

# State of Romanian eCommerce

WeLoveDigital Forum

March 28<sup>th</sup> 2016



Performance  
Marketing



# A very brief history

- 1997 – cybershop.ro – 1<sup>st</sup> online store (music CD's – PCNet)
- 2000 – emania.ro, magazinultau.ro, okazii.ro
- 2001 – emag.ro
- 2002 – Legea comertului electronic
- 2004 – GECAD epayment (PayU)
- 2005 – Link2Ecommerce (Gpec)
- 2006 – MobilPay
- 2009 – 2Parale, FashionDays
- 2010 – Google Romania, Reduceri colective, Elefant.ro



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- Source: <http://www.gpec.ro/blog/istoria-comertului-online-romanesc>

# A very brief history

- 2011 – eMag Marketplace
- 2012 – €500M market size
- 2013 – Carrefour online
- 2014 – IKEA, Zara
- 2015 - €1,500M - ~5% of Romanian retail, 90% cash on delivery, 25% of total internet users are buying online
  - eMag – 10 milioane de comenzi
  - 2Parale – 1 milion de tranzactii, 2Performant.com (CEE)
  - Answear, Zoot



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Source: <http://www.gpec.ro/blog/istoria-comertului-online-romanesc>

# Average sales value (RON, VAT included)

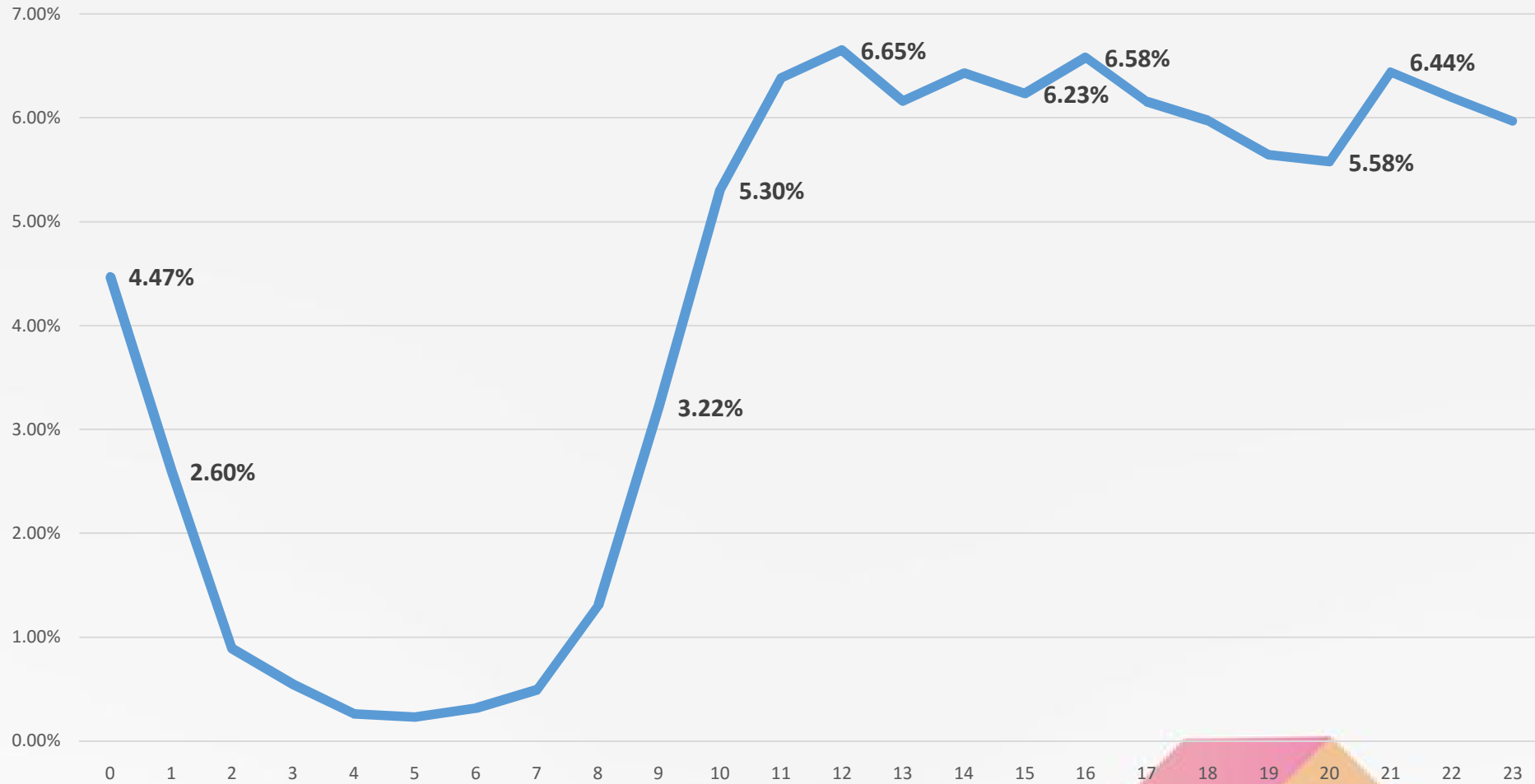
2015	network	fashion	it&c	children products	cosmetics
jan	193	173	639	222	157
feb	194	164	802	232	141
mar	207	175	918	253	139
apr	201	166	864	295	159
may	199	173	743	298	161
jun	199	175	816	278	187
jul	189	176	786	300	170
aug	193	185	730	285	187
sept	192	194	874	244	176
oct	202	222	849	265	216



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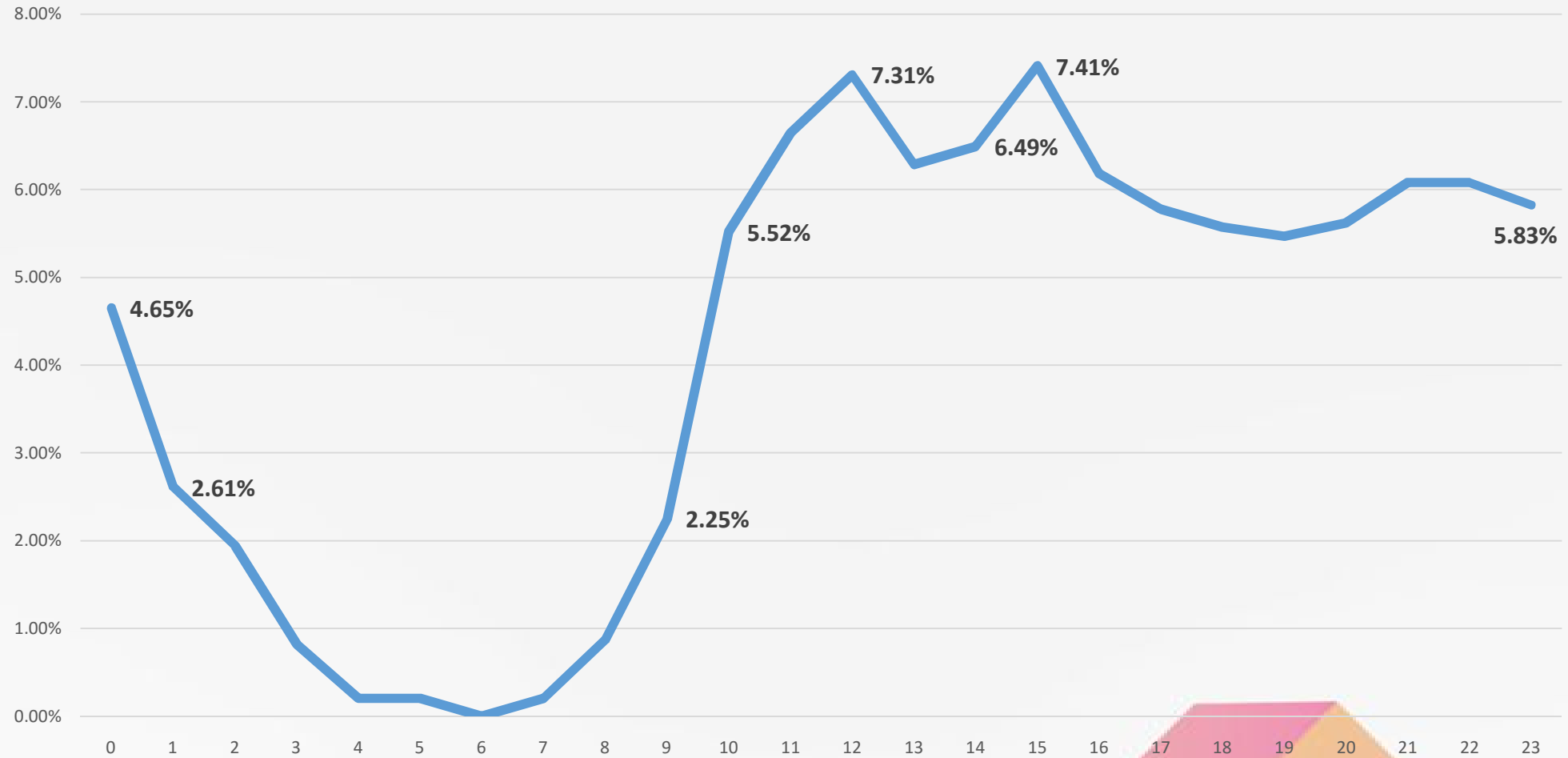
# #sales / hour Feb 2016



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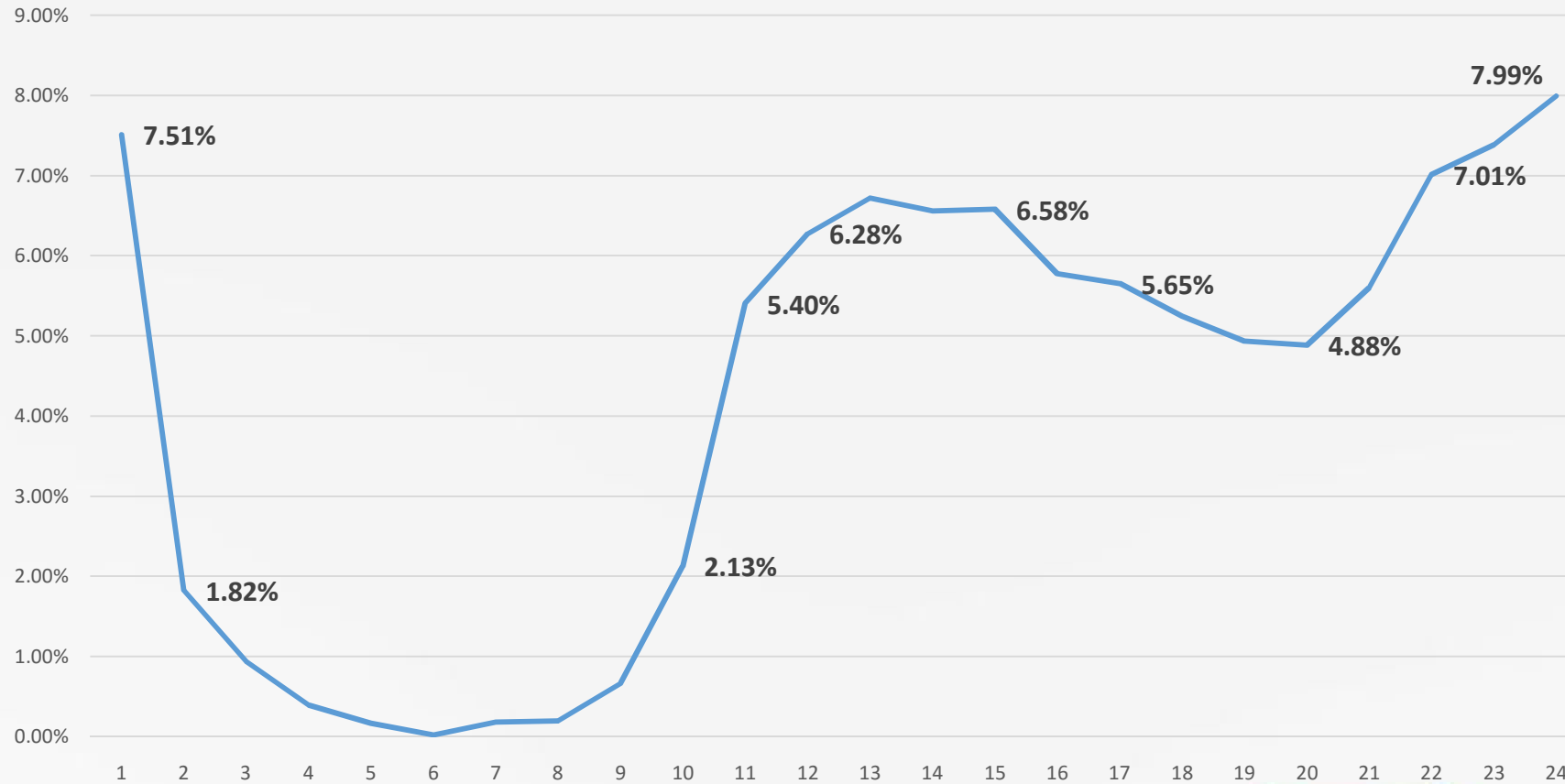
# #sales / hour Feb 2010



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## #sales / hour – Feb 2012 – group buying only



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