

1 January 2024 - 31 August 2026 / 23.3 million clicks, 428,184 orders

# Electronics & IT&C

Traffic, orders, value, devices, hours, affiliate channels, product segments and brands. Data from the BusinessLeague community, 32 months.

**€74.37M**

value sold in the  
category

**32.59%**

of ecosystem value

**€173.68**

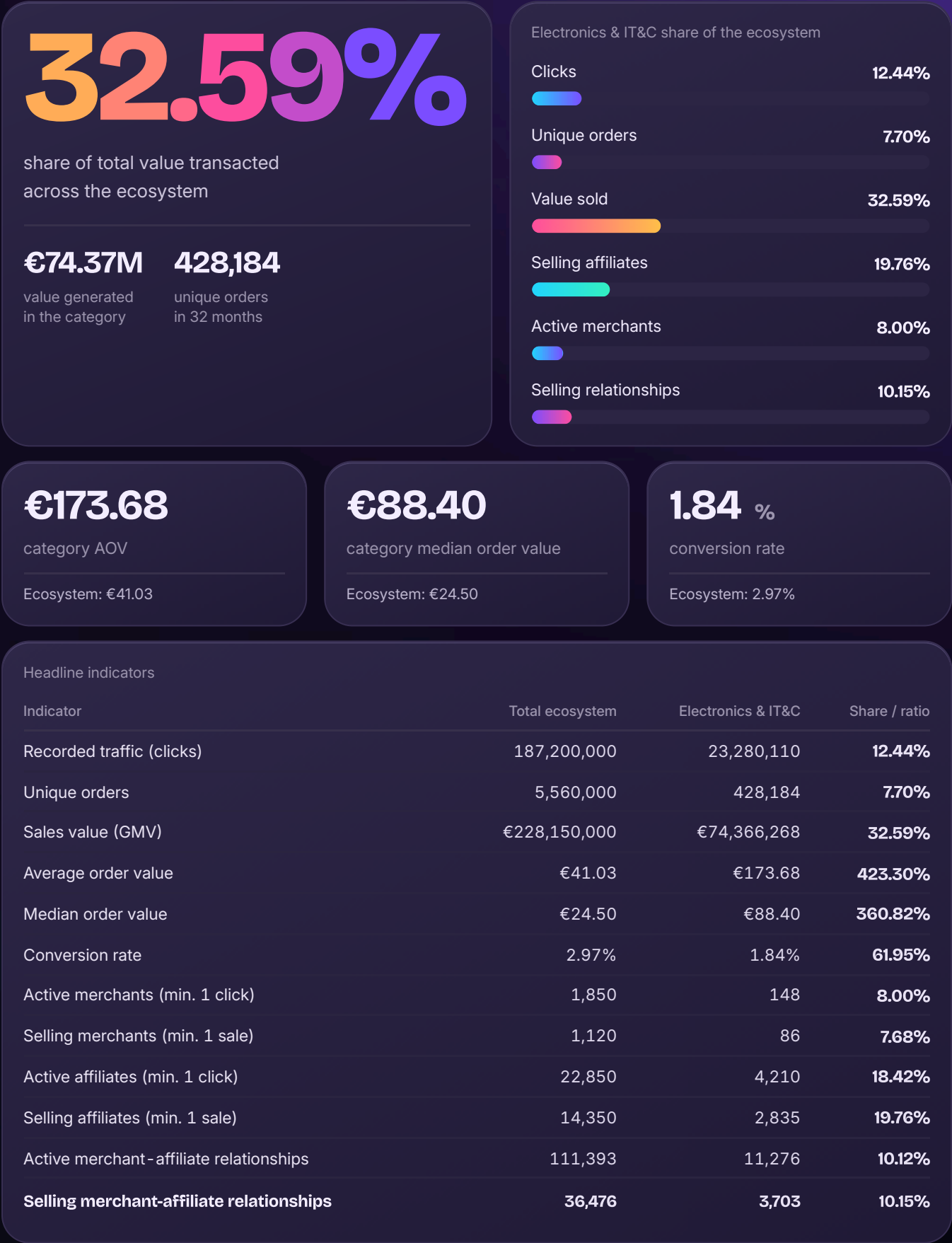
average order value

**148**

active merchants

# The data set

Active: at least one click recorded in the period. Selling: at least one sale recorded in the period.



# Mobile and desktop

Cleaned of merchants with time-tracking errors. TTB = median time from click to order.

# 70.39%

of orders come from mobile,  
carrying 62.37% of value

**€143.74** **€206.18**

AOV  
mobile

AOV  
desktop

## Mobile vs desktop

Order volume, mobile **70.39%**

Order volume, desktop **29.61%**

Value, mobile **62.37%**

Value, desktop **37.63%**

## Orders by device type

| Device               | Orders         | Volume %       | Value (€)         | Value %        | AOV            | Median order  | TTB median      |
|----------------------|----------------|----------------|-------------------|----------------|----------------|---------------|-----------------|
| Mobile               | 220,088        | <b>70.39%</b>  | 31,636,396        | <b>62.37%</b>  | €143.74        | €71.20        | 15.2 min        |
| Desktop              | 92,582         | <b>29.61%</b>  | 19,088,724        | <b>37.63%</b>  | €206.18        | €114.50       | 17.8 min        |
| <b>Cleaned total</b> | <b>312,670</b> | <b>100.00%</b> | <b>50,725,120</b> | <b>100.00%</b> | <b>€162.23</b> | <b>€81.40</b> | <b>16.0 min</b> |

## Orders by operating system

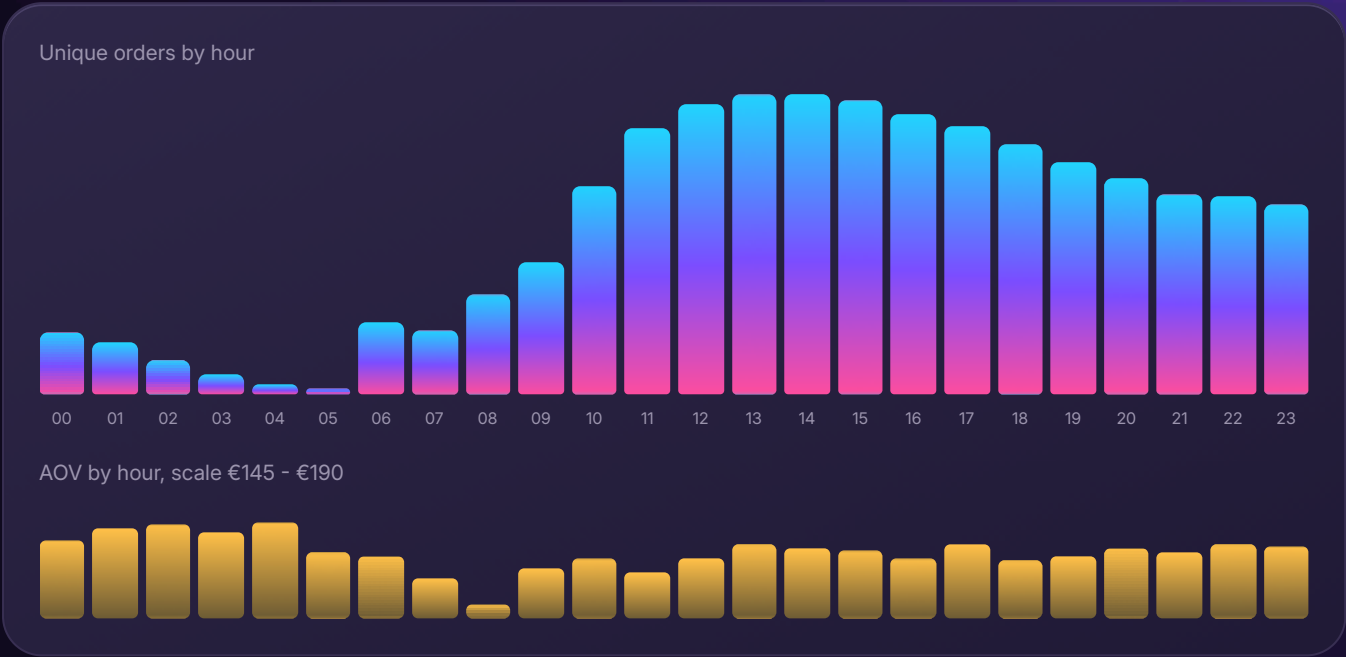
| Operating system     | Orders         | Volume %       | Value (€)         | Value %        | AOV            | Median order  | TTB median      |
|----------------------|----------------|----------------|-------------------|----------------|----------------|---------------|-----------------|
| Android              | 151,395        | <b>48.42%</b>  | 20,108,231        | <b>39.64%</b>  | €132.82        | €65.40        | 14.8 min        |
| Windows              | 80,075         | <b>25.61%</b>  | 16,532,483        | <b>32.59%</b>  | €206.46        | €112.80       | 17.5 min        |
| iOS (iPhone)         | 68,693         | <b>21.97%</b>  | 11,528,009        | <b>22.73%</b>  | €167.82        | €84.20        | 16.1 min        |
| macOS                | 10,288         | <b>3.29%</b>   | 2,248,869         | <b>4.43%</b>   | €218.59        | €128.40       | 19.2 min        |
| Linux / other        | 2,219          | <b>0.71%</b>   | 307,528           | <b>0.61%</b>   | €138.59        | €78.00        | 16.5 min        |
| <b>Cleaned total</b> | <b>312,670</b> | <b>100.00%</b> | <b>50,725,120</b> | <b>100.00%</b> | <b>€162.23</b> | <b>€81.40</b> | <b>16.0 min</b> |

■ Android 48.42% 
 ■ Windows 25.61% 
 ■ iOS 21.97% 
 ■ macOS 3.29% 
 ■ Linux / other 0.71%



# Time of day

Order distribution across the 24 hours, with the AOV recorded in each hour.

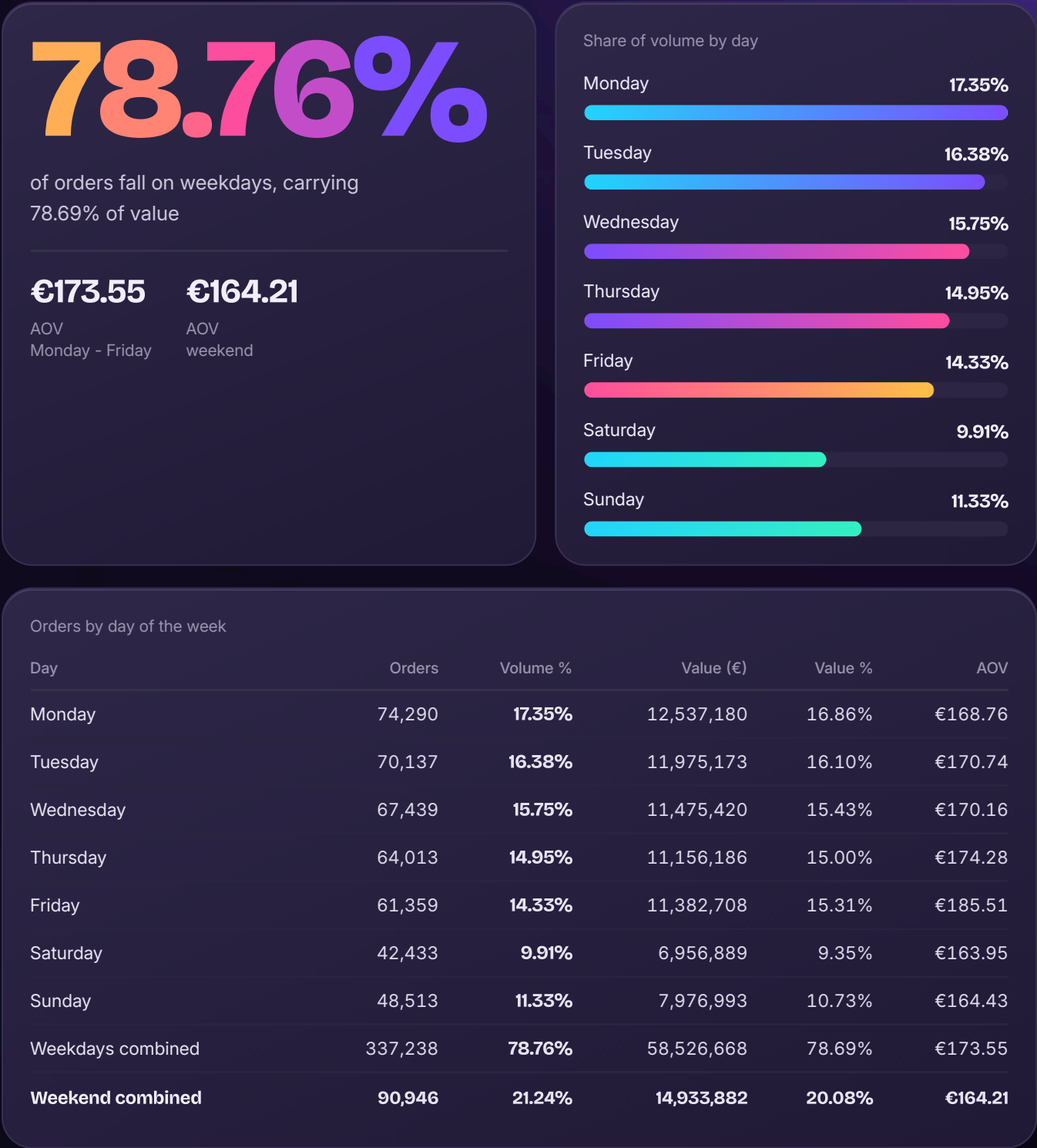


| Time bands             |         |          |         |         |
|------------------------|---------|----------|---------|---------|
| Band                   | Orders  | Volume % | Value % | AOV     |
| Daytime, 09:00 - 18:59 | 273,995 | 63.99%   | 63.00%  | €170.96 |
| Evening, 19:00 - 23:59 | 109,786 | 25.64%   | 25.74%  | €174.39 |
| Morning, 06:00 - 08:59 | 24,963  | 5.83%    | 5.34%   | €159.19 |
| Night, 00:00 - 05:59   | 19,440  | 4.54%    | 4.70%   | €179.86 |
| Total                  | 428,184 | 100.00%  | 100.00% | €173.68 |

| Median time to order, by year |                     |            |
|-------------------------------|---------------------|------------|
| Period                        | Valid orders (≥30s) | TTB median |
| 2024                          | 126,877             | 16.9 min   |
| 2025                          | 65,692              | 15.4 min   |
| 2026. to 31 August            | 31,833              | 13.9 min   |
| 2024                          |                     | 16.9 min   |
| 2025                          |                     | 15.4 min   |
| 2026 YTD                      |                     | 13.9 min   |

# Day of the week

Volume, value and AOV by day, with weekday and weekend aggregates.



# Price bands

Order distribution across value bands, by share of volume and of value.

## Value bands

| Order value band | Orders         | Volume %       | Value (€)         | Value %        | AOV            |
|------------------|----------------|----------------|-------------------|----------------|----------------|
| Under €25        | 97,926         | <b>22.87%</b>  | 1,472,452         | 1.98%          | €15.04         |
| €25 - €50        | 73,648         | <b>17.20%</b>  | 2,647,439         | 3.56%          | €35.95         |
| €50 - €100       | 69,623         | <b>16.26%</b>  | 4,975,103         | 6.69%          | €71.46         |
| €100 - €250      | 86,921         | <b>20.30%</b>  | 14,278,323        | 19.20%         | €164.27        |
| €250 - €500      | 63,414         | <b>14.81%</b>  | 21,960,359        | 29.53%         | €346.30        |
| €500 - €1,000    | 26,976         | <b>6.30%</b>   | 17,974,327        | 24.17%         | €666.31        |
| Over €1,000      | 6,976          | <b>1.63%</b>   | 11,058,264        | 14.87%         | €1,585.18      |
| <b>Total</b>     | <b>428,184</b> | <b>100.00%</b> | <b>74,366,268</b> | <b>100.00%</b> | <b>€173.68</b> |

## Volume vs value, by band



order volume



value generated

■ under €25 
 ■ €25 - €50 
 ■ €50 - €100 
 ■ €100 - €250 
 ■ €250 - €500 
 ■ €500 - €1,000 
 ■ over €1,000

## Basket size, 281,284 baskets analysed

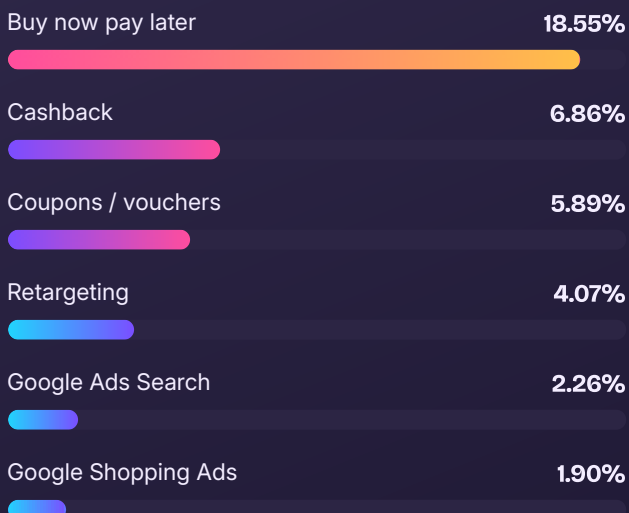
| Items per order      | Orders         | Volume %       | Value (€)         | Value %        | AOV            |
|----------------------|----------------|----------------|-------------------|----------------|----------------|
| 1 item               | 263,702        | <b>93.75%</b>  | 38,618,592        | 90.42%         | €146.45        |
| 2 items              | 10,442         | <b>3.71%</b>   | 2,005,587         | 4.70%          | €192.07        |
| 3 - 5 items          | 5,754          | <b>2.05%</b>   | 1,406,883         | 3.29%          | €244.51        |
| 6+ items             | 1,386          | <b>0.49%</b>   | 680,407           | 1.59%          | €490.91        |
| <b>Total baskets</b> | <b>281,284</b> | <b>100.00%</b> | <b>42,711,469</b> | <b>100.00%</b> | <b>€151.84</b> |

# The affiliate mix

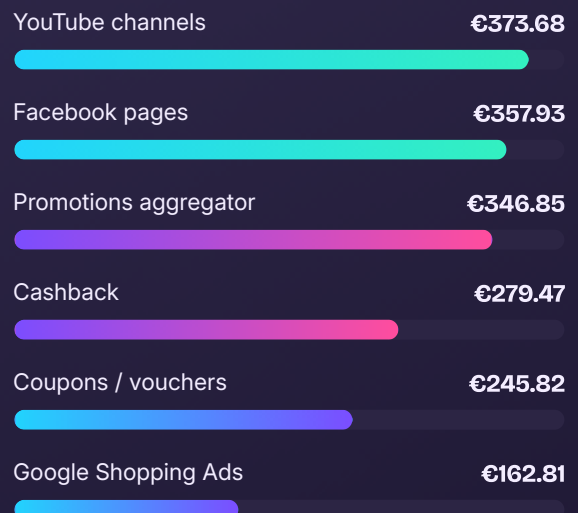
Clicks, orders, value, AOV and conversion rate by affiliate type.

| Channel                   | Clicks            | Traffic %      | Orders         | Volume %       | Value (€)         | Value %        | AOV            | CR           |
|---------------------------|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| Google Shopping Ads (CSS) | 15,890,120        | 68.26%         | 301,530        | <b>70.42%</b>  | 49,091,737        | 66.01%         | €162.81        | 1.90%        |
| Google Ads Search (PPC)   | 2,102,500         | 9.03%          | 47,442         | <b>11.08%</b>  | 6,348,853         | 8.54%          | €133.82        | 2.26%        |
| Coupons / vouchers        | 556,390           | 2.39%          | 32,755         | <b>7.65%</b>   | 8,051,813         | 10.83%         | €245.82        | 5.89%        |
| Cashback                  | 169,670           | 0.73%          | 11,646         | <b>2.72%</b>   | 3,254,758         | 4.38%          | €279.47        | 6.86%        |
| Product aggregators       | 1,355,400         | 5.82%          | 9,263          | <b>2.16%</b>   | 1,345,239         | 1.81%          | €145.23        | 0.68%        |
| Price comparison          | 575,900           | 2.47%          | 6,352          | <b>1.48%</b>   | 1,651,685         | 2.22%          | €260.02        | 1.10%        |
| Unclassified              | 818,000           | 3.51%          | 5,241          | <b>1.22%</b>   | 1,208,605         | 1.63%          | €230.61        | 0.64%        |
| Generalist content sites  | 656,100           | 2.82%          | 2,903          | <b>0.68%</b>   | 802,990           | 1.08%          | €276.61        | 0.44%        |
| Promotions aggregator     | 413,560           | 1.78%          | 2,527          | <b>0.59%</b>   | 876,488           | 1.18%          | €346.85        | 0.61%        |
| Retargeting               | 59,850            | 0.26%          | 2,433          | <b>0.57%</b>   | 261,221           | 0.35%          | €107.37        | 4.07%        |
| Facebook pages            | 98,570            | 0.42%          | 1,848          | <b>0.43%</b>   | 661,446           | 0.89%          | €357.93        | 1.87%        |
| Facebook Ads              | 152,430           | 0.65%          | 1,502          | <b>0.35%</b>   | 92,177            | 0.12%          | €61.37         | 0.99%        |
| Review sites              | 305,740           | 1.31%          | 1,440          | <b>0.34%</b>   | 304,325           | 0.41%          | €211.34        | 0.47%        |
| YouTube channels          | 48,820            | 0.21%          | 656            | <b>0.15%</b>   | 245,136           | 0.33%          | €373.68        | 1.34%        |
| Buy now pay later         | 1,650             | 0.01%          | 306            | <b>0.07%</b>   | 77,729            | 0.10%          | €254.01        | 18.55%       |
| <b>Total</b>              | <b>23,280,110</b> | <b>100.00%</b> | <b>428,184</b> | <b>100.00%</b> | <b>74,366,268</b> | <b>100.00%</b> | <b>€173.68</b> | <b>1.84%</b> |

Conversion rate by channel, scale 0 - 20%



AOV by channel, scale €0 - €400

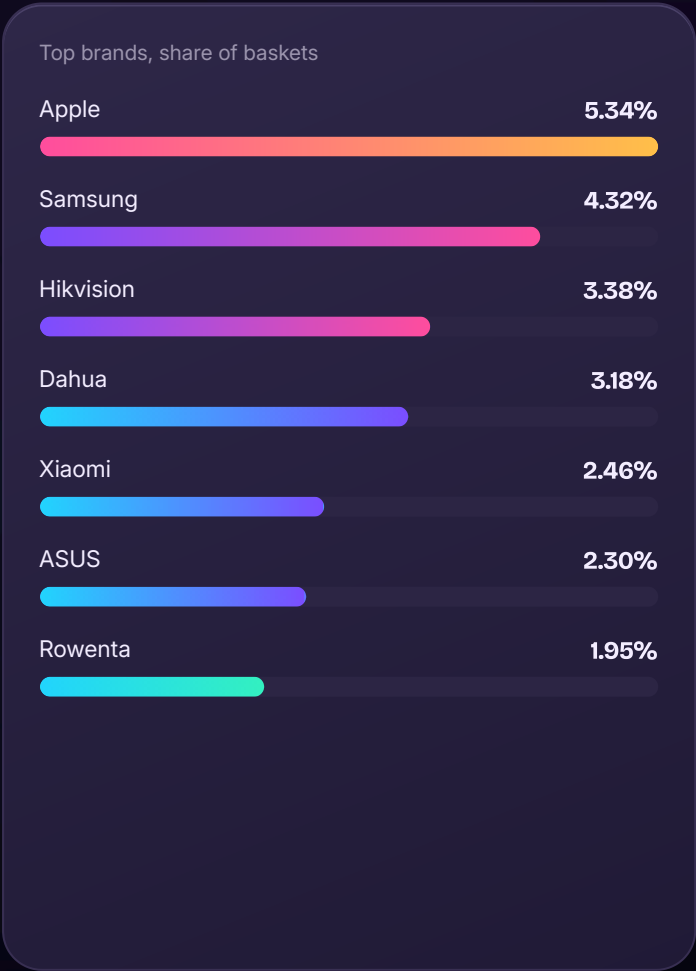




# Segments and brands

Identified from the products inside the baskets. 314,214 items.

| Product segments                                                   |         |          |         |
|--------------------------------------------------------------------|---------|----------|---------|
| Segment                                                            | Orders  | Volume % | Items   |
| Security and surveillance (cameras, kits, DVR, alarms)             | 35,885  | 12.38%   | 38,950  |
| Home appliances and home care (vacuums, robots, espresso machines) | 26,666  | 9.20%    | 27,277  |
| Phones and smartphones                                             | 24,667  | 8.51%    | 25,010  |
| PC components and storage (SSD, GPUs, RAM, PSUs)                   | 19,344  | 6.67%    | 21,929  |
| Phone accessories and chargers                                     | 12,076  | 4.16%    | 12,461  |
| PC peripherals and audio (keyboards, mice, headphones, speakers)   | 10,812  | 3.73%    | 11,021  |
| Gaming and consoles                                                | 10,677  | 3.68%    | 12,937  |
| Televisions and smart TVs                                          | 7,372   | 2.54%    | 7,495   |
| Smartwatches and gadgets                                           | 2,426   | 0.84%    | 2,485   |
| Laptops and notebooks                                              | 1,402   | 0.48%    | 1,414   |
| Other IT&C products and accessories (long tail)                    | 138,623 | 47.81%   | 153,235 |
| Total baskets                                                      | 289,950 | 100.00%  | 314,214 |

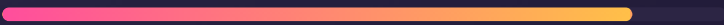
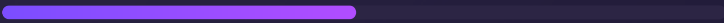
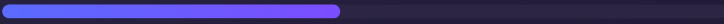
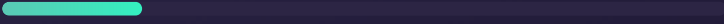


| Brands identified in baskets |         |          |         |
|------------------------------|---------|----------|---------|
| Brand                        | Orders  | Volume % | Items   |
| Apple                        | 15,488  | 5.34%    | 15,592  |
| Samsung                      | 12,530  | 4.32%    | 12,995  |
| Hikvision                    | 9,802   | 3.38%    | 10,686  |
| Dahua                        | 9,234   | 3.18%    | 9,811   |
| Xiaomi                       | 7,143   | 2.46%    | 7,411   |
| ASUS                         | 6,672   | 2.30%    | 6,769   |
| Rowenta                      | 5,664   | 1.95%    | 5,664   |
| TP-Link                      | 4,484   | 1.55%    | 4,680   |
| Philips                      | 3,485   | 1.20%    | 3,620   |
| Sony                         | 2,456   | 0.85%    | 2,505   |
| LG                           | 1,779   | 0.61%    | 1,854   |
| Kärcher                      | 1,714   | 0.59%    | 1,785   |
| Huawei                       | 1,092   | 0.38%    | 1,128   |
| Lenovo                       | 644     | 0.22%    | 654     |
| Other / unbranded            | 203,108 | 70.05%   | 229,060 |



# Category champions

Top 10 merchants by number of sales in the category. Bars are indexed to the leader.

| 01 flanco.ro                                                                       |                                                                                     |                  | 78,225                         |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------------------|--------------------------------|
|  |                                                                                     |                  | orders, 18.27% of the category |
|                                                                                    |                                                                                     |                  | €15,534,739                    |
| Merchant                                                                           |                                                                                     | Orders           | Value                          |
| 02 evomag.ro                                                                       |    | 67,940<br>15.87% | €18,881,619                    |
| 03 spy-shop.ro                                                                     |    | 49,235<br>11.50% | €6,819,400                     |
| 04 flip.ro                                                                         |  | 38,329<br>8.95%  | €13,451,560                    |
| 05 a2t.ro                                                                          |  | 36,530<br>8.53%  | €5,600,711                     |
| 06 powerlaptop.ro                                                                  |  | 32,265<br>7.54%  | €1,127,584                     |
| 07 gave.ro                                                                         |  | 19,499<br>4.55%  | €389,127                       |
| 08 gsmnet.ro                                                                       |  | 18,946<br>4.42%  | €451,098                       |
| 09 f64.ro                                                                          |  | 15,926<br>3.72%  | €6,206,868                     |
| 10 rowenta.ro                                                                      |  | 15,106<br>3.53%  | €1,878,742                     |

**372,001**

orders in the top 10 combined

**86.88%**

of category volume

**94.59%**

of category value

# Category champions

Top 10 affiliates by number of sales in the category. Bars are indexed to the leader.

| Rank                                            | Affiliate and channel                                           | Orders                                           | Value                              |
|-------------------------------------------------|-----------------------------------------------------------------|--------------------------------------------------|------------------------------------|
|                                                 |                                                                 |                                                  |                                    |
| 01                                              | <b>Ovidiu.Golea-BigConvert.com</b><br>Google Shopping Ads (CSS) | <b>154,000</b><br>orders, 35.97% of the category | <b>€27,976,804</b>                 |
| 02                                              | <b>SHOPIA</b><br>Google Shopping Ads (CSS)                      | <b>76,901</b><br>17.96%                          | <b>€10,834,667</b>                 |
| 03                                              | <b>pricealert.ro</b><br>Google Shopping Ads (CSS)               | <b>26,161</b><br>6.11%                           | <b>€3,810,094</b>                  |
| 04                                              | <b>productXL.com</b><br>Google Shopping Ads (CSS)               | <b>21,806</b><br>5.09%                           | <b>€5,012,482</b>                  |
| 05                                              | <b>M.Catalin</b><br>Google Shopping Ads (CSS)                   | <b>18,917</b><br>4.42%                           | <b>€2,557,821</b>                  |
| 06                                              | <b>OberstBV</b><br>Coupons / vouchers                           | <b>15,091</b><br>3.52%                           | <b>€4,231,127</b>                  |
| 07                                              | <b>MO.MARKETING@1</b><br>Google Ads Search                      | <b>15,031</b><br>3.51%                           | <b>€2,589,383</b>                  |
| 08                                              | <b>WPDmarketing.ro</b><br>Coupons / vouchers                    | <b>12,519</b><br>2.92%                           | <b>€2,586,976</b>                  |
| 09                                              | <b>GabrielNica.ro</b><br>Google Ads Search                      | <b>11,138</b><br>2.60%                           | <b>€1,601,880</b>                  |
| 10                                              | <b>klikads.ro</b><br>Google Shopping Ads (CSS)                  | <b>9,712</b><br>2.27%                            | <b>€1,332,604</b>                  |
| <b>361,276</b><br>orders in the top 10 combined |                                                                 | <b>84.37%</b><br>of category volume              | <b>84.09%</b><br>of category value |

Source: 2Performant data. Period 1 January 2024 - 31 August 2026, The device section excludes merchants with time-tracking errors.