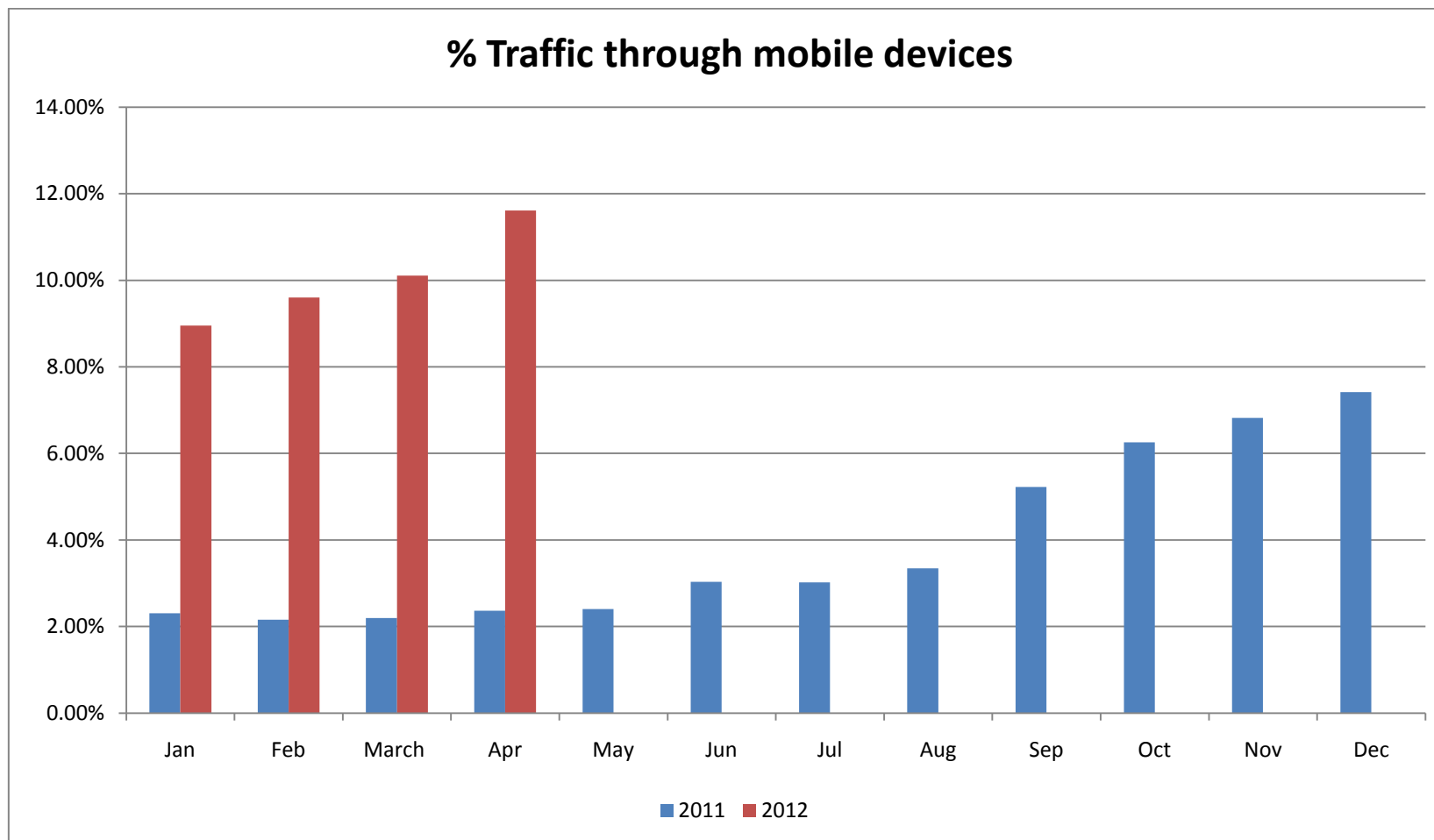


Mobile - April Update

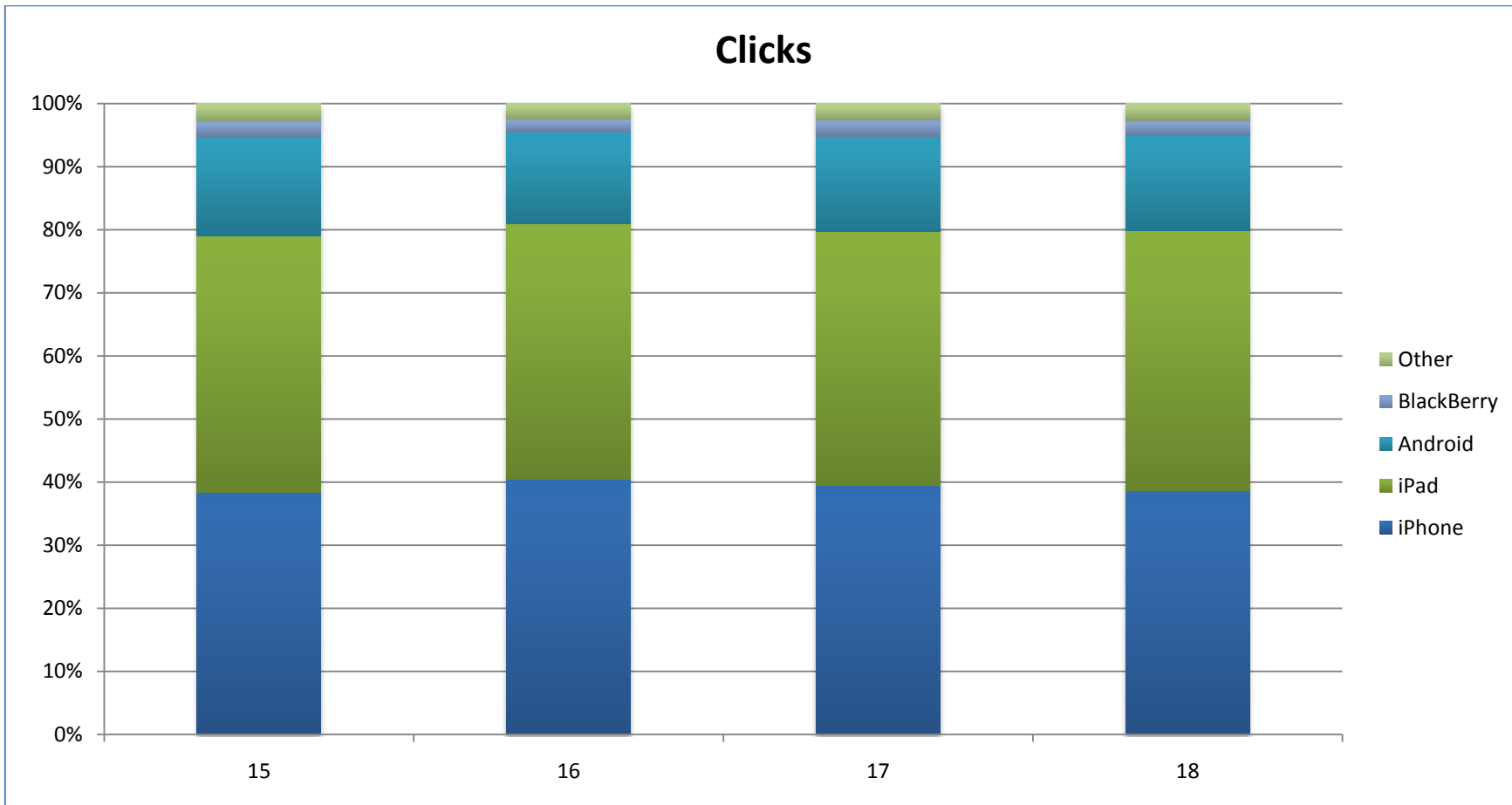
Monthly Traffic

We have seen the share of mobile traffic continue to grow. In April this was up to 11.61% of all traffic through the network - up from 10.11% in March. At the same point last year our mobile traffic stood at 2.36% of all network traffic.



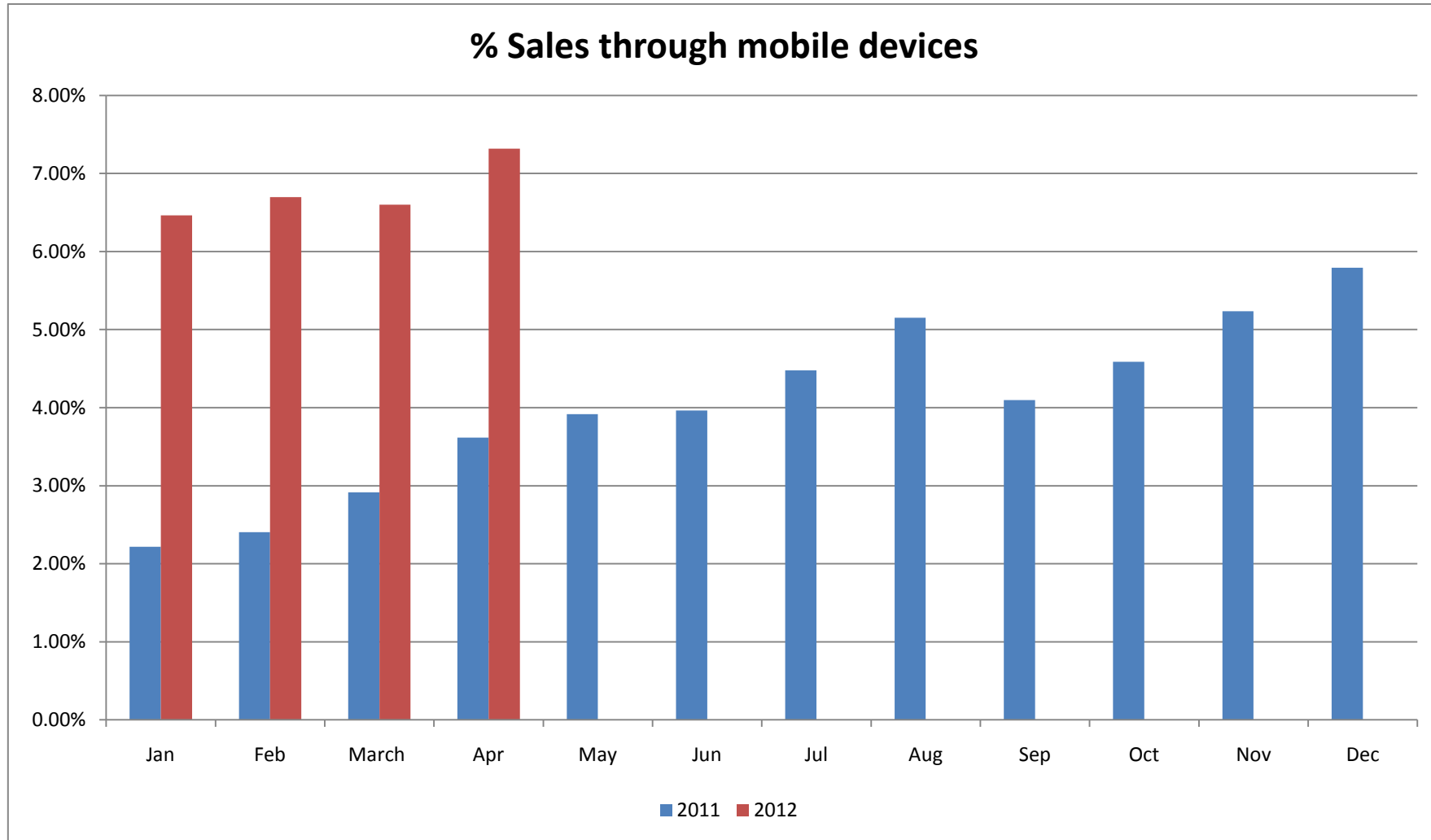
Device breakdown - past 4 weeks

We are able to take a closer look at the mobile devices that have generated the traffic over the past four weeks. There has been little variation week on week with Apple devices leading the way in terms of traffic. Both the iPad and the iPhone accounted for around 40% of total mobile traffic each week. Android has accounted for between 14% - 16% of mobile traffic each week while the Blackberry and 'other devices' have both remained fairly constant at a 2.5% share of traffic during this period.



Sales

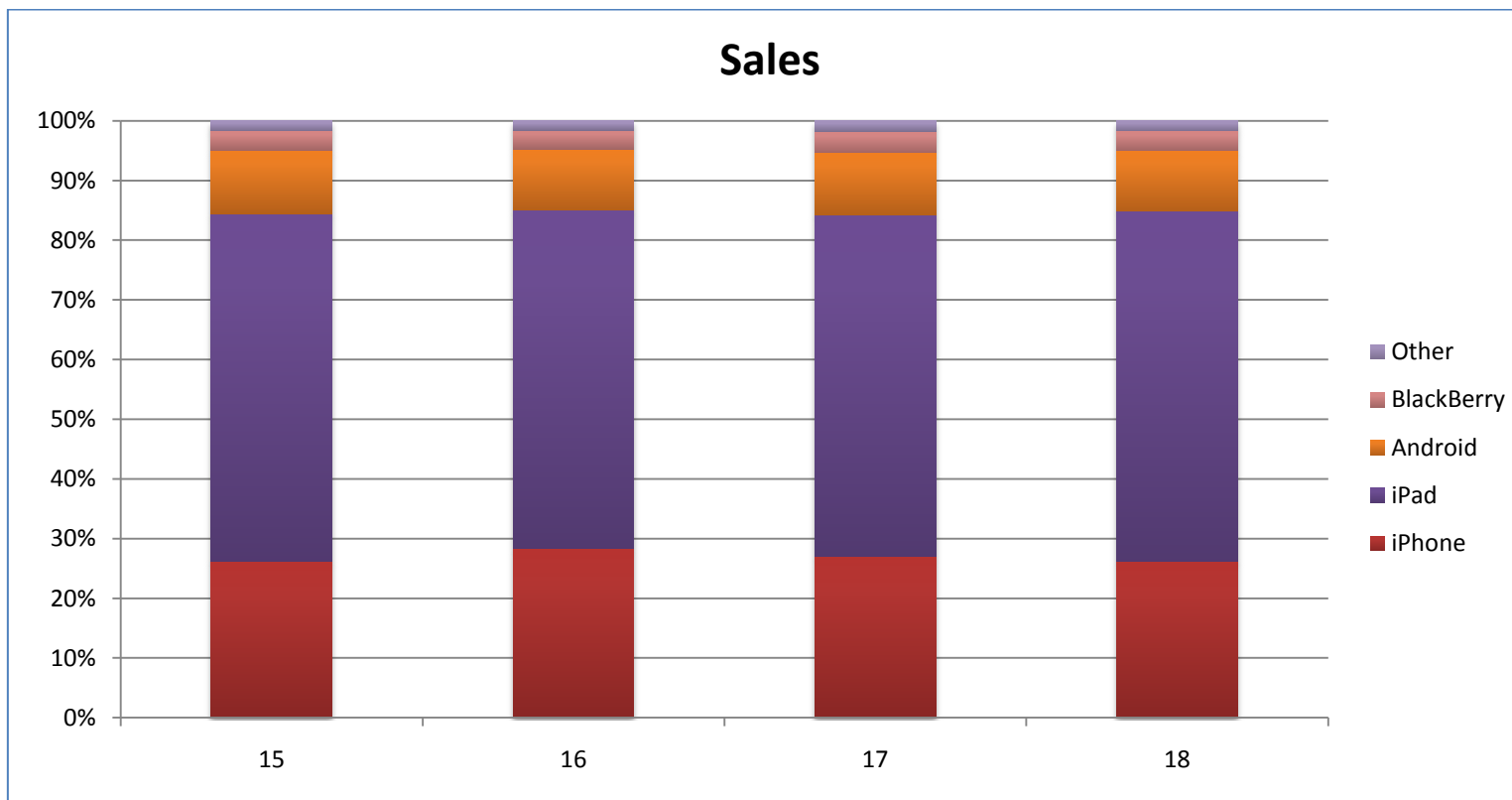
The percentage of sales that we have seen through mobile devices also continues to increase. In April we exceeded 7% of all sales being driven by mobile devices. This was up from 6.6% in March and 3.62% from last year.



Device breakdown - past 4 weeks

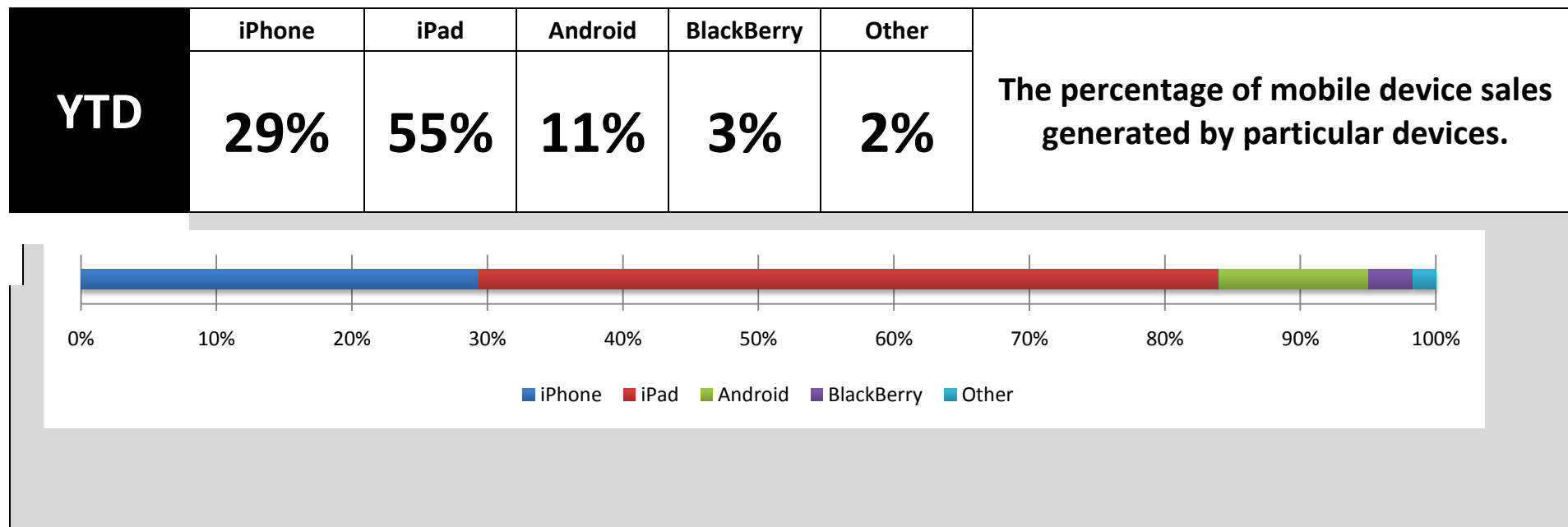
Again it is possible to look at the breakdown by device to see if where the sales are coming from. The iPad is still dominant in the share of sales with over half of all mobile sales being generated through this device. There becomes a point where we can no longer look at tablets as a true mobile device as they can be seen as a replacement for desktops/laptops as the preferred option for consumers to transact.

If we focus on true mobile devices and look at handsets - the iPhone is again the dominant device in terms of transactions. Over the past 4 weeks the iPhone has delivered between 26% and 28% of all mobile transactions while Android devices have made up between 10%-11% each week. Sales from Blackberry have ranged from 3%-3.5% while 'other devices' account for under 2%



Device breakdown year to date

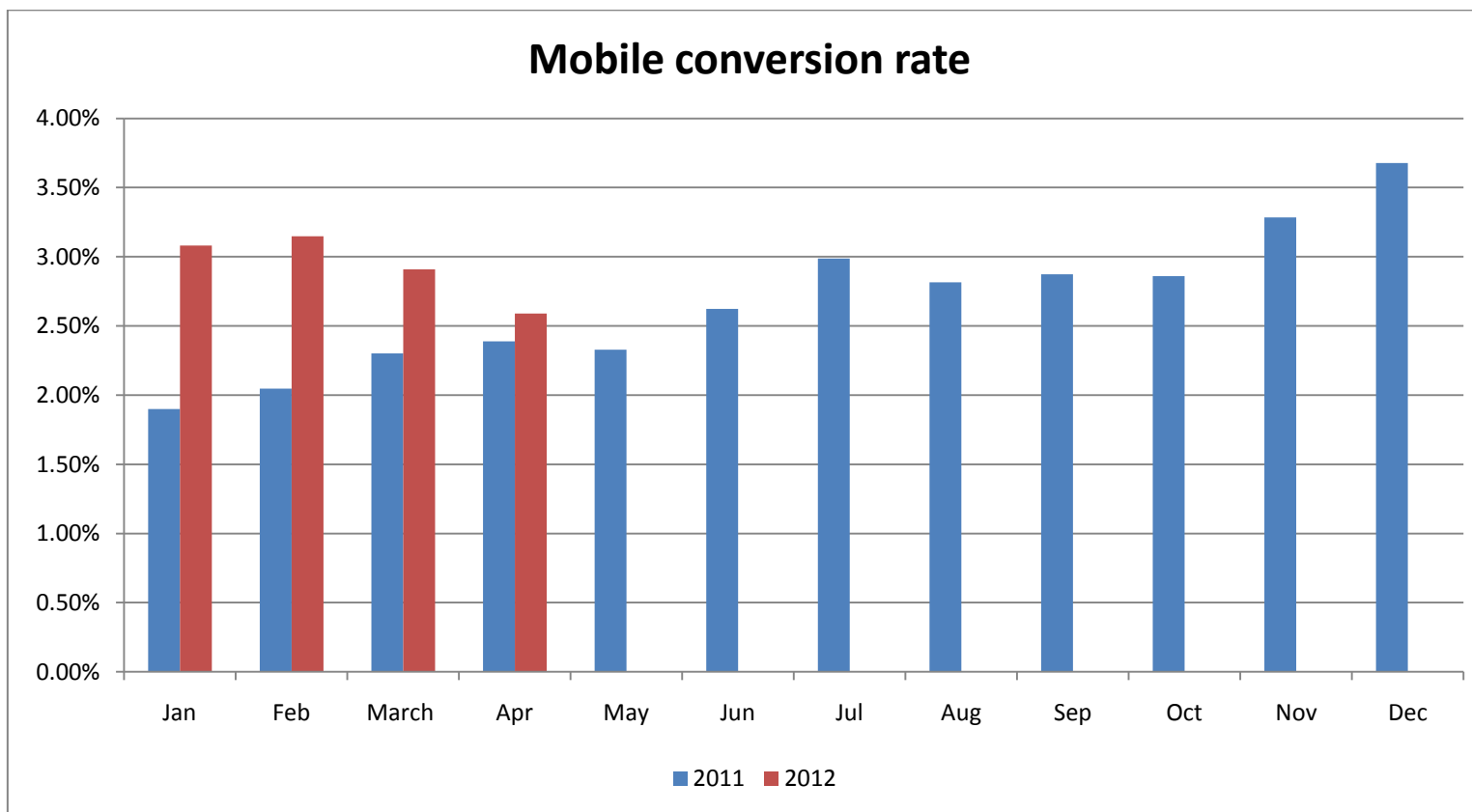
The weekly device breakdown above also reflects what we have seen year to date in terms of the split of sales by device. The iPad continues to dominate with the iPhone being the most popular handset for transactions.



Conversion Rates

Conversion rates through mobile devices dropped again in April. Mobile devices (including tablets) are now converting at just over 2.5%. This is a drop off from March where we were seeing a conversion rate of 2.91% for our mobile traffic. With more traffic coming through mobile devices, an optimised mobile site places advertisers in the best position to be able to convert this traffic. A lack of mobile optimised sites coupled with those that do not having affiliate tracking in place can help to explain the drop off in conversion rates.

With a mobile optimised site but no affiliate tracking, advertisers can be missing out on a wide range of affiliate opportunities through the channel.



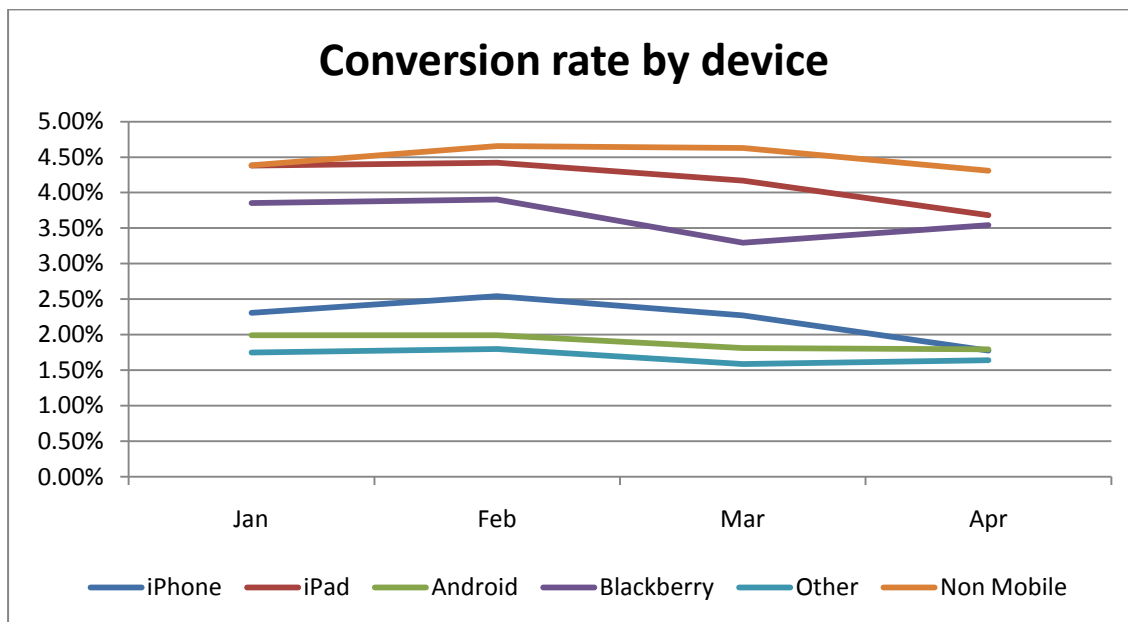
Conversion rate by device

As well as looking at the conversion rate through mobile devices as a whole, it can also be broken down by device in order to split out tablet traffic and compare each device against what we have seen for desktop. The chart below looks at the conversion rate by device for the year so far.

Desktop traffic continues to convert at the highest rate although this dropped in April. The iPad also experienced a drop in conversion rate falling to 3.66%

Of all the mobile handsets, the Blackberry has consistently converted at the best rate. In April the gap between Blackberry and the iPad closed further, with the blackberry converting at 3.52%

The conversion rate for the iPhone dropped again and is now converting at the same rate as Android devices at just under 1.8%. The drop off in conversion rate of the most highly trafficked handset is again indicative that advertisers are lacking mobile optimised sites/affiliate tracking.



Mobile Reporting in Interface

While we have been monitoring mobile performance internally for the past 18 months, mobile reporting is now available within the interface. This allows advertisers and affiliates to monitor the device that their sales are originating from. Mobile data can be found in the following reports:

- * Advertiser: Validate Pending Commissions
- * Advertiser: Archived Commissions
- * Publisher: Transactions

The data can be viewed on screen or exported via .csv or .xml downloads. With this intriguing information now available to all, the true impact of mobile on your campaigns can be seen for the first time.

Advertisers with mobile tracking

We are keen to showcase our advertisers that have implemented affiliate tracking on their mobile site. Affiliates can be reassured that any sales through a mobile device will be tracked where the advertiser has mobile tracking in place. Affiliates are able to actively search for advertisers where this is the case.

If an advertiser does not have a mobile optimised site, any visitors through mobile devices will be directed to the full e-commerce version of the site. When this is the case, all sales through a mobile device will track as usual.

A full list of advertisers with affiliate tracking on their mobile site is below. If any advertiser is not on this list but thinks they should be, please contact strategy@affiliatewindow.com

Merchant ID	Advertiser	Merchant ID	Advertiser
1660	24 Ace	2832	Footasylum
645	A1Gifts.co.uk	3506	For Runners By Runners
2920	Argento	2287	Furniture Village
2834	Asda Groceries	3351	Gap
3201	Atlantic Shopping	3603	Gifted.com
483	B & Q	3341	Golf Store Europe
3352	Banana Republic	2891	Groupon
3318	Brandosa	1672	Halfords
273	Buyagift	3617	Hotels.com
3463	Camping World	1969	Interflora
3379	Christies Direct	1202	Iwantoneofthose.com
2805	Coast	2992	Jack Wills
3825	Daniel Footwear	2068	Life and Looks
2194	Debenhams	3735	Lyncmeup.com
1302	Evans Cycles	3340	Menarys.com
3295	Feather & Black	3135	Menkind
2150	feelunique.com	1152	Mymemory

Merchant ID	Advertiser
1946	New Look
3864	Pasttimes
2362	Protect Your Bubble
1310	Quiz
2044	Schuh
2165	Schuh Ireland
964	Serenata Flowers
2592	Skatehut
1487	Sky Digital
2638	Spartoo.co.uk
3057	Surfmountain.com
2547	TheHut
2186	Thorntons
1465	TruffleShuffle.com
3382	Ugg Australia
1109	Virgin Experience Days
3509	Wallpaperdirect
1857	Wiggle Online Cycle Shop
2258	Wynsors
2549	Zavvi