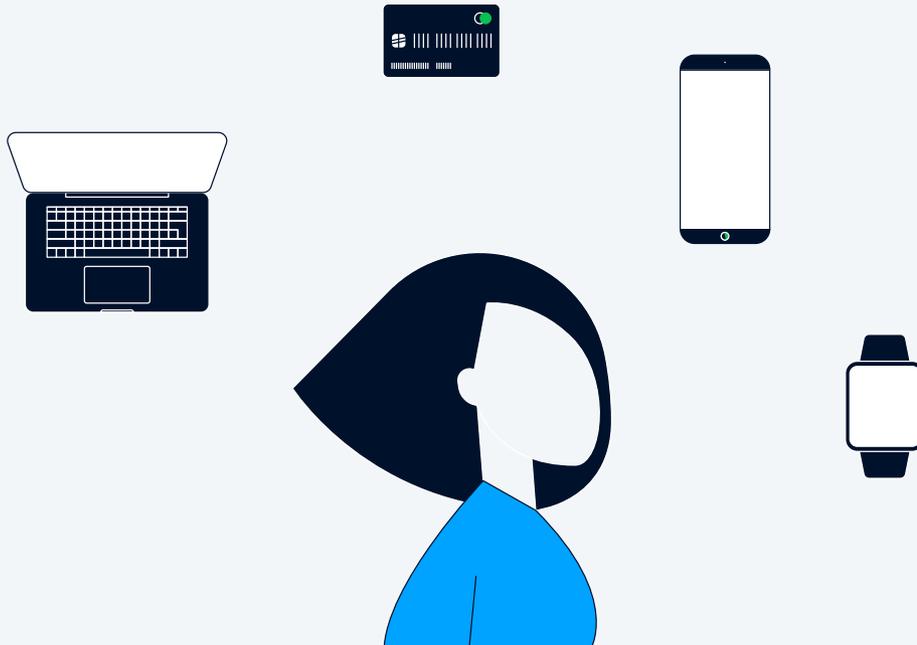


# The Unified Commerce Index

We did the research so you don't have to. Find out how offering a unified payments solution will help your business thrive in 2019 and beyond.

**adyen**



# Foreword

In the last two years, we've processed over 10 billion payments globally for retailers, hotels, restaurants and more. Because Adyen handles all payments on one platform, it's possible to track behavior across regions and channels. In the Adyen Unified Commerce Index, we share what we've learned about how customers spend across regions, channels, and occasions.

From our global data in 2017 and 2018, we found three insights related to how shoppers want to spend across channels:

**Omnichannel shoppers spend more:** Omnichannel shoppers generate more spend for your business

**Convenience is fueling mobile shopping:**  
The preference for mobile shopping continues to increase, supported by the growth of mobile wallets

**Loyalty travels with tourists:** International brand loyalty is strong, and unified commerce helps brands use it to great effect

Whether you are an Adyen customer or not, we hope this gives you insight into shopper behavior and provides you with new thinking on how to drive value for your business.

All data included in the index is anonymized and handled in accordance with personal data protection regulations such as GDPR. For more information on how we have put the index together and for a glossary of terms, see pages 9 & 10.

If you have any questions about the index or about Adyen, please contact us at [adyen.com/contact](https://www.adyen.com/contact)



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CCO Adyen

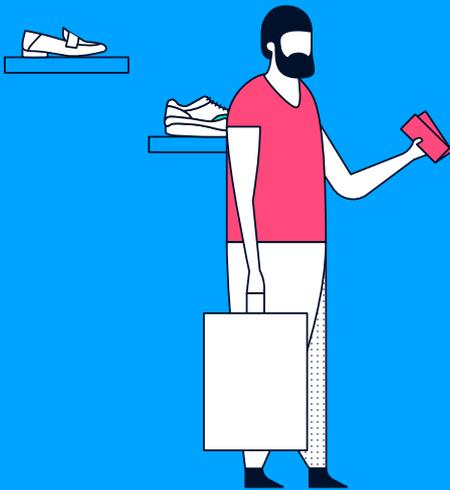
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## Identifying your most valuable customers

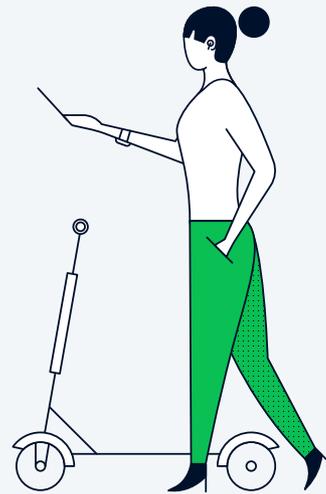
A unified commerce payments platform gives you insight on shopper behavior through transactional data. By tracking how shoppers shop online, on their phones and in-store, you can create better journeys for your most valuable customers. Our data shows that shoppers who spend with a retailer in multiple channels are more valuable.

**For example, they spend 30% more per purchase.**



Single-channel shoppers spend  
2x a year with the same retailer

**80%** In-store      **20%** Online



Omnichannel shoppers spend  
4x a year with the same retailer

**60%** In-store      **40%** Online

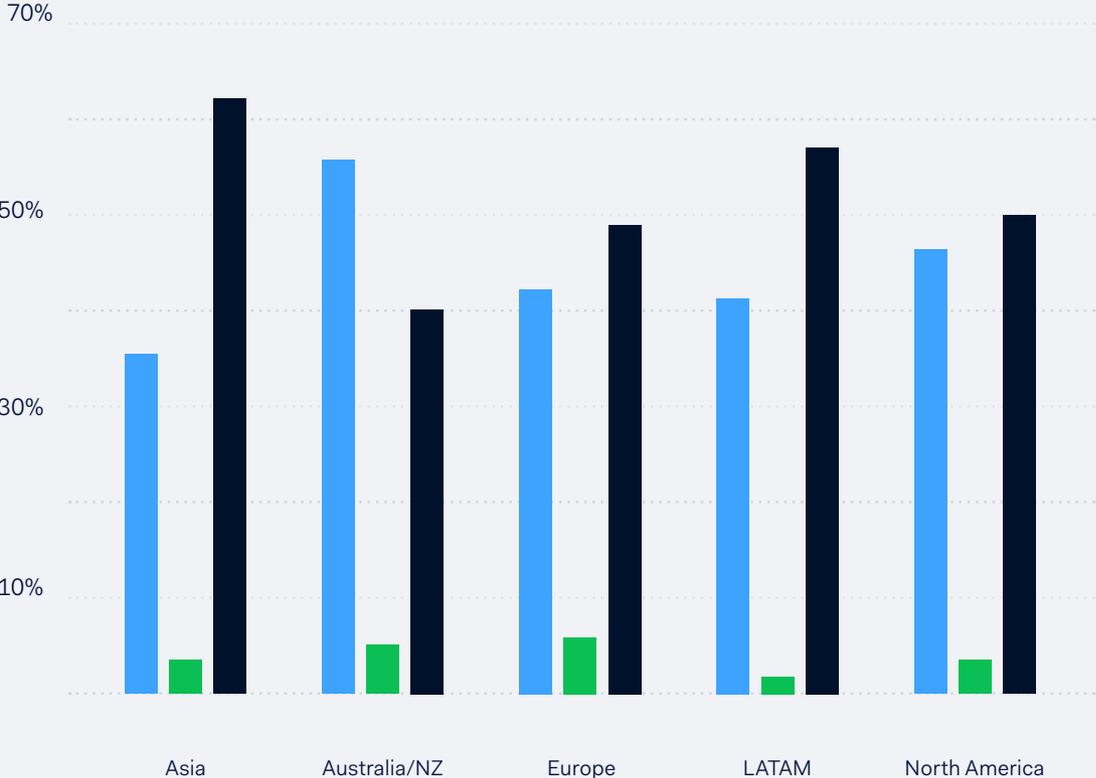
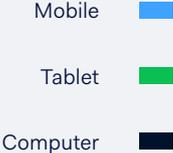
# The role of mobile

The share of purchases made through mobile are neck and neck with the share of purchases made on a personal computer in most regions.

Looking at the average amounts spent using a mobile, a tablet, or a computer, we see that mobile phones are mainly used for smaller purchases of around €60 (US \$68), compared to €120 (US \$135) on a tablet or €126 (US \$142) on a computer. Though this trend holds true for most regions, it's not the case everywhere. In Asia, where mobile wallets are popular, the amount shoppers are willing to

spend on mobile is slightly higher at €80 (US \$90), whereas average spend through tablets is €125 (US \$141) and computers is €111 (US \$125). The rise of mobile payments means that online shopping can take place anywhere, including inside a store. Companies that strengthen their unified commerce strategies can benefit from including mobile experiences in-store.

Table 1: Device use for online shopping across key regions in 2019



# 40%

increase in wallets  
online

# 400%

increase in wallets  
on POS

## The growth of digital wallets

Mobile wallets are adding convenience to purchases online, in-app and in-store. In 2018, payments made with a wallet online and in-app increased by 40%. In-store, they increased by more than four times.

Table 2: The share of wallet payments globally on ecommerce and POS in 2017 vs. 2018

	2017	2018
online	1.25%	1.75%
POS	0.25%	1.05%

This can be explained by the continued use of wallets such as WeChat Pay and Alipay by Chinese travelers abroad, along with the launch of Apple Pay and Google Pay™ in several markets during 2018.

Shoppers are becoming more comfortable paying with wallets. There is no longer a major gap between the spend made with a mobile wallet such as Apple Pay, Google Pay or Samsung Pay and other payment methods.

This is a new pattern of shopping that creates exciting ways for retailers to improve the shopper experience, from pre-filling shipping details to seamless loyalty programmes that can be initiated through push notifications.

# Are mobile wallets replacing cash for tourists?

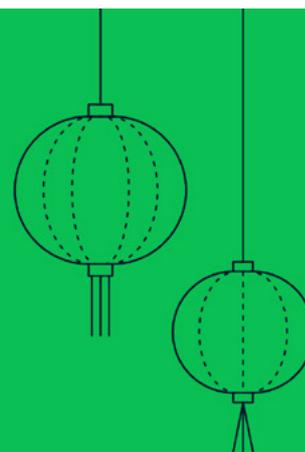
**Our data shows that mobile wallets are increasingly popular with tourists when traveling abroad. This can be explained by the fact that other preferred payment methods may not be available when abroad, and that the convenience of wallets is even more important when on the go.**

We see that Chinese tourists are the most notable spenders with mobile wallets. In the luxury retail category we see that purchases made through WeChat Pay and Alipay abroad reach an average of €416 (US \$470) - nearly four times the ATV of a regular purchase on our platform.

This huge jump in ATV can be explained by the trend of Chinese shoppers buying luxury goods during national holidays known as “golden weeks”. These include the Lunar New Year in February, Labor Day celebrations in May and China’s National Day in October.

We believe that the high ATV is also motivated by the fact that wallets reduce the friction tourists typically encounter. For example, no currency conversion is necessary, it’s easy to top up while abroad, and any amounts that go unused can easily be spent at home. This tells us that more and more tourists are using wallets instead of cash.

**Chinese shoppers spend 4x more than a regular shopper on our platform**





# How far does loyalty travel?

**Shoppers behave differently when they're abroad, but much depends on what type of product or service they're buying.**

On average, a unified commerce shopper buys from a high-street brand two to three times a year at home and once when abroad. When it comes to luxury retail the pattern is different, with fewer purchases made at home and more abroad. Overall, a luxury purchase is made less often but is more likely to be made in-store when traveling.

For businesses in the travel and hospitality industry, international loyalty is strong. Customers still make purchases in their home country – on average three a year.

Even more purchases are made when the shopper is abroad – on average nearly six a year. This tells us two things: customers regularly book hotels at home and then make additional payments when they arrive, and that it's customary to be loyal to a hotel chain regardless of the destination.

These patterns guide how brands should approach loyalty. For retail, a local store presence is important to build loyalty. For hotels, loyalty is international and needs to be supported across markets.

# Glossary

**ATV** — average transaction value, indicating the average spend of a purchase

**Ecommerce/ online shopping** — purchases made online either through a computer, mobile, tablet or other connected device

**Mobile wallets** — a collection of payment methods that allow shoppers to pay through their phone or a connected device. A wallet can either be a form of credit or be linked directly to a card, through tokenization.

**POS** — point of sale, widely used to describe physical retail

**Omnichannel** — a term to describe seamless commerce where all sales channels contribute towards a single shopping experience, e.g. a shopper ordering a shirt online and picking it up in store.

**Tokenization** — the process of substituting a sensitive data element with a non-sensitive equivalent, referred to as a token. The token can be used as though it is a physical card, and is the basis for mobile wallets such as Apple Pay and Google Pay™

**Unified Commerce** — the setup companies require in order to support omnichannel journeys, to create a unified view of the shopper and stock.

## Moving forward with data

Data is always open to interpretation, but offering your customers the ability to shop across platforms, in their preferred ways, wherever they are, is certain to help your business grow. We hope our findings have provided inspiration and some ideas on where we see the future of ecommerce and retail.

If you are looking to explore how Adyen could help your business, you can find more information at [adyen.com](https://www.adyen.com).

## About the Unified Commerce Index

During 2017 and 2018, Adyen has followed shopper trends on our platform, with a focus on the factors that influence spend and loyalty. All the data is processed so that it is not possible to identify the transactions of either individual shoppers or Adyen merchants, in accordance with regulations such as GDPR. The findings are our own interpretation on global trends and behavioral shifts in retail.

## About Adyen

Adyen is the payments platform of choice for many of the world's leading companies, providing a modern, end-to-end infrastructure connecting directly to Visa, Mastercard, and consumers' globally preferred payment methods. Adyen delivers frictionless payments across online, mobile, and in-store channels. With offices around the world, Adyen serves 9 of the 10 of the world's largest Internet companies. Customers include Facebook, Uber, Casper, Superdry, Lush, and L'Oréal.