



A 2Performant analysis: a doubling of online commerce in April and significant increases throughout the state of emergency

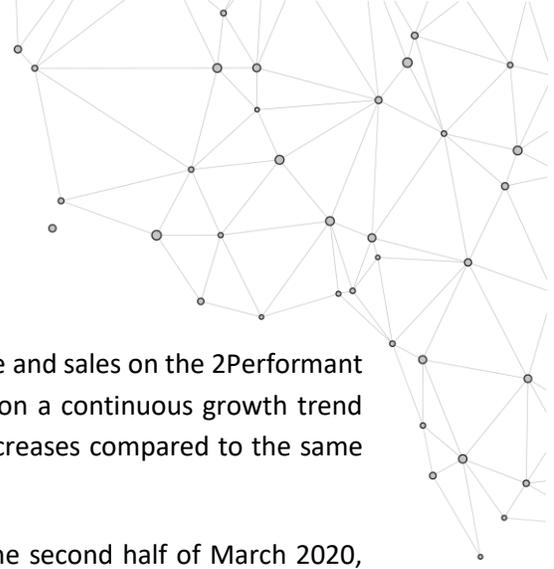
- **April: the number and value of sales registered by online stores through the 2Performant affiliate marketing platform have increased by over 100% compared to April 2019**
- **10,5 million euro in sales (VAT included) were generated through 2Performant for the online stores it serves**
- **Thursday, April 23rd, was the top day in terms of sales during the state of emergency, with a total of 279.293 euro registered in 2Performant**
- **2Performant directed over 10 million clicks to the online stores on its platform, a 33.3% increase compared to the same period of last year.**

2Performant, one of the main players in the local tech companies market, notices significant increases in terms of online commerce during the state of emergency. An analysis of consumer behavior within the 2Performant affiliate marketing platform reveals important increases in specific product categories, but also what new online purchasing habits Romanians have adopted. **Compared to the same period of last year, the total value of transactions registered in 2Performant has increased by 78.4% to almost 10.5 million EUR, VAT included. 6.2 million euros of the total has come from mobile transactions, a 98.8% increase when compared to last year.**

The largest increases on the 2Performant affiliate marketing platform in the interval March 16th - May 14th were registered in the following categories: beauty, hypermarket and grocery stores, children products, pet products, home and garden products. For some of these categories, sales during the state of emergency almost tripled, generating considerable income for both advertisers and affiliates. It so happens that for the period in question, the affiliates registered on the 2Performant platform have recorded over 10000 euros per day in income on average, the total value of commissions for April being over 345000 euros.

The top day in terms of sales registered in the 2Performant platform during the state of emergency was Thursday, April 23rd, International Book Day, with total sales of 279.293 euros. Romanians have thus preferred to buy personal care products, home and garden products, children and pet products, but also books, or electronics, and IT&C products online.





For the same period, the Beauty segment has registered a 309.5% increase and sales on the 2Performant affiliate marketing platform of 1.135.379 euros. This category has been on a continuous growth trend throughout the state of emergency, registering days with over 1200% increases compared to the same period of last year.

Fashion is a category apart. After having registered a 29% decrease in the second half of March 2020, when compared to the same period of last year, the Fashion segment in the 2Performant platform has registered an overall 41.8% increase during the state of emergency, with sales of 2.232.916 euros.

These are **the increases for other types of categories:**

- Children products: +265.9% increase, with sales of 1.410.864 euros
- Pet products: 151.5% increase and sales of 260.372 euros
- Home and garden products: 88.5% increase, with sales of 1.050.413 euros
- Electronics and IT&C: +38.5% increase, with sales of 1.600.074 euros
- Books, movies, and music: 22.4% increase, with sales of 1.313.284 euros

At the other end of the spectrum, the Automotive category incurred a significant decrease of 57.6%, compared to similar periods last year, with sales of 109.599 euros, given the fact that auto accessories were not a priority for drivers during these months.

„Due to changes in consumer buying behavior during the pandemic, the growth of eCommerce in Romania has been significantly accelerated. In other words, the future of eCommerce materialized sooner, in 2020, and 2Performant has shown that it is ready to welcome it. For us, this has been an intense period, comparable to Black Friday, which would not have been possible without the important investments in technological solutions that we had made in the past years. This evolution brought about a heightened interest in affiliate marketing on the part of advertisers and affiliates alike. Compared to the same period last year, we have received over 30% more sign-ups on our platform from online stores and we have registered a 12% increase in affiliate partners who have generated commissions. At the same time, for every euro invested in affiliate marketing, 2Performant clients have registered sales of 14.7 euros, which is very likely the best ROI that an online store can get through marketing.”, says **Dorin Boerescu, 2Performant CEO.**

E-Commerce behaviors during the state of emergency

The analysis made by the 2Performant team within its affiliate marketing community has also shown what the trends were in terms of online purchases. In other words, how did Romanians prefer to buy online? If



Monday turned out to be the day with the highest visitor count for the local online stores on mobile and desktop alike, in terms of the time intervals, Romanians preferred shopping on mobile in the evening (21:00 – 22:00), and on desktop at night (23:00 – 00:00). **51,2% of visitors decided to purchase in less than an hour** (click on the last ad).

*This analysis was done within the 2Performant platform in the period between March 16 and May 14 and contrasted with intervals from previous years.

