



多屏时代商务趋势分享

- Criteo 15Q2移动报告解读

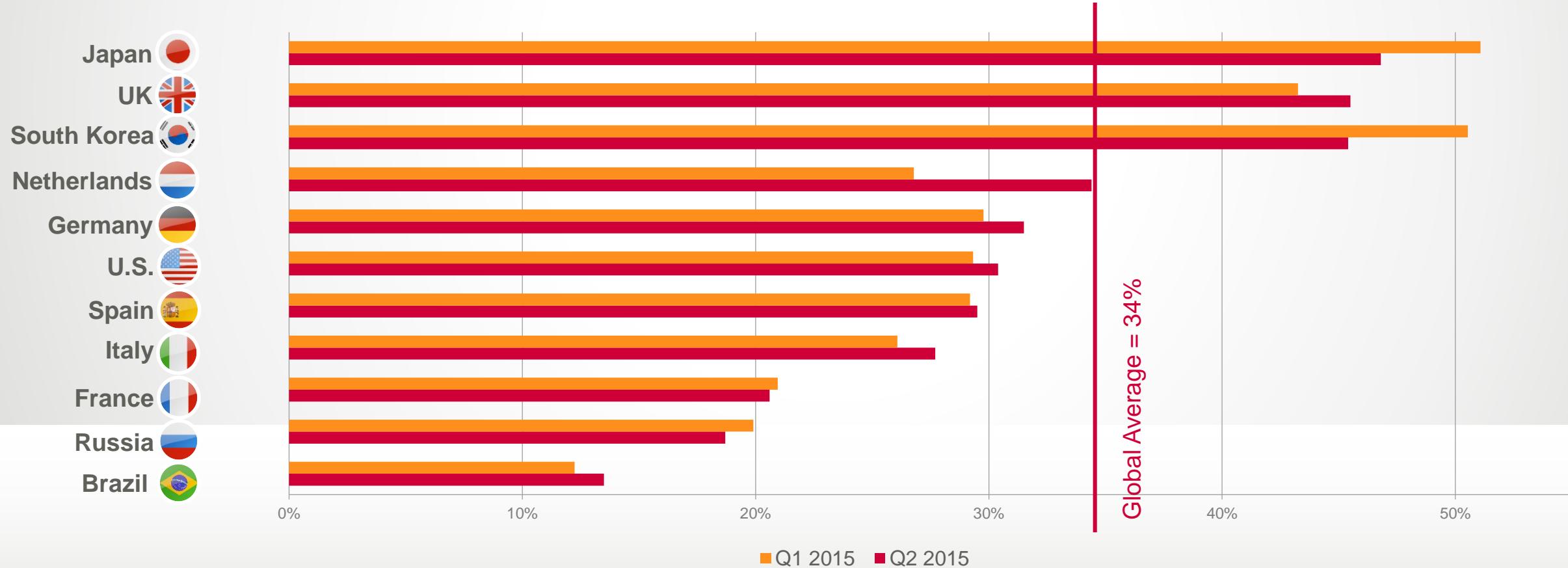
李小轲

Criteo 中国区总裁

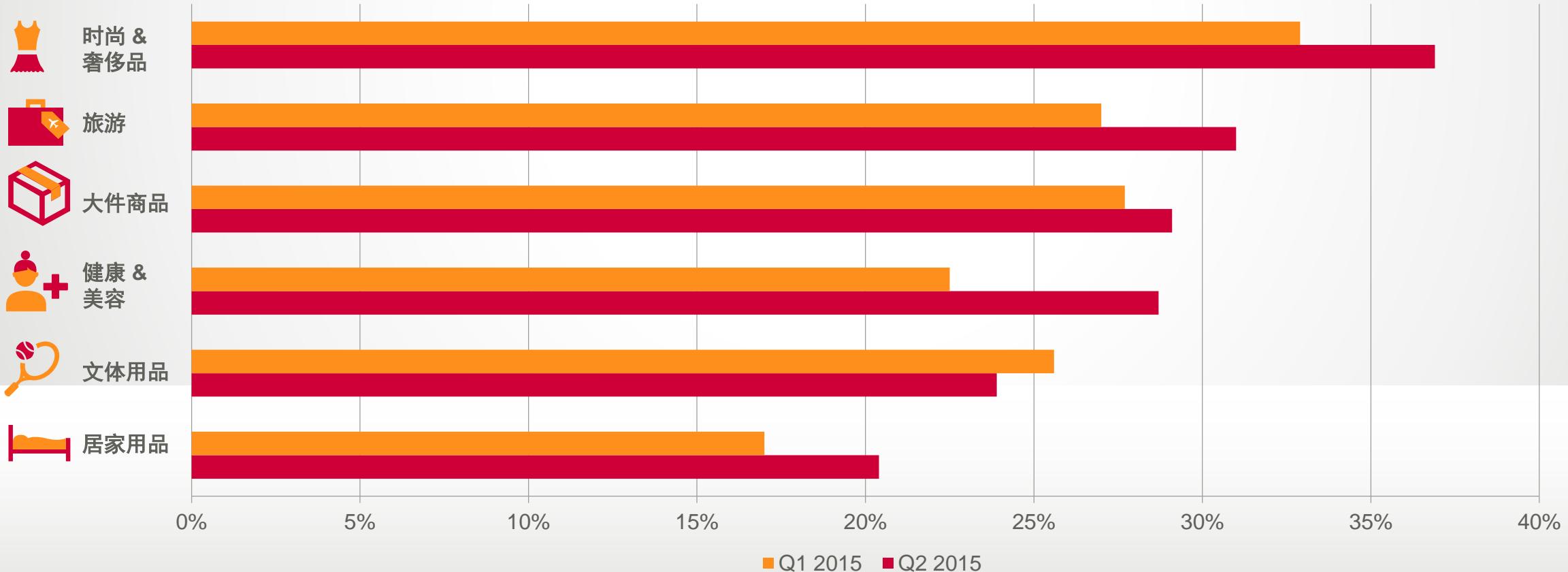
2015/07/02

● #趋势一 移动化大潮不可阻挡!

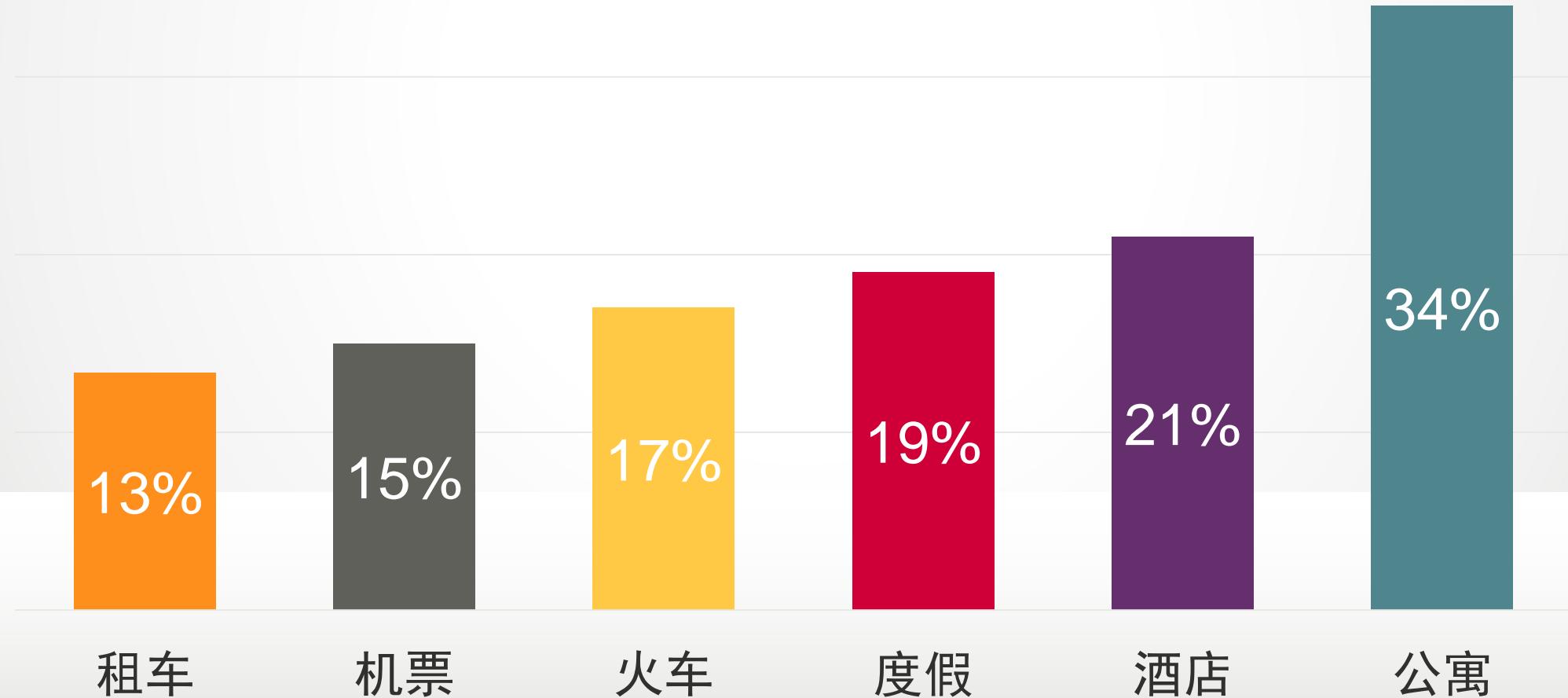
移动订单成交 %, 国家



移动订单成交 %, 行业

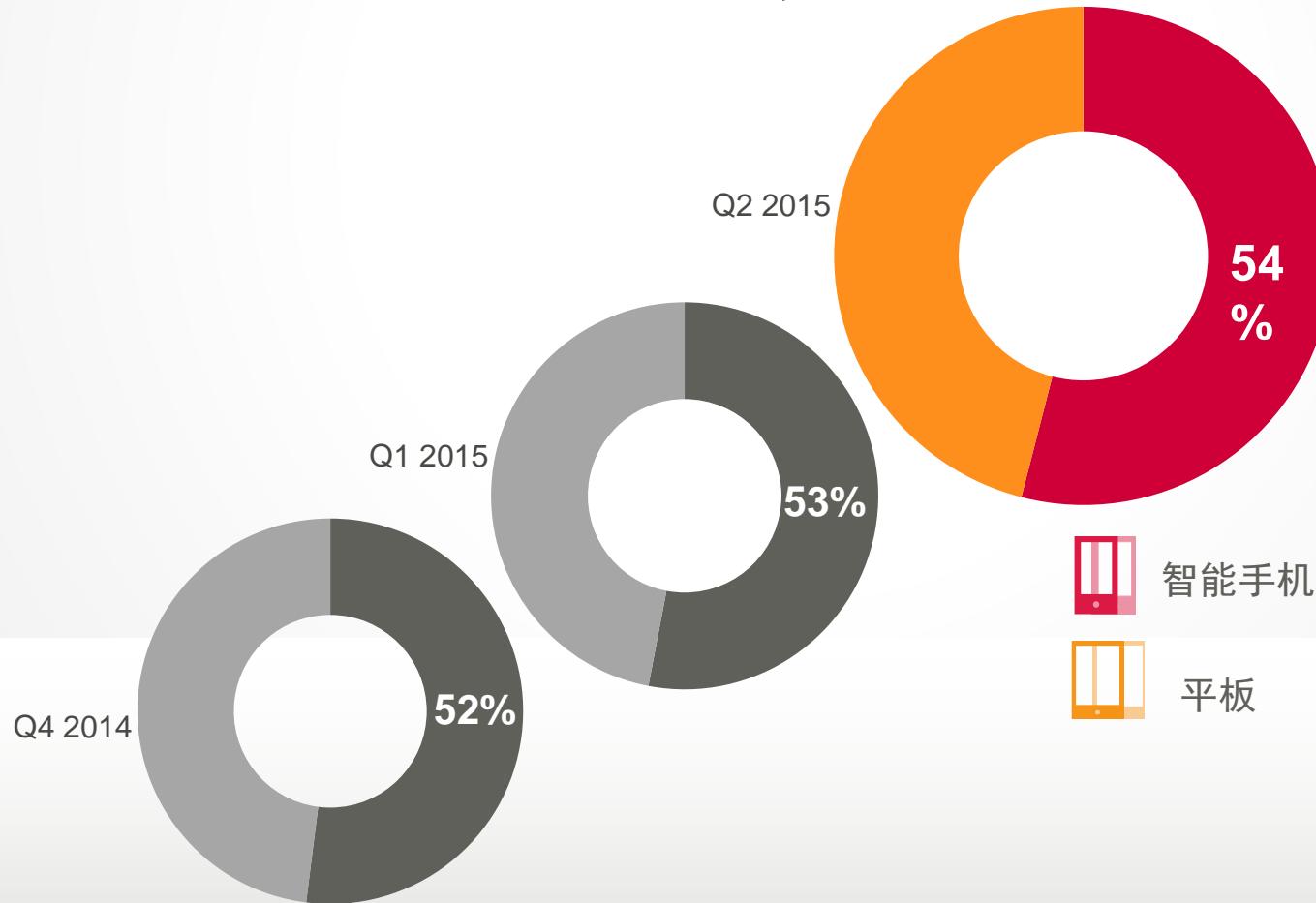


移动订单成交 %, 旅游产品



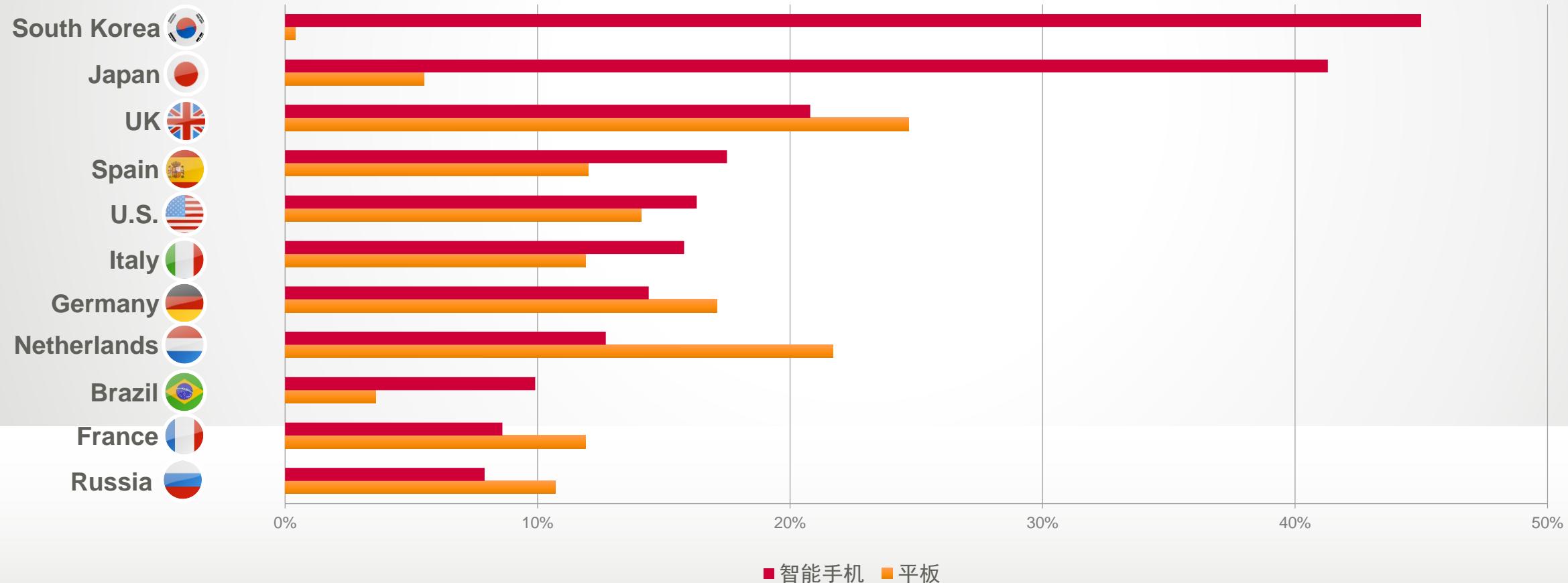
● #2 趋势二 手机端逐步蚕食平板份额

手机 VS. 平板, 移动订单成交 %



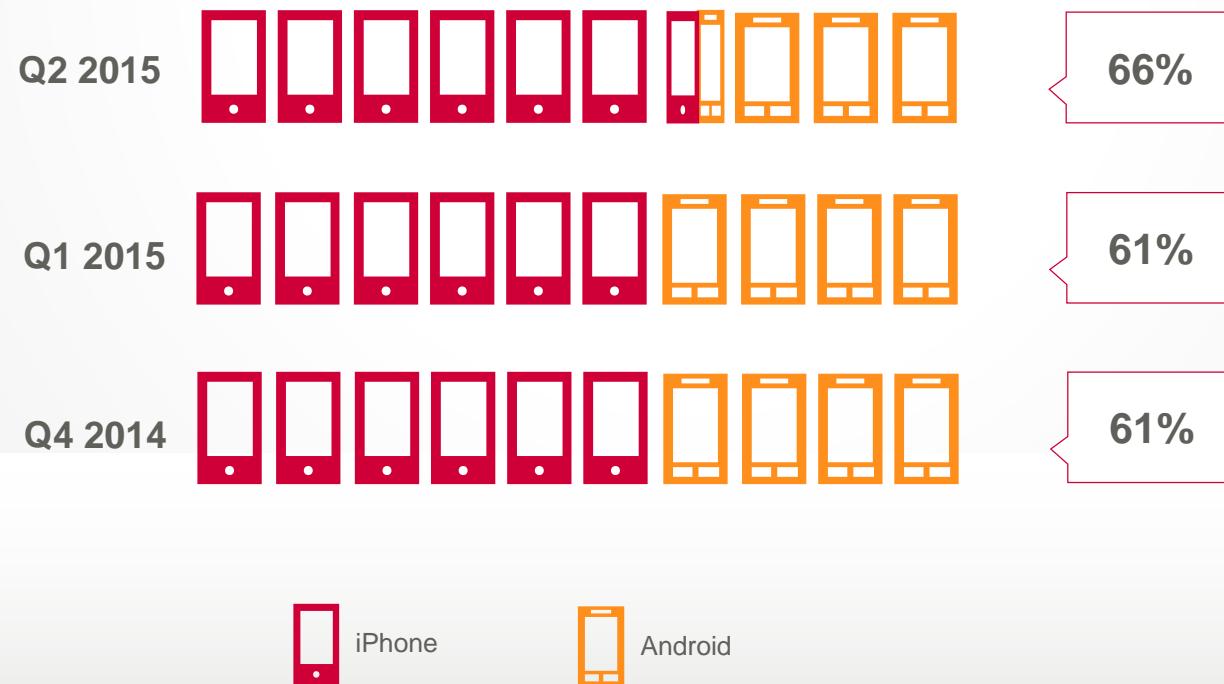
● 智能手机 – 首选设备

手机 VS. 平板, 移动订单成交 % , 国家



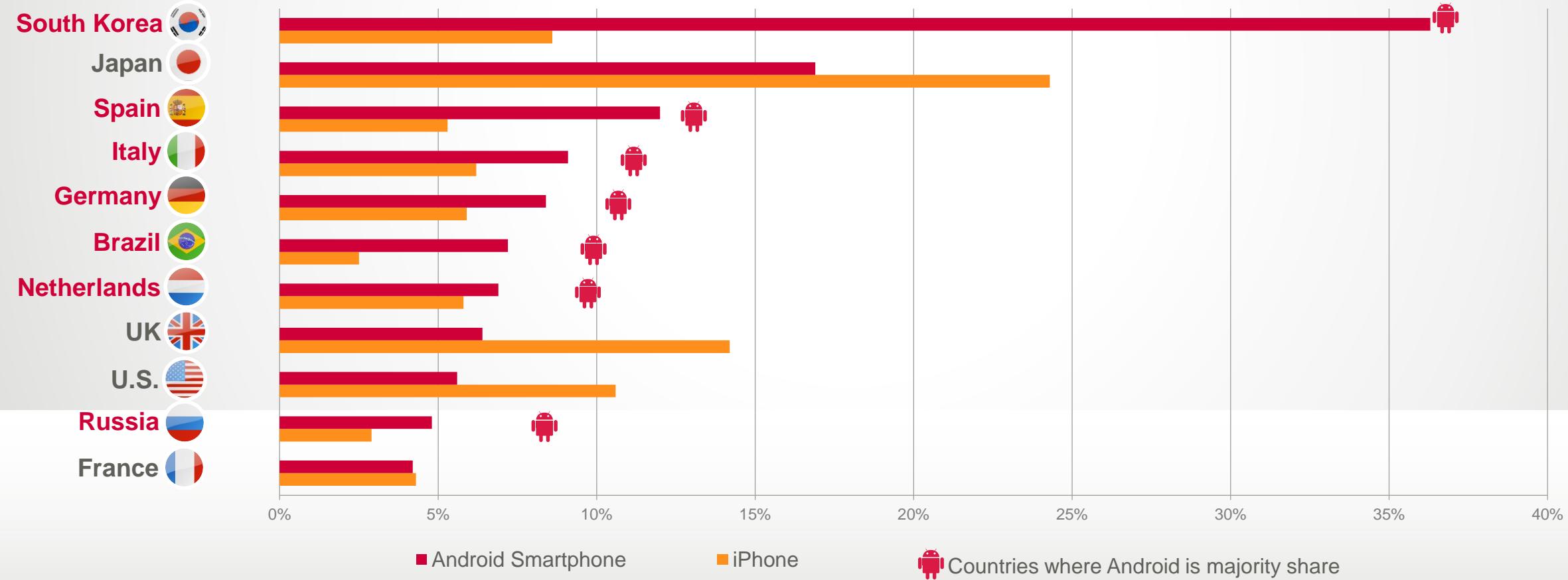
- 美国 - iPhone 领先于 Android

iPhone VS. Android, 移动订单成交 %



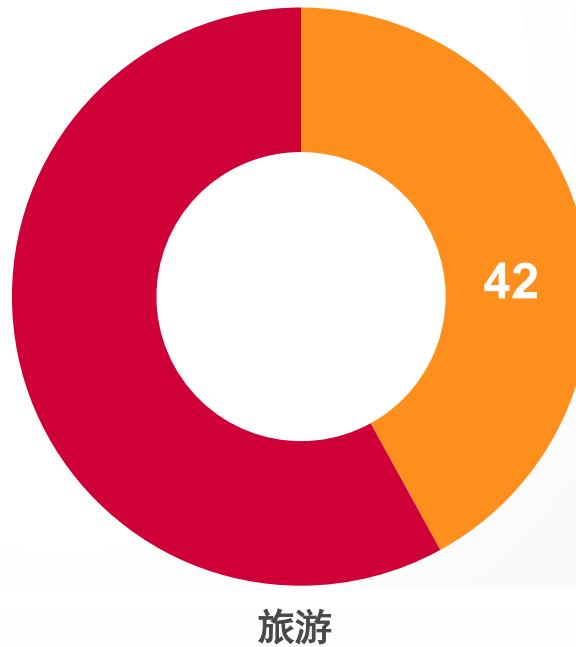
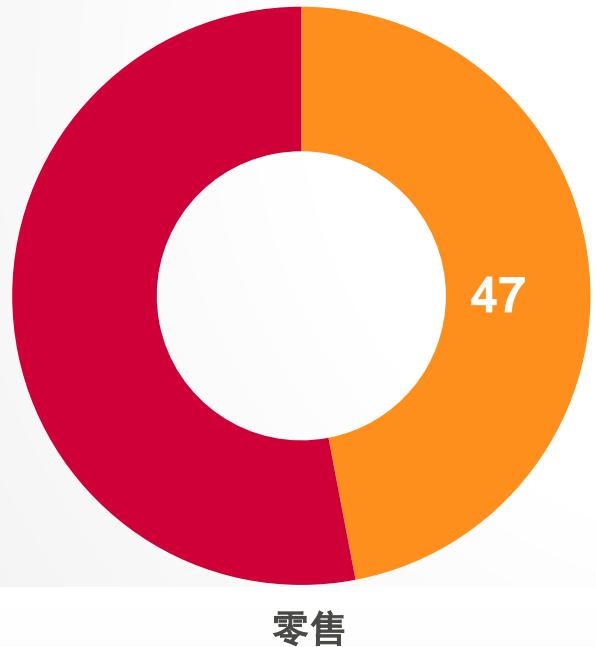
● 全球范围 – Android 订单占比仍高于 iPhone

iPhone VS. Android, 移动订单成交 % , 国家



- App 成交订单逐步增加，占据近半份额

Apps VS. 移动浏览器, 移动订单成交 %



Apps

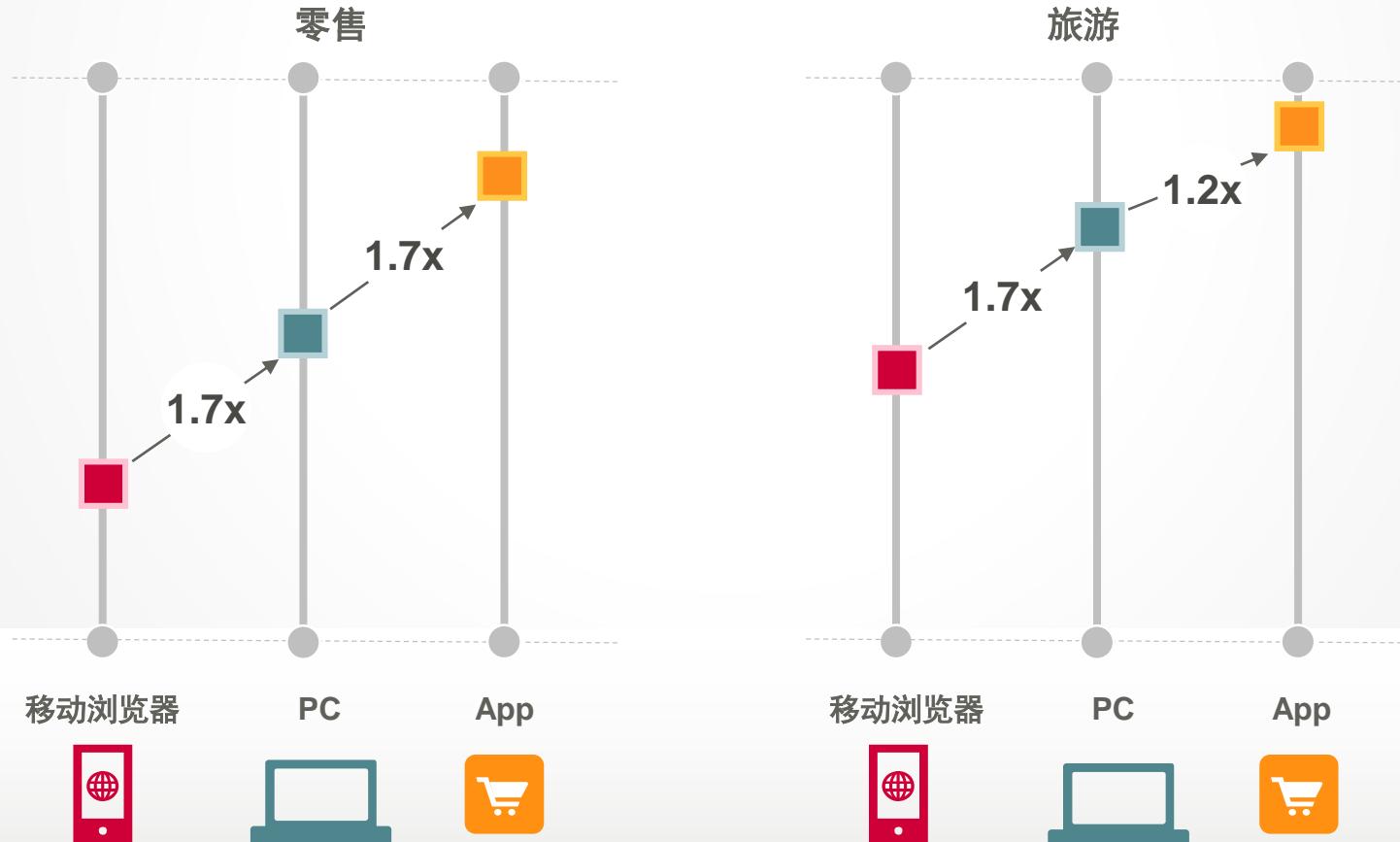


移动浏览器

* Retailers that have over 25% of eCommerce transactions on mobile. Of those mobile transactions, more than 10% are from mobile apps and the rest from mobile browsers.

● APP 转换效果最佳

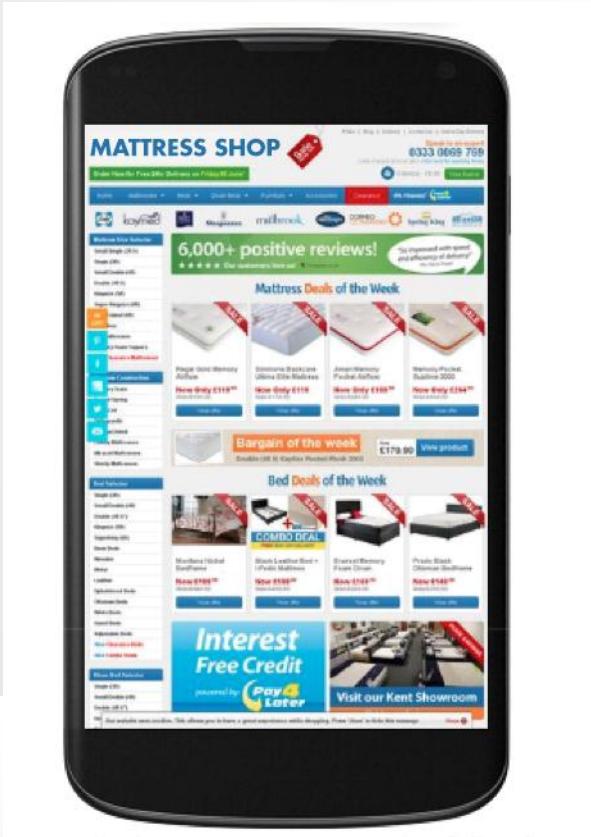
移动浏览器 VS. PC VS. APP, 购买率



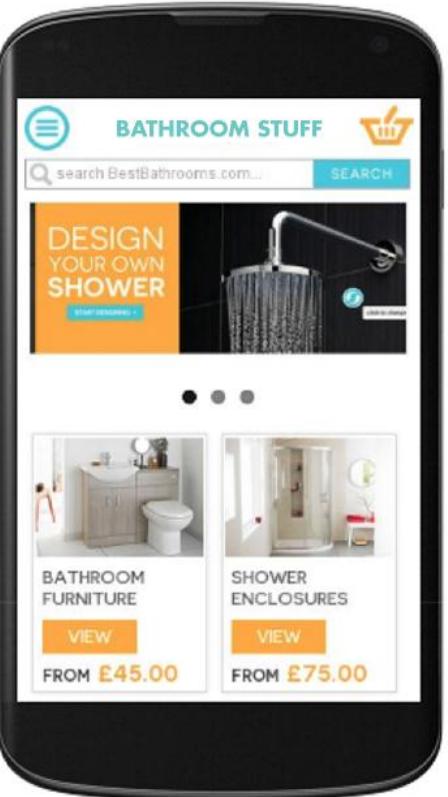
* Retailers that have over 25% of eCommerce transactions on mobile. Of those mobile transactions, more than 10% are from mobile apps and the rest from mobile browsers.

● # 趋势三 移动网站的优化效果显著

未优化的网站



简单优化的网站

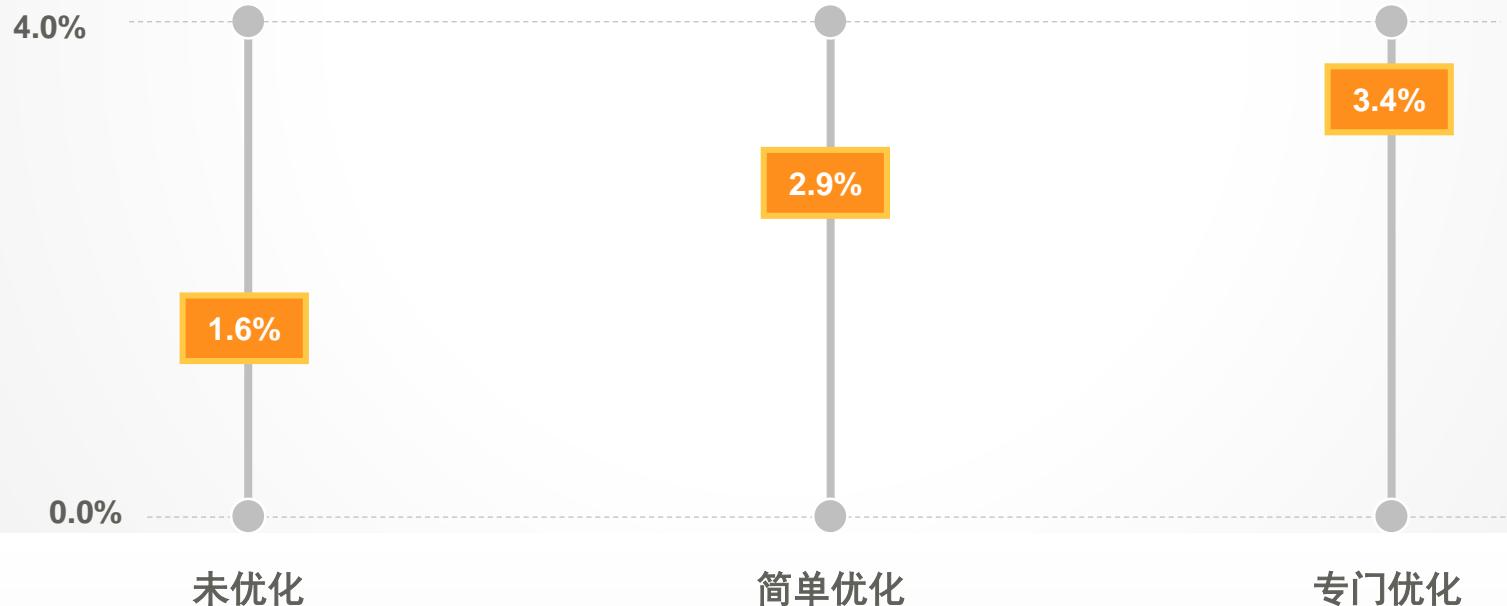


专为移动
优化的网站



- 购买率和优化程度直接相关

各种移动网站的转换率

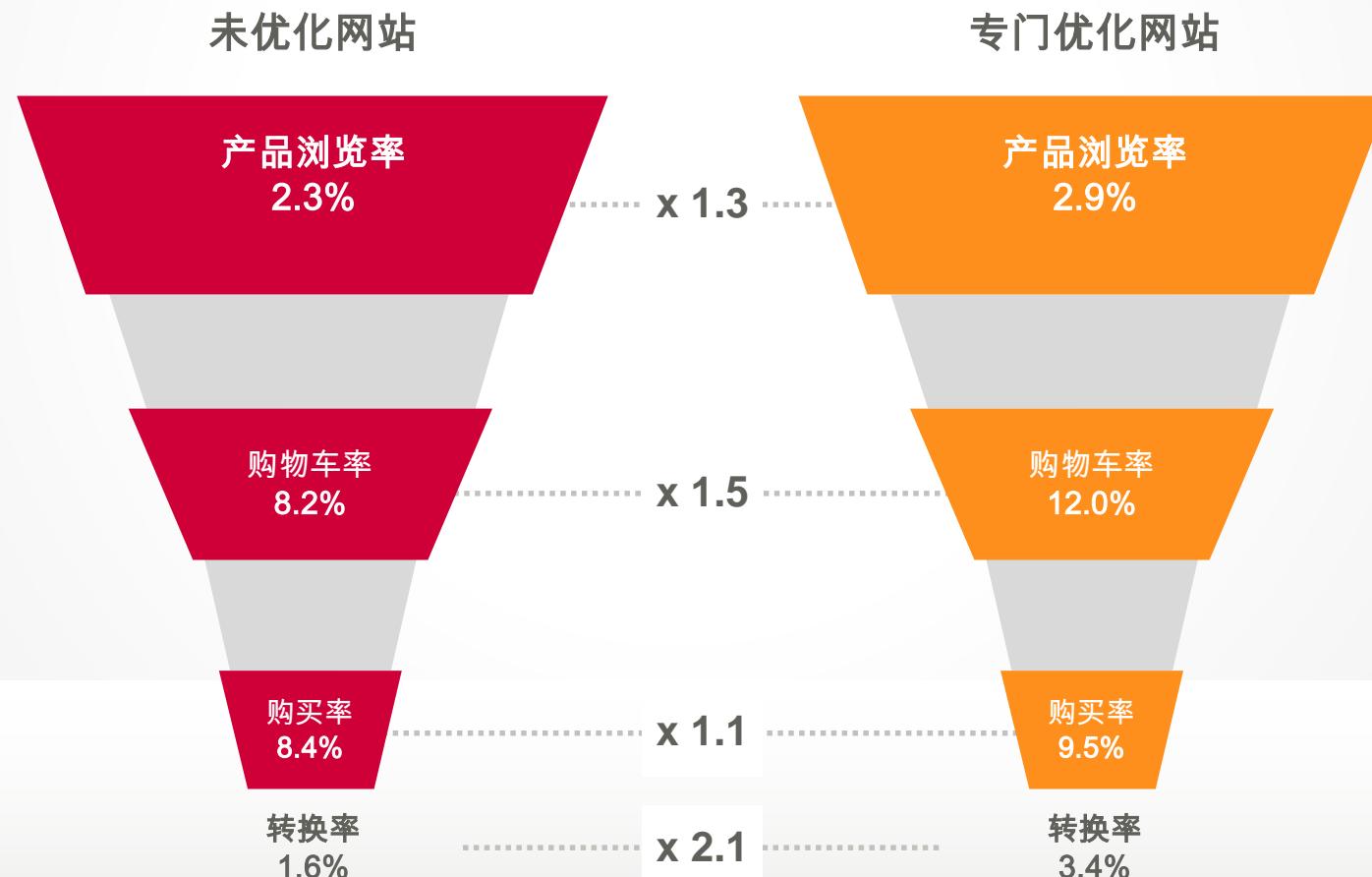


Conversion Rate = (No. of Sales) / (No. of Users)

Users include those with more than a single event on the websites.

Each time a visitor sees a web page, adds a product to the basket, or makes an online payment, etc., it is counted as an event.

● 优化网站的转换率领先于各个转换过程



Conversion Rate = (No. of Sales) / (No. of Users)

Users include those with more than a single event on the websites.

Each time a visitor sees a web page, adds a product to the basket, or makes an online payment, etc., it is counted as an event.

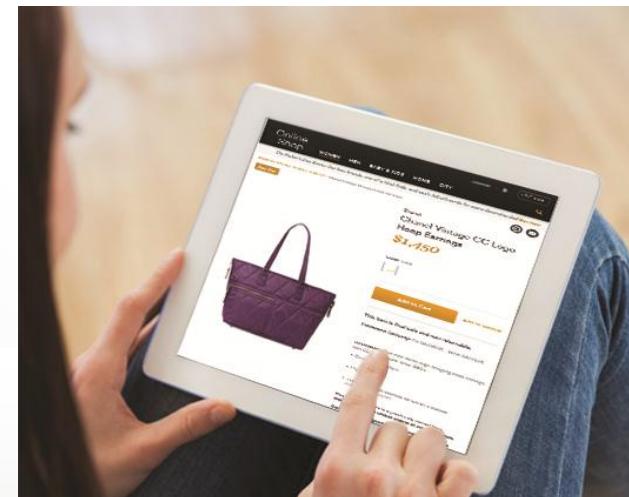
● 趋势四 – 跨屏是下一个挑战，但也是机遇

通过多台设备和供货商互动，并完成一个在线购买的过程

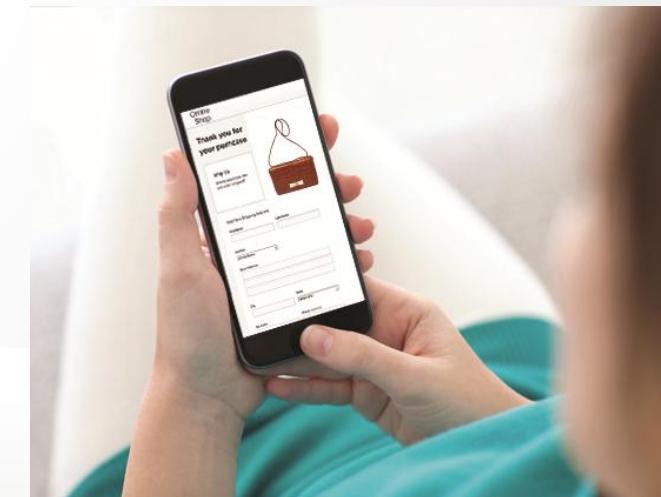
第一天
Jill 在办公室



第二天
Jill 在家



第三天
Jill 在牙科诊所完成下单



- 40% 的在线定单包含跨屏行为*

美国，包含跨屏行为的下单 %

用户购买于:



智能手机

PC

平板

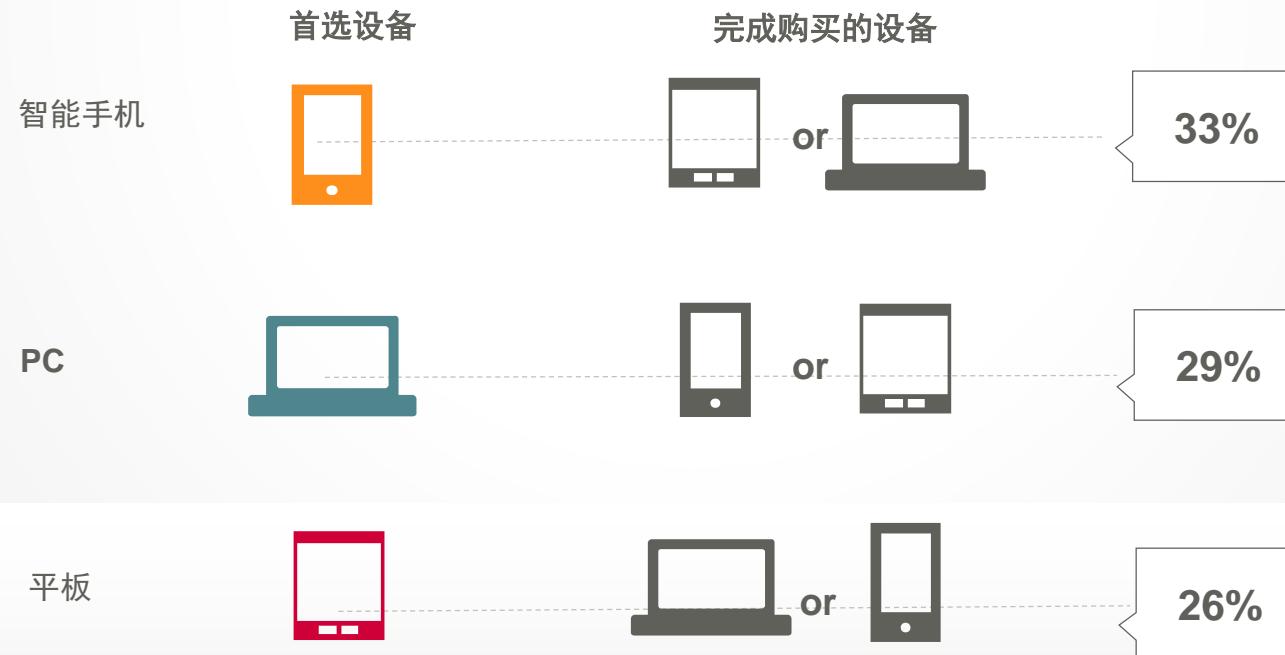
% 用户在购买前使用过其他设备:



* Where the consumer has more than one device. Based on Criteo's cross device product providing exact matches of users across multiple devices.

- 28%的用户首选设备并非完成购买的设备

美国，在非第一设备上定单 %



* Where the consumer has more than one device. Based on Criteo's cross device product providing exact matches of users across multiple devices.

- #1 趋势一 移动化大潮不可阻挡!
- #2 趋势二 手机 VS 平板 ; iPhone VS Android ;
APP VS 移动浏览器
- #3 趋势三 移动网站的优化效果显著
- #4 趋势四 跨屏是下一个挑战 , 但也是机遇

● 案例分析



- 意大利“高铁中的法拉利”

APP



PC

A screenshot of the Italo website. The header includes the Italo logo, a "Miglior Prezzo" button, "Italo In Viaggio", "Assistenza", and a language switcher. Below the header is a navigation bar with links like "ACQUISTA BIGLIETTO", "CAMBIA PRENOTAZIONE", "Offerte", "Destinazioni e Orari", "Servizi", "Programma Fedeltà", "Viaggiare con Italo", and "Italo Impresa". The main content features a large banner for a "NOTTE ROSA A RIMINI?" promotion with a "-40%" discount. Text at the bottom of the banner specifies the offer is valid from July 3rd to July 6th for the Low Cost tariff. Below the banner, there's a section titled "Le migliori Offerte" with a "Cambia Prenotazione" button.

移动浏览器

A screenshot of the Italo website viewed through a mobile browser. The layout is similar to the PC version but adapted for a smaller screen. It shows a banner for "NOTTE ROSA A RIMINI?" with a "-40%" discount. Below the banner, there's a section titled "Le nostre Offerte" with a "Cambia Prenotazione" button. The overall design uses the characteristic red color scheme of the Italo brand.

● 案例分析



- 意大利“高铁中的法拉利”

CRITEO represents
15% of Italo's sales



- 移动覆盖结合跨屏使 ROI 增长 +50%
- 同时整体订单不仅没有降低，还出现增长

● 访问 Criteo.com 或扫描二维码，获取更多免费报告



The Mobile Effect: Disrupting the Competitive Landscape in the Digital Travel Market

Phocuswright White Paper | May 2015

Sponsored by criteo.

Written by Cathy Schetzina Welsh
Researched by Marcella Gascia

Phocuswright

Figure 2: Devices Used to Book Flights (Last Trip)

| Device | China | France | Russia | Brazil | Germany | U.S. | U.K. | Australia |
|------------|-------|--------|--------|--------|---------|------|------|-----------|
| PC | 66% | 49% | 50% | 95% | 95% | 95% | 95% | 95% |
| Smartphone | 26% | 4% | 5% | 7% | 3% | 6% | 2% | 6% |
| Tablet | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 7% |

Figure 3: Booking Via Tablet (Tablet Owners Only)

| Category | Air | Hotel |
|---------------|-----|-------|
| Own Device | 54% | 45% |
| Shared Device | 49% | 48% |
| Total | 55% | 55% |

Figure 4: Book Flights (Last Trip)

| Platform | Brazil | Germany | U.S. | U.K. | Australia |
|---------------------|--------|---------|------|------|-----------|
| App | 47% | 42% | 42% | 47% | 47% |
| Airline Website/App | 27% | 36% | 34% | 35% | 35% |

2015
5月