



**ADTRACTION**

**Q1 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 Q1 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!**



## The next wave of influencer marketing

German e-commerce is thriving, attracting more influencers to explore partnership opportunities. Even those who were previously hesitant to work on performance based setups, are reconsidering and showing more interest in collaborations that are not based on fixed fees.

**“Influencers are moving away from fixed brand campaigns and are now choosing products that align with their personal brand and resonate with their audience.”**

Additionally, influencers are shifting focus from brands to the products they offer. This means that they are moving away from fixed brand campaigns and are now choosing products that align with their personal brand and resonate with their audience. This flexibility and approach enhances their authenticity and flexibility, often leading to better collaboration outcomes.

In response, brands are increasingly willing to offer higher commissions for quality traffic, and show willingness to adjust commission rates upwards.

Social media algorithms play a crucial role in the influencer marketing collaborations, boosting visibility and trust. This can be an incredibly efficient way to ignite a brand hype without risk for both parties.



**Kristina Dubs**

Country Manager, Adtraction Germany



**Elias Paikkari**

Country Manager, Adtraction Finland

## Increased focus on customer engagement

The current economic climate is encouraging customers to be more careful and spend more time comparing products, potentially extending the click to conversion time. Consequently, advertisers are showing a growing interest in closing the gap from consideration to purchase. This can be done by engaging with the entire customer journey, to ensure that their brand meets customers at every stage of the buying process, with the right guidance, support and information.

## E-commerce and tourism growth

Spanish e-commerce is experiencing significant activity, led by the tourism sector where hotels, travel, and leisure see major investments. Currently, 47% of Spaniards engage in online shopping, and 30% shop exclusively online<sup>1</sup>. These figures suggest a steady growth in the e-commerce market, underlining both industry growth and evolving consumer preferences towards online purchases. This movement reflects a gradual shift in the digital marketplace landscape.

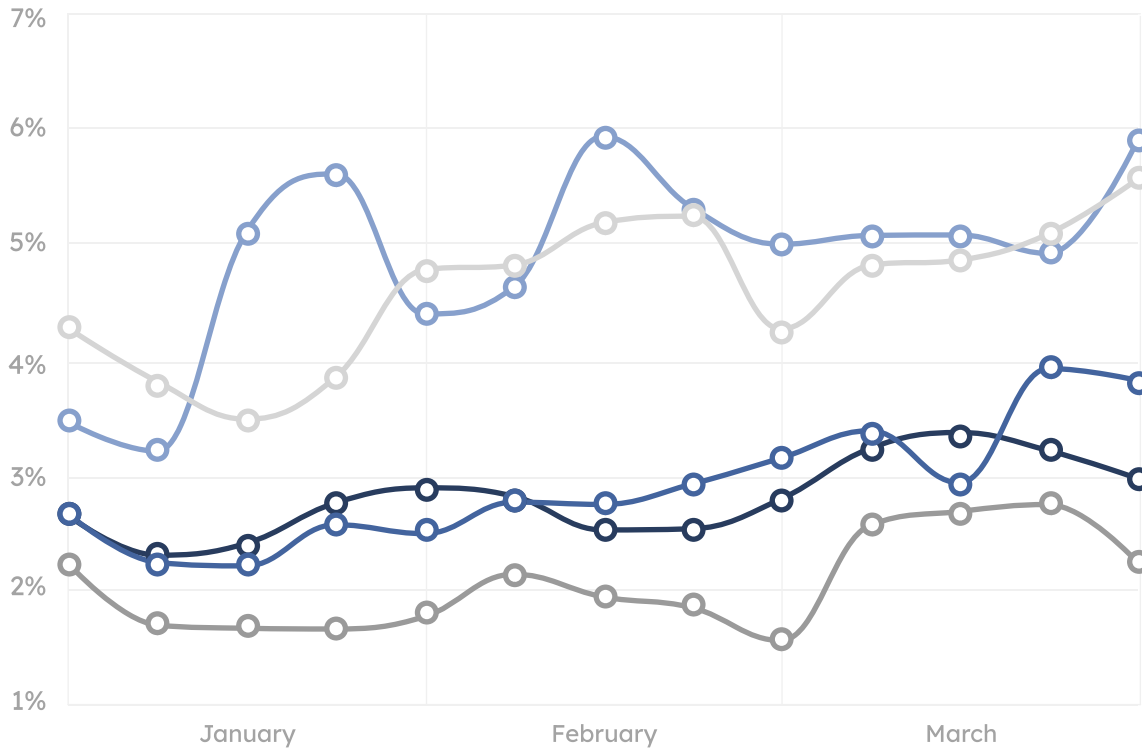


**Javier Murillo**

Country Manager, Adtraction Spain

## Conversion rate

By percentage, %

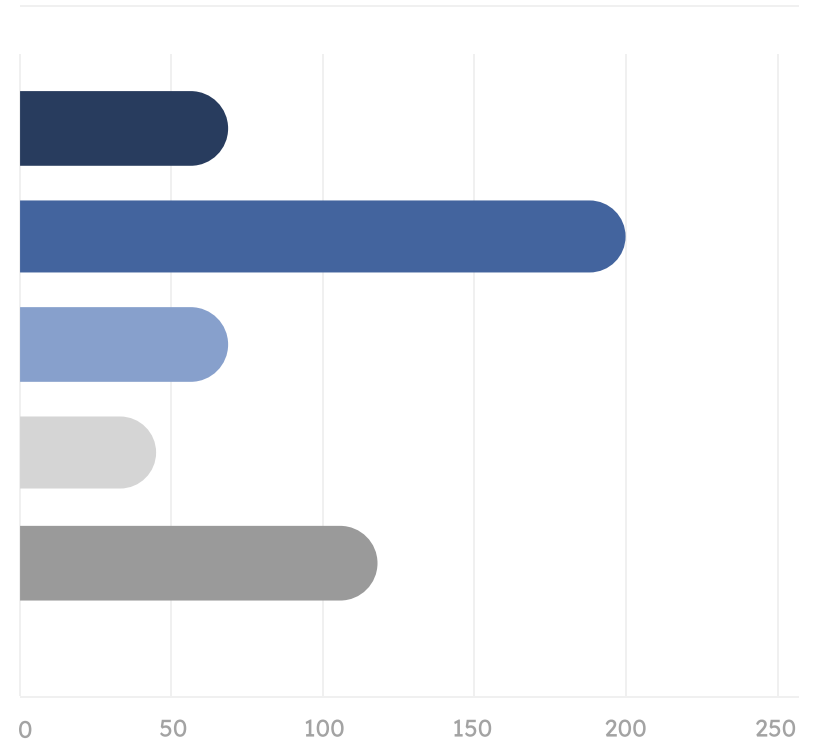


Kids and family see the highest conversion rates, peaking at around 6% in March. Fashion conversions remain constant at around 3%, while Beauty, Interior and Electronics experience moderate fluctuations throughout the period.

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

## Average order value

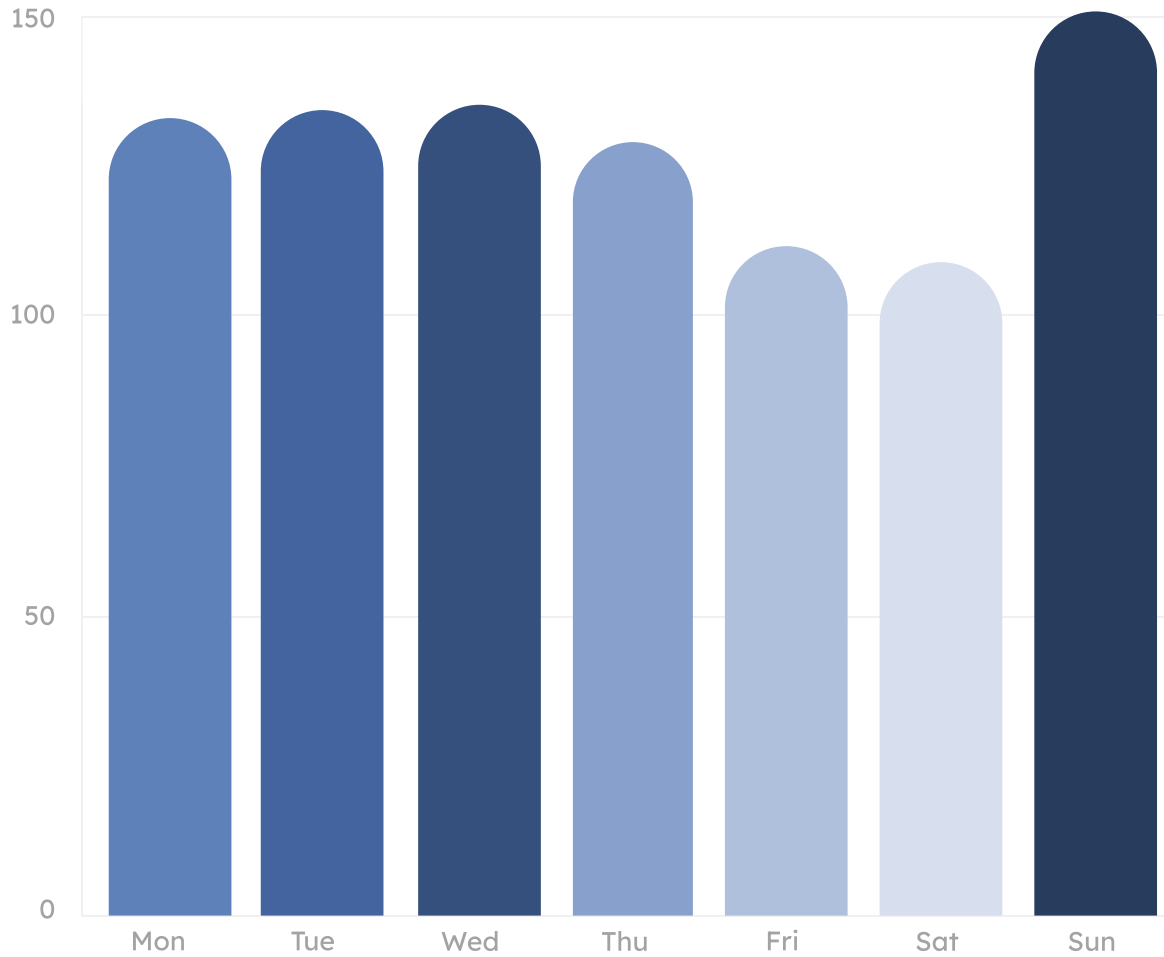
Index = 100



During Q1, Electronics saw the highest AOV, surpassing the baseline significantly. Interior also had order values above index.

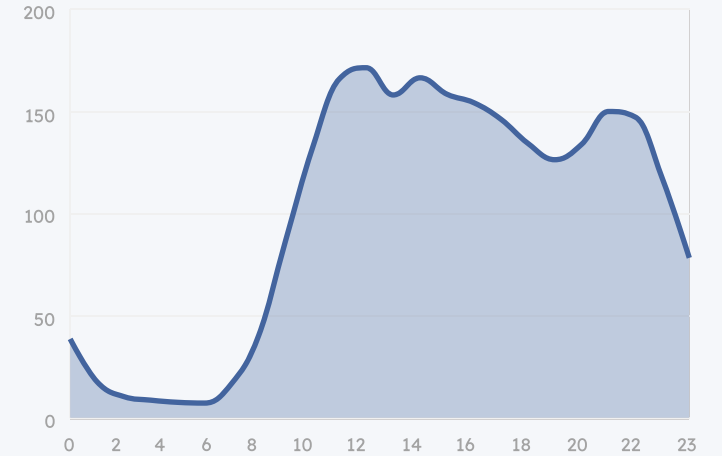
## Average shopping week

Sales volume, Index = 100



Sales remain fairly consistent from Monday through Wednesday, before dropping when the weekend approaches. However, Sunday shows a significant increase in sales volume, suggesting that this is the busiest day for e-commerce.

### Desktop: Average shopping day Index = 100



The above graph illustrates that consumers shop on their desktop during the day, peaking around midday.

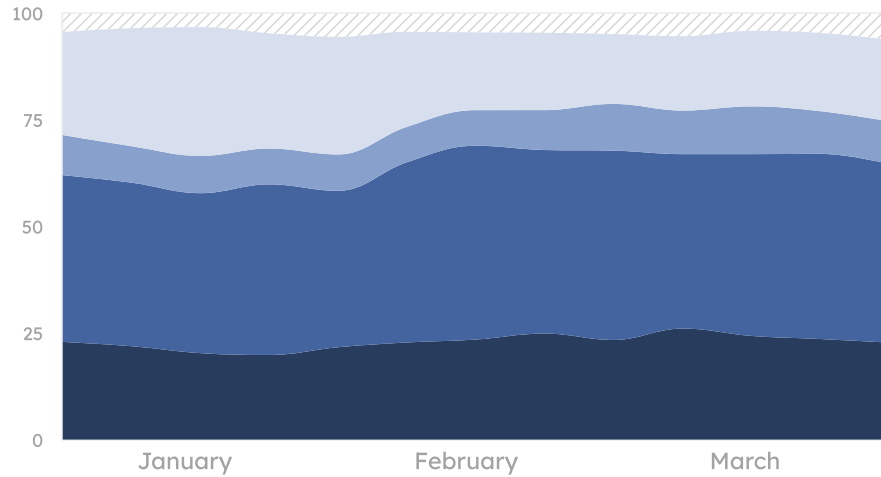
### Mobile: Average shopping day Index = 100



In contrast to desktop, mobile shopping gradually increases during the day, and sees a peak in the evening.

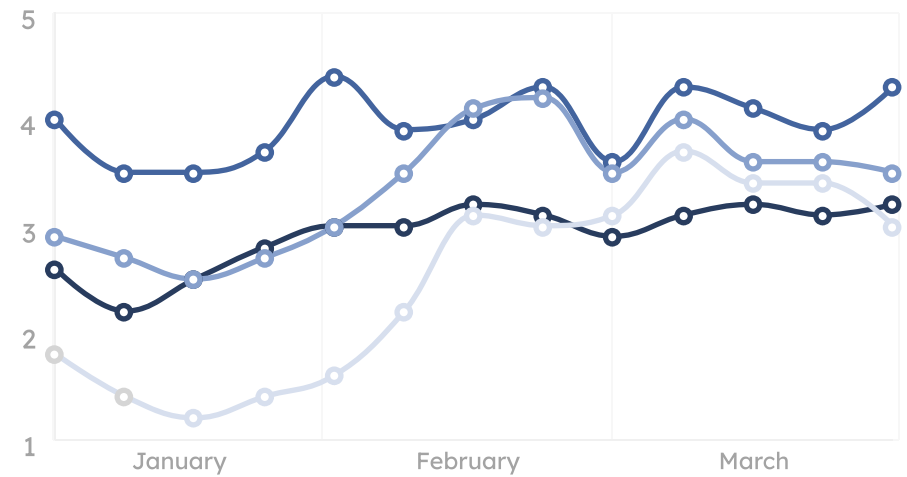


### Share of clicks By percentage, %



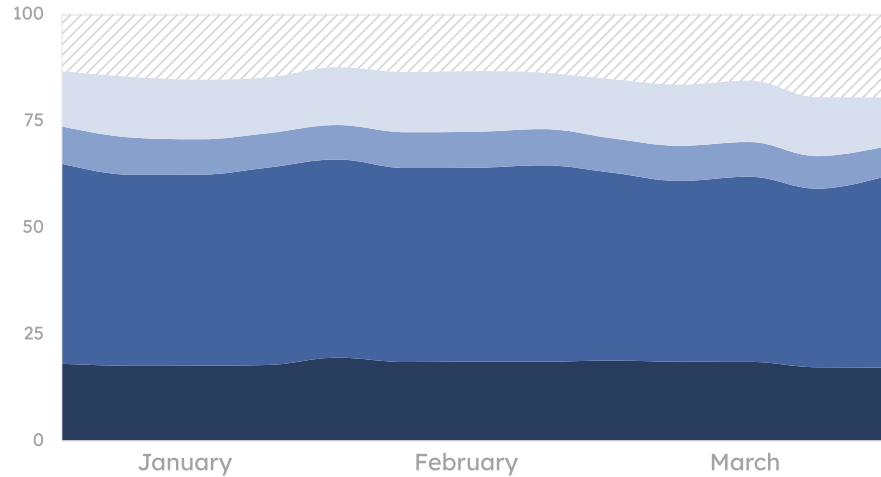
The largest share of clicks comes from iPhones, Androids and PCs.

### Conversion rate By percentage, %



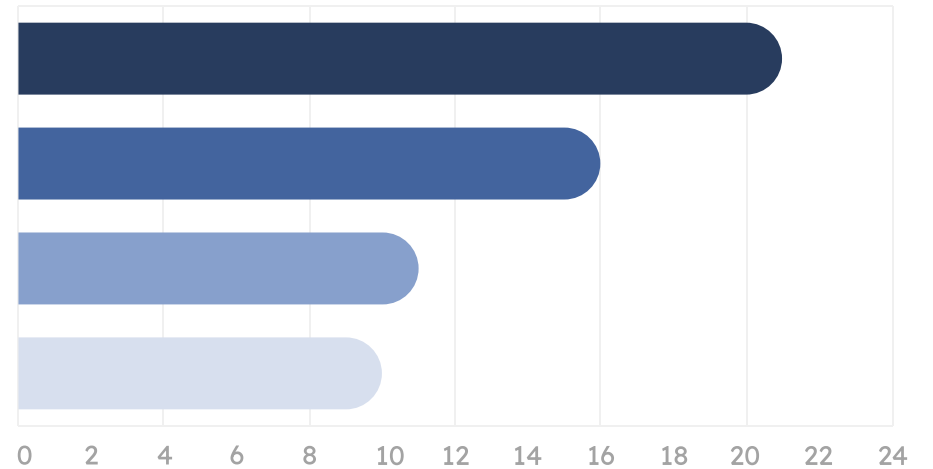
iPhone sees the highest conversion rates, closely followed by Mac during the second half of the quarter.

### Share of transactions By percentage, %



While the share of transactions from iPhones is comparable, the share of transactions shrinks for Android and PC when comparing it to clicks.















### Median time from click to order By minutes



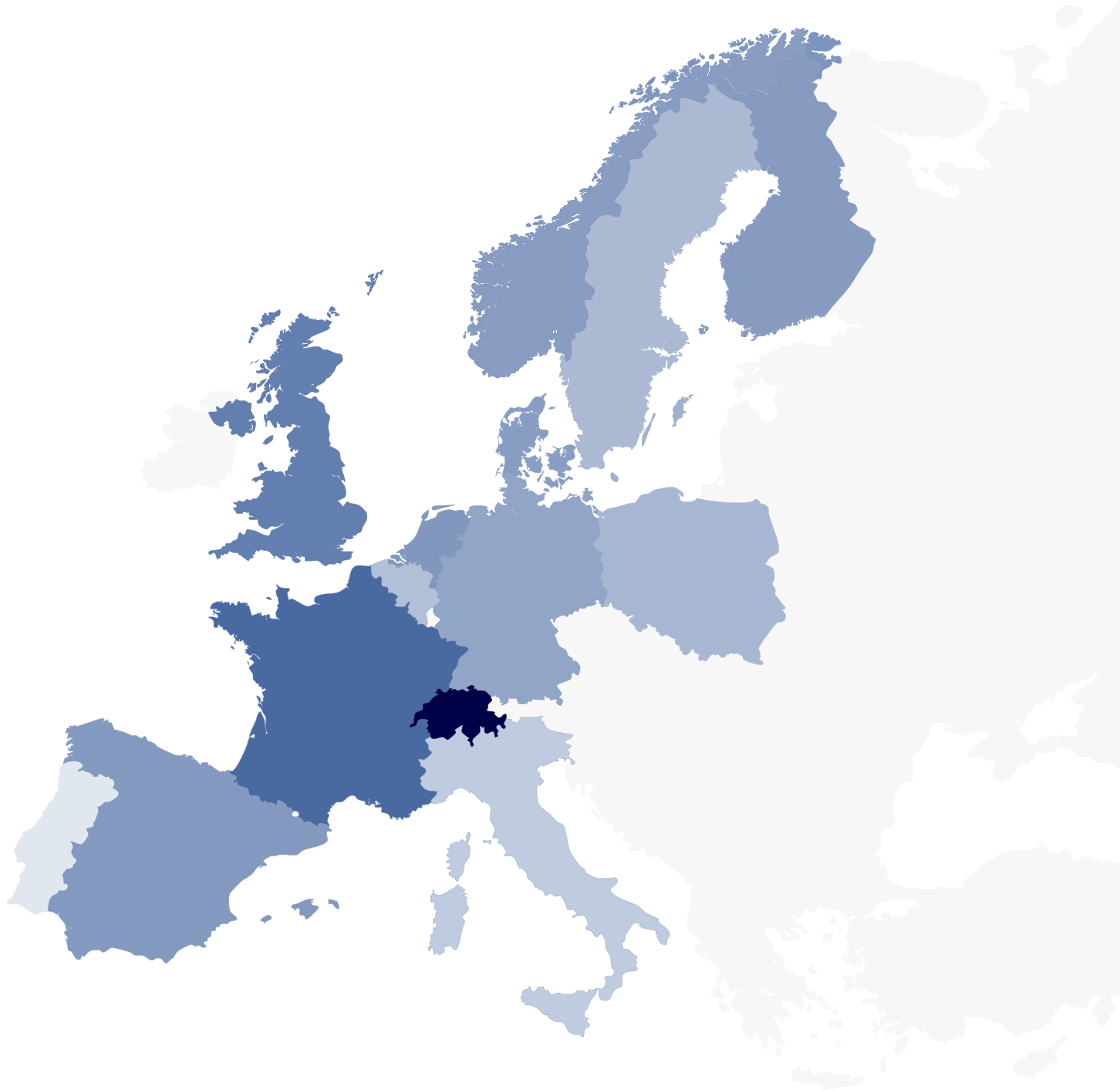
Users shopping from a PC have the shortest median time and are hence quicker from click to conversion, while Android users have the longest median time.

● PC 
 ● Mac 
 ● iPhone 
 ● Android 
  Other

### Average order value By market

	Switzerland	282
	France	146
	United Kingdom	124
	Netherlands	101
	Spain	99
	Finland	96
	Denmark	95
	Norway	94
	Germany	88
	Poland	70
	Sweden	68
	Belgium	63
	Italy	50
	Portugal	23

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