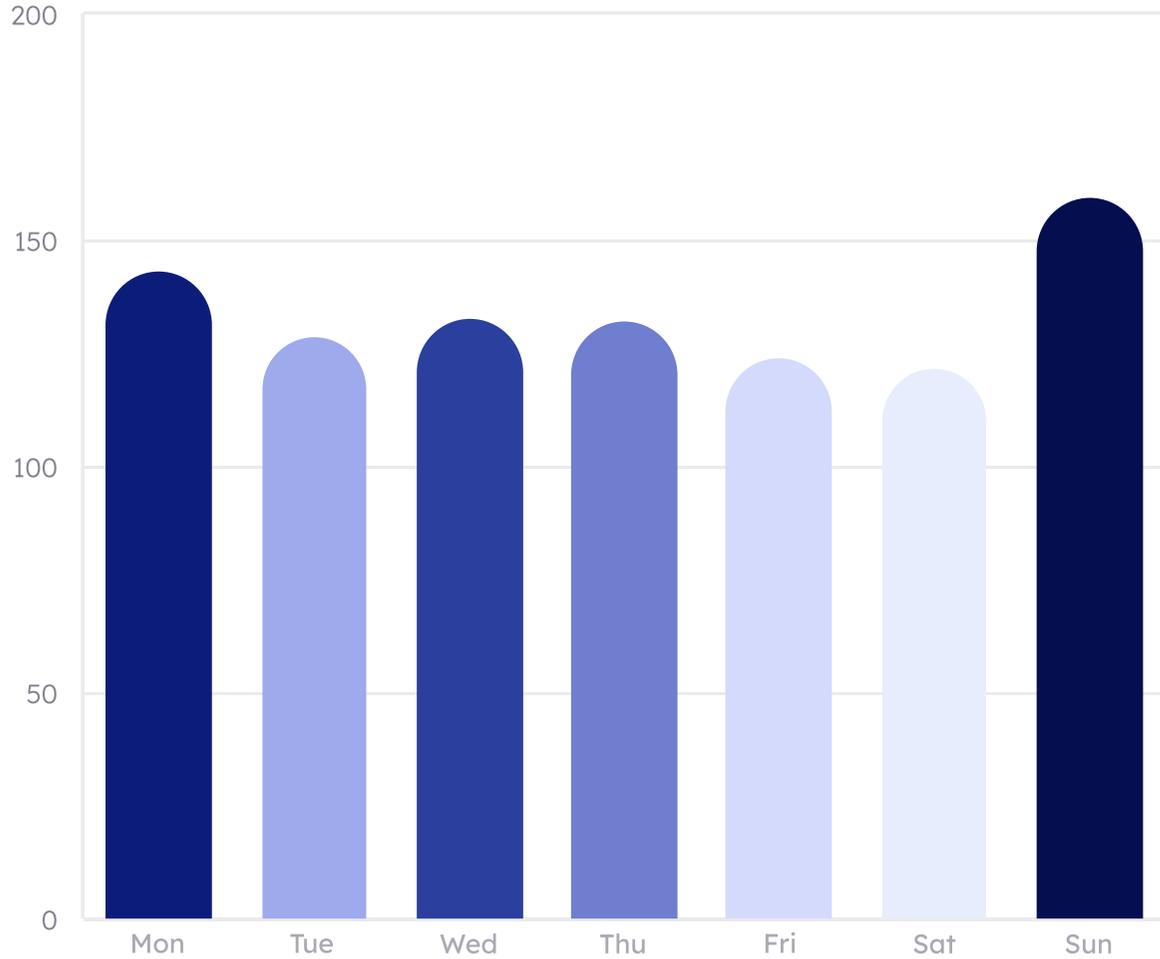
● Fashion ● Electronics ● Beauty ● Interior ● Kids and family



Electronics had the highest average order value in Q1, followed by Interior. Fashion, Kids & Family, and Beauty were all below the index.

Average shopping week

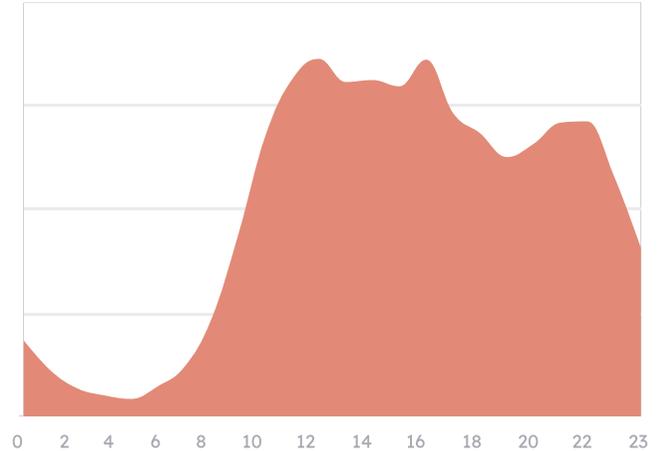
Sales volume, Index = 100



Sunday has the highest sales volume in Q1, followed by Monday. Sales remain relatively steady from Tuesday to Friday, with a slight dip on Saturday before rising again at the end of the week.

Desktop: Average shopping day

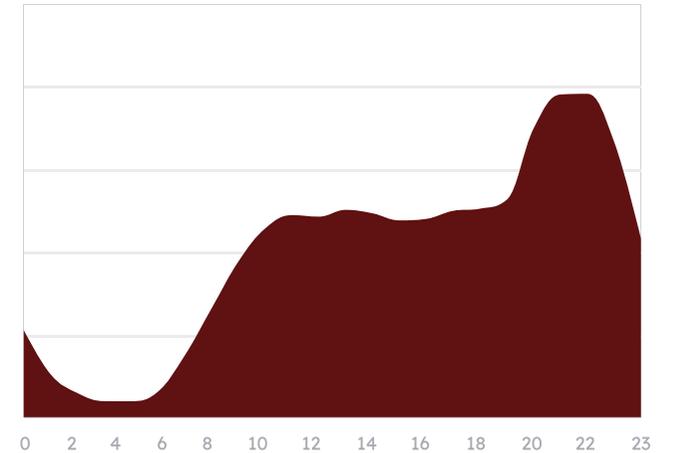
Index = 100



Desktop shopping peaks both at midday and in the afternoon. After standard work hours the desktop shopping decreases, before a secondary increase occurs in the late evening.

Mobile: Average shopping day

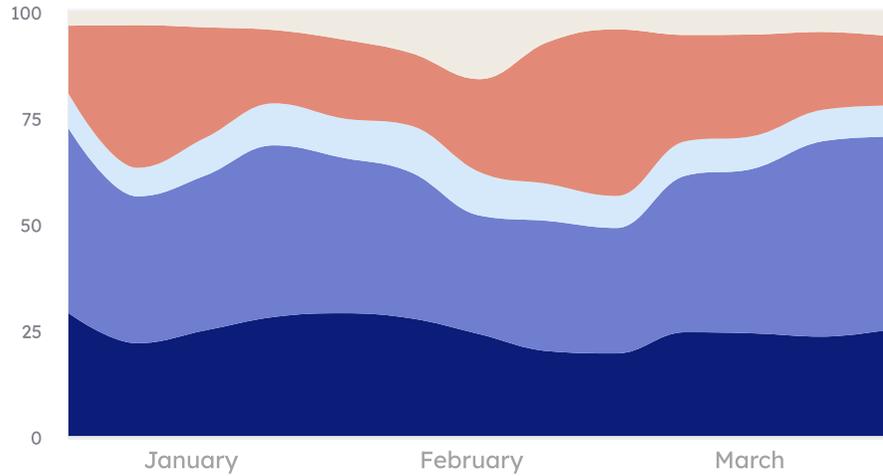
Index = 100



Mobile shopping increases throughout the day and peaks late in the evening. This pattern reflects a strong preference for using the mobile during off-work hours.

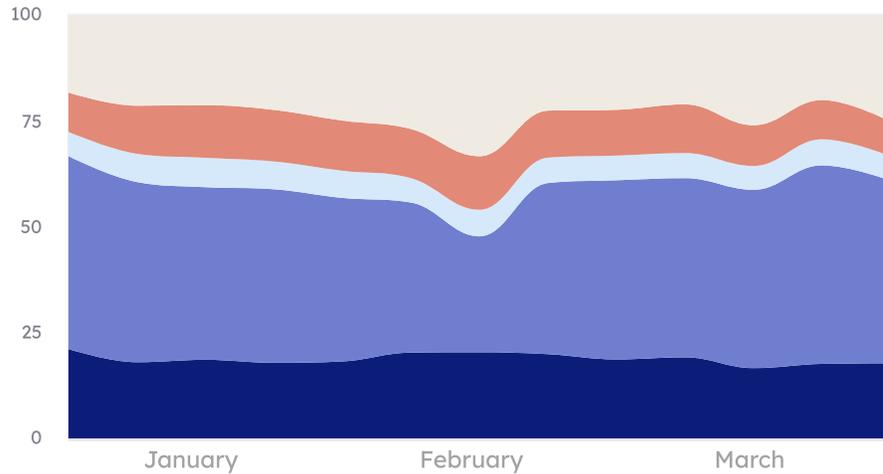


Share of clicks By percentage, %



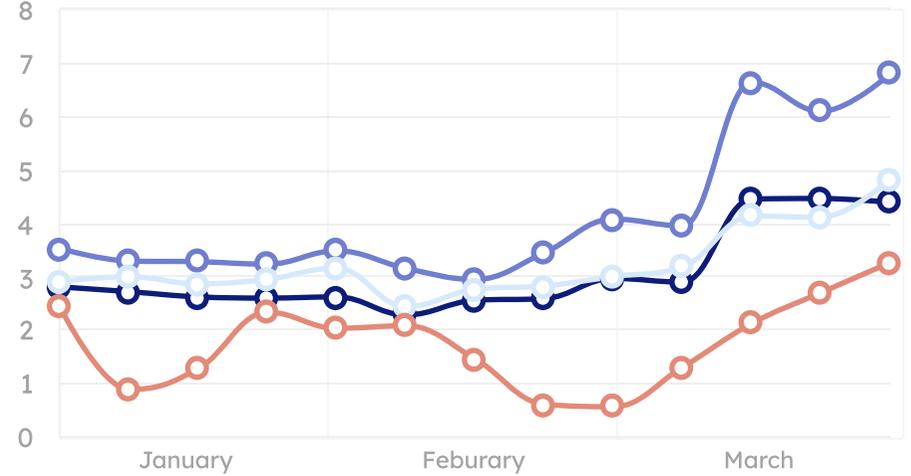
The largest share of clicks comes from iPhones, followed by PC and Androids.

Share of transactions By percentage, %



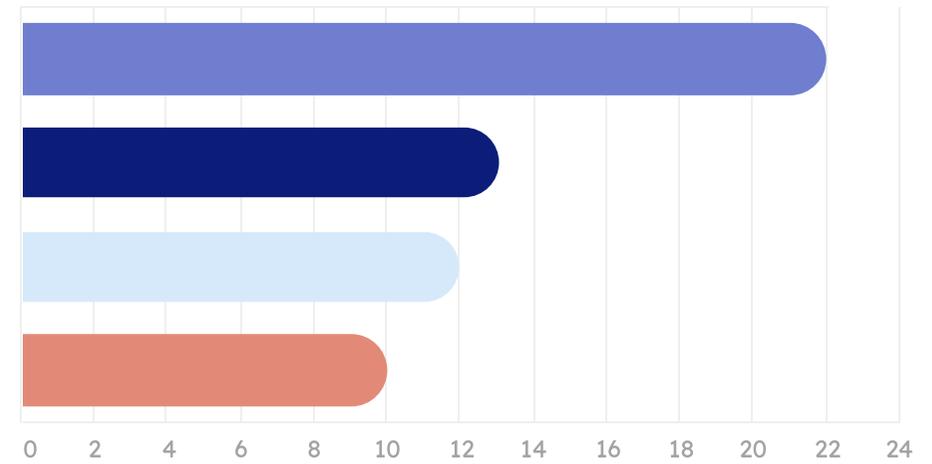
iPhone holds the largest share of transactions throughout Q1, while the share of PC, Mac and Android remain smaller, but steady. The share of PC decreases compared to its share of clicks.

Conversion rate By percentage, %



iPhone has the highest conversion rates throughout the quarter. Across all devices, the conversion rates rise in March.

Median time from click to order By minutes



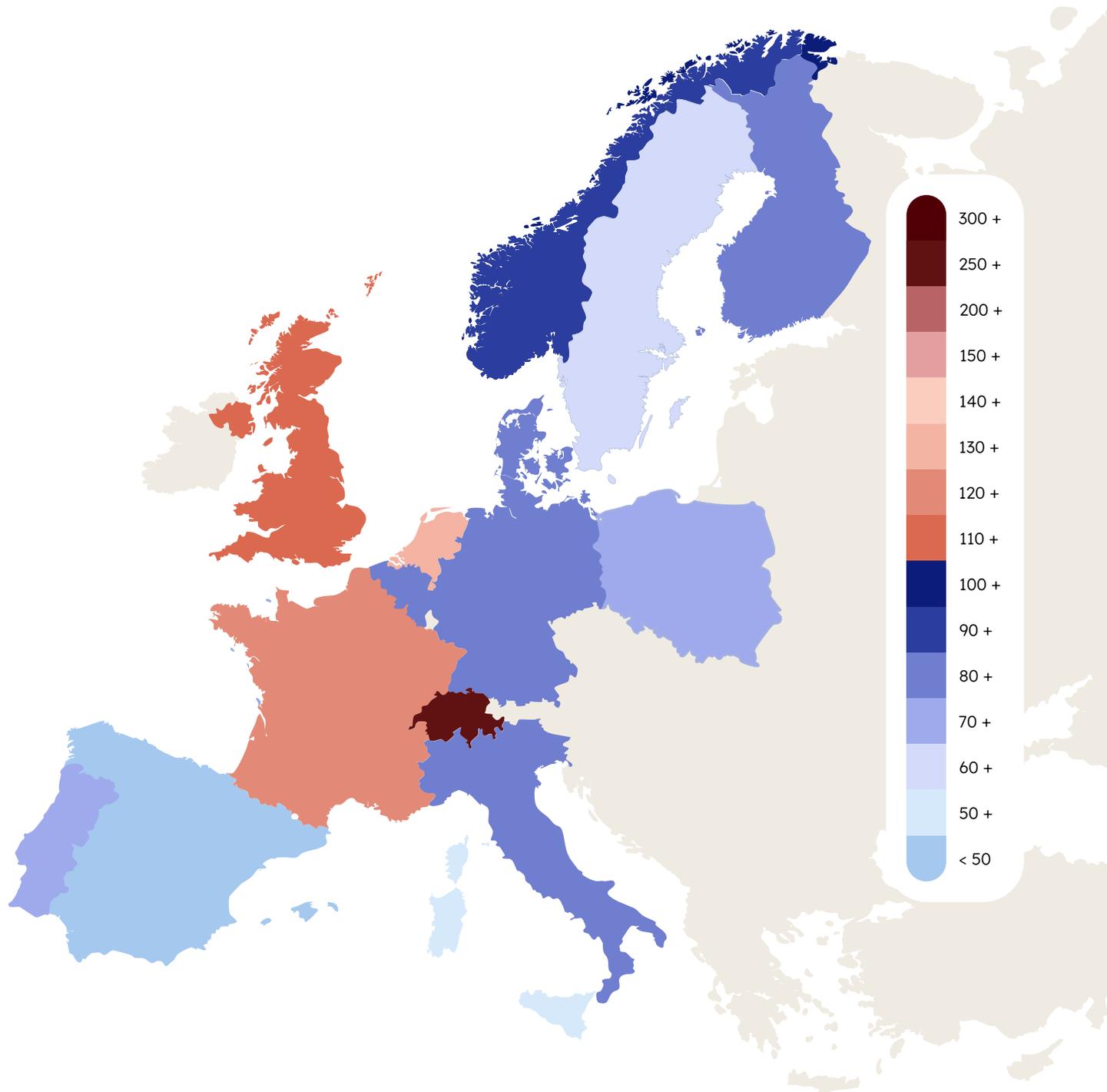
iPhone users take the longest time to complete their purchases, followed by Android. PC and Mac users convert more quickly, with PC having the shortest median time.

● PC
 ● Mac
 ● iPhone
 ● Android
 ● Other

Average order value By market

	Switzerland	263
	Netherlands	135
	France	126
	United Kingdom	100
	Norway	91
	Finland	86
	Germany	84
	Belgium	84
	Denmark	82
	Italy	82
	Portugal	77
	Poland	76
	Sweden	68
	Spain	46

Index = 100



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.



ADTRACTION

Contact information
hello@adtraction.com