

# THE MOBILE PERFORMANCE LANDSCAPE

MOBILE COMMERCE ACTIVITY HAS RAMPED UP SIGNIFICANTLY OVER THE PAST 18 MONTHS

WITH CONSUMERS INCREASINGLY TURNING TO MOBILE DEVICES FOR CONNECTING TO THE INTERNET, SAVVY ADVERTISERS AND PUBLISHERS HAVE BEEN ABLE TO TAKE ADVANTAGE

THIS INFOGRAPHIC OUTLINES THE GROWTH IN MOBILE COMMERCE IN GENERAL AND TRENDS SEEN HERE AT AFFILIATE WINDOW

UK TABLET PENETRATION REACHES **8%**



UK SMARTPHONE PENETRATION REACHES **45%**

## M-COMMERCE GROWTH (IMRG DATA)

m-commerce has grown considerably as tech savvy Brits turn to mobile devices



source: IMRG

## AFFILIATE WINDOW STATS

traffic and transactions through the network have grown at a staggering rate

**JAN 2011**

MOBILE SALES **2%**



MOBILE TRAFFIC **2%**

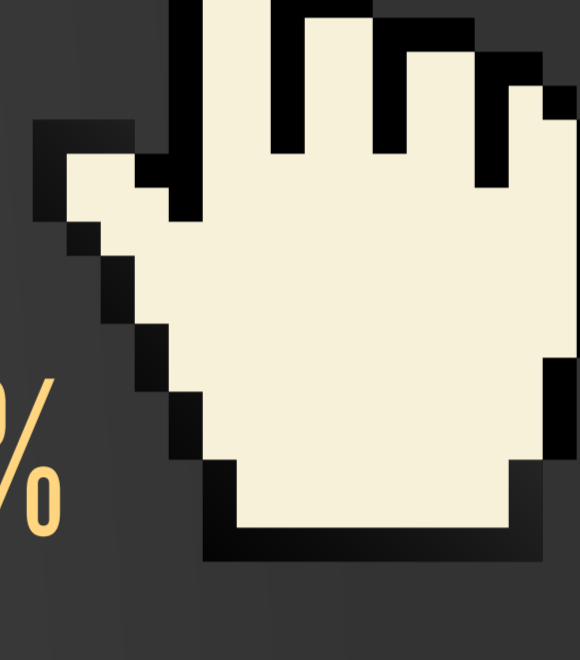


**APR 2012**

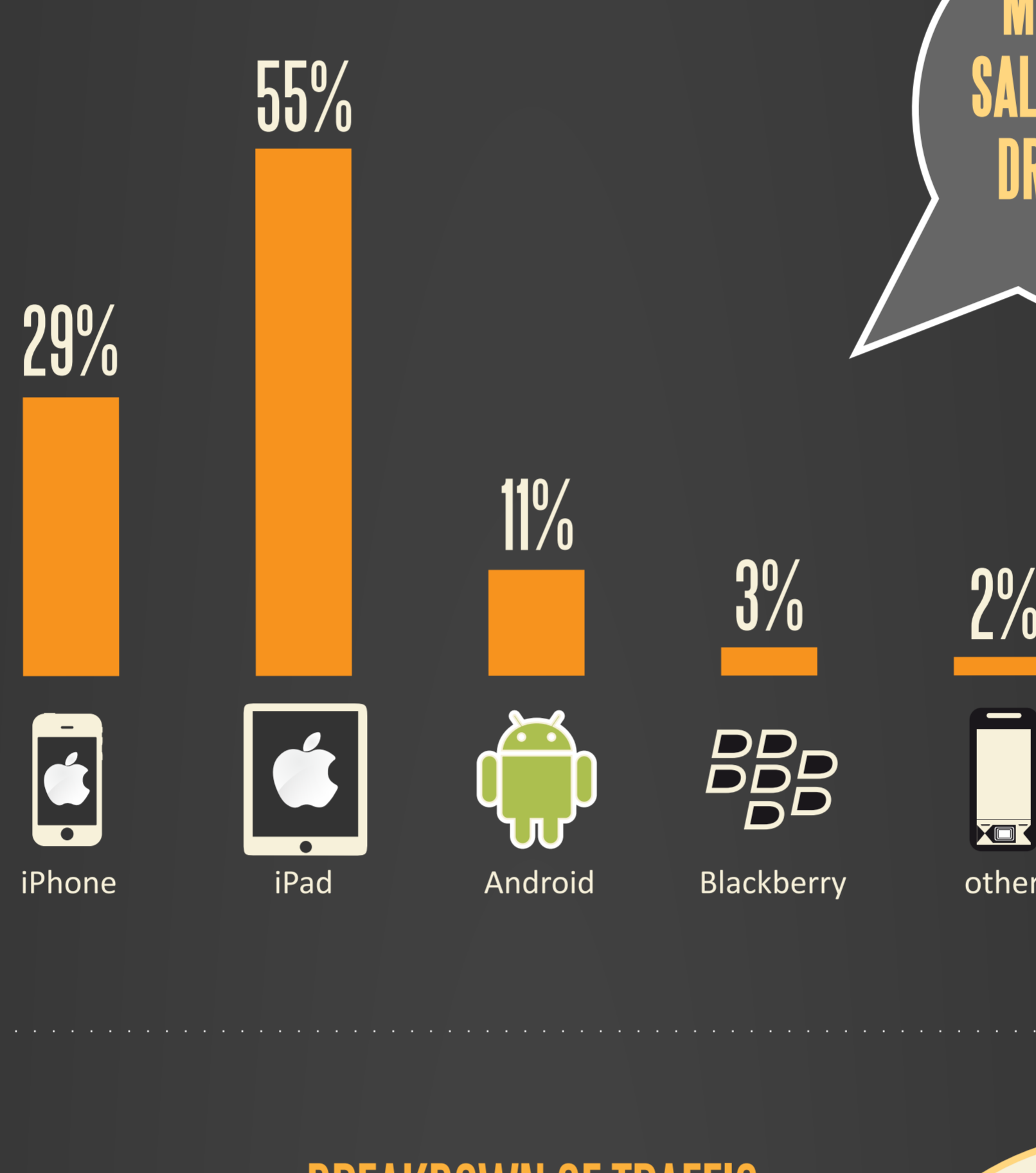
MOBILE SALES **7%**



MOBILE TRAFFIC **12%**

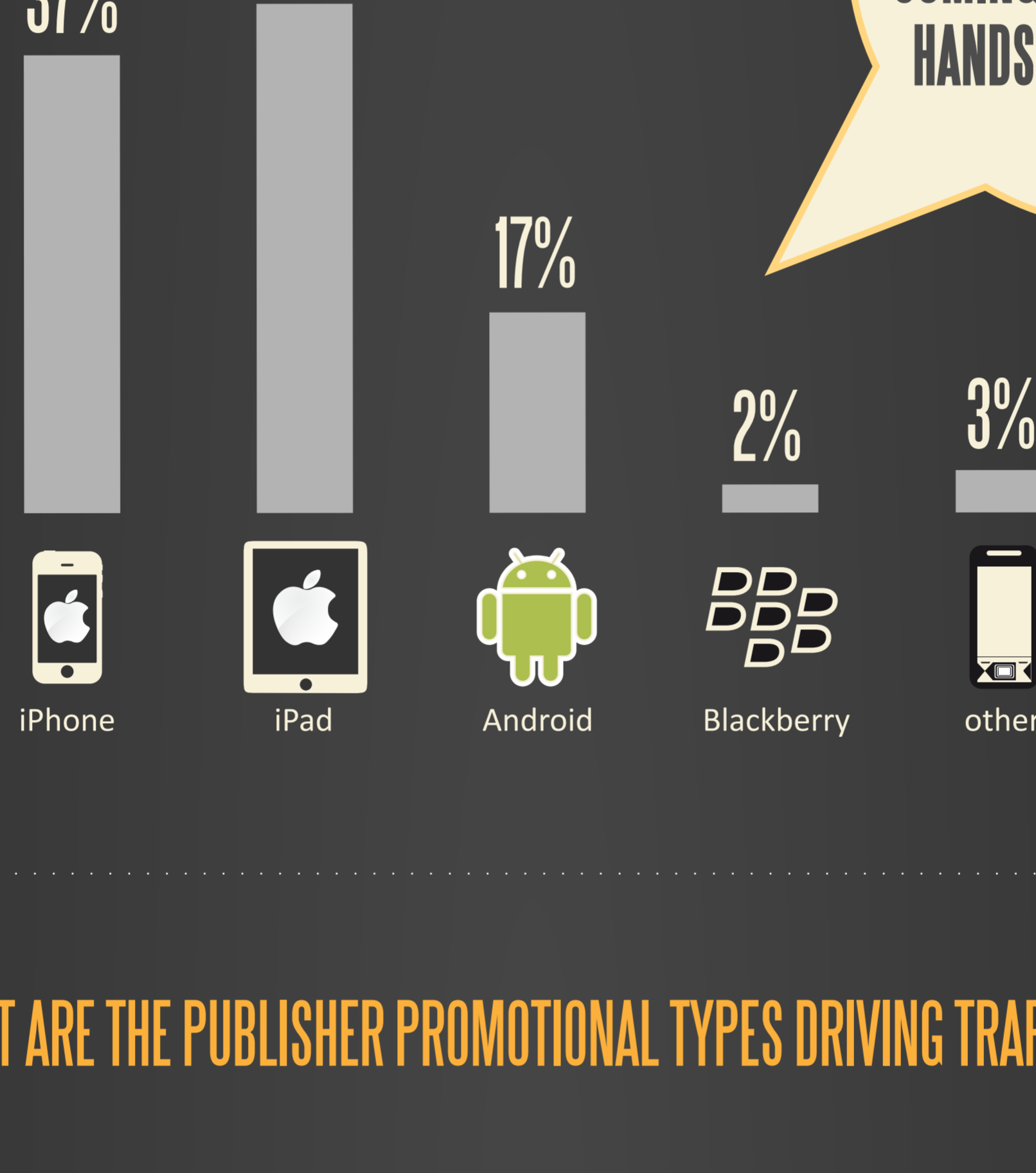


## BREAKDOWN OF SALES



M-COMMERCE SALES PRIMARILY DRIVEN BY THE iPad

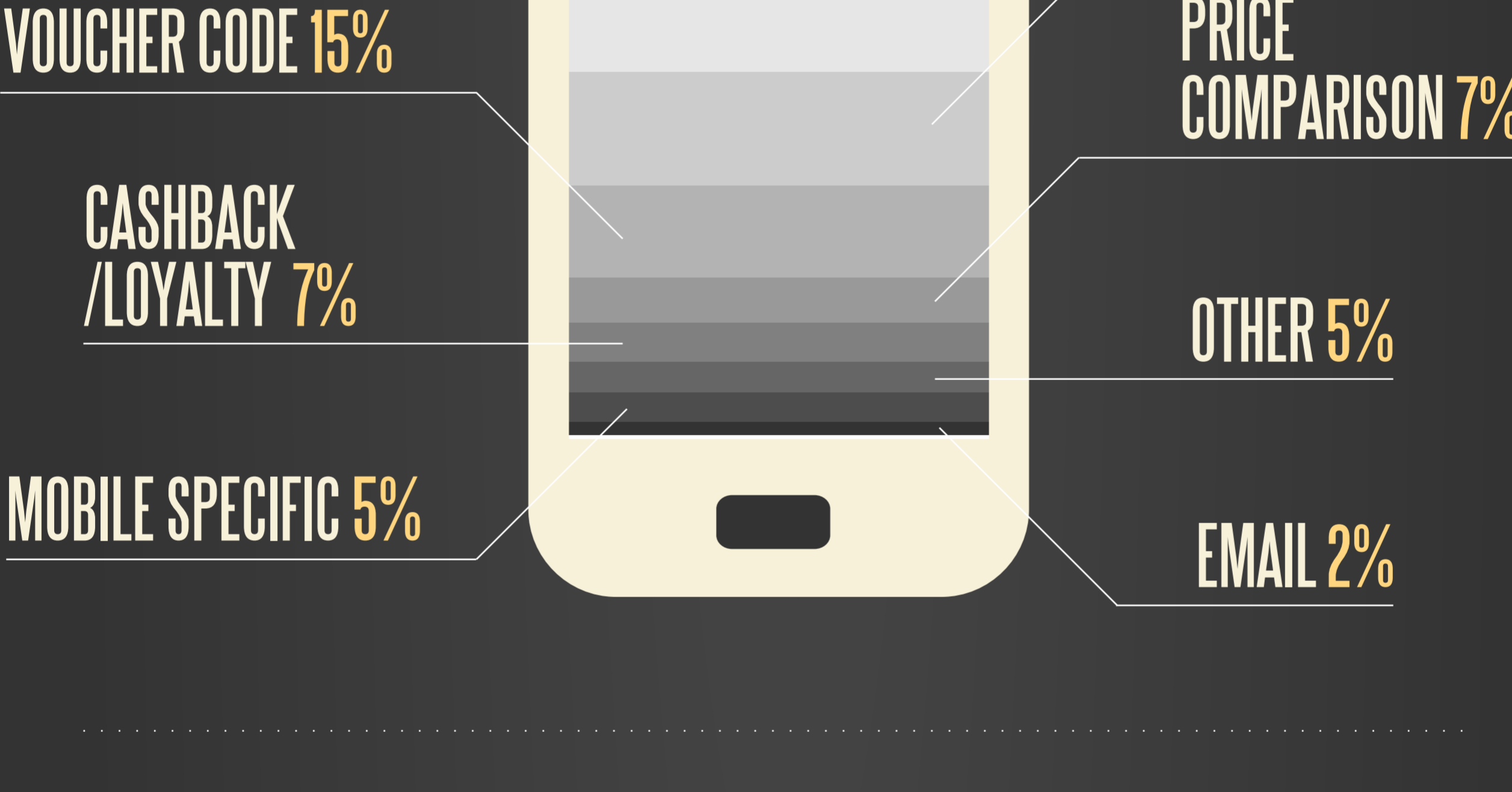
## BREAKDOWN OF TRAFFIC



iPAD THE DOMINANT DEVICE BUT MORE TRAFFIC COMING THROUGH MOBILE HANDSETS THAN TABLET DEVICES

## WHAT ARE THE PUBLISHER PROMOTIONAL TYPES DRIVING TRAFFIC?

a diverse range of publishers are generating mobile traffic



## SECTOR INSIGHTS

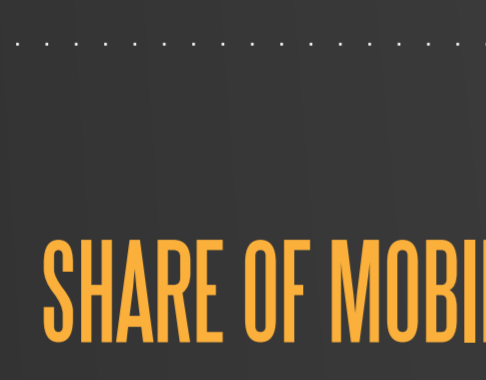
**35% OF ALL MOBILE TRAFFIC THROUGH THE NETWORK IS FOR FASHION RETAIL**



**TRAVEL RECEIVES 6% OF ALL OF OUR MOBILE TRAFFIC**



**TELECOMS RECEIVES 6% OF OUR MOBILE TRAFFIC BUT ONLY 5% OF OUR DESKTOP TRAFFIC**



## SHARE OF MOBILE TRAFFIC BY SECTOR VS. AFFILIATE WINDOW AVERAGE



**9th JULY**

THE POINT IN 2012 WHEN MOBILE SALES EXCEEDED THE 2011 TOTAL

**£2.1 M** = THE ESTIMATED LOSS IN COMMISSION THROUGH THE NETWORK IN 2012, DUE TO ADVERTISERS NOT HAVING MOBILE TRACKING IN PLACE

**£28,000,000** = IN M-COMMERCE SALES RECEIVED BY ADVERTISERS WHERE COMMISSION WASN'T ABLE TO BE PAID TO AFFILIATES

The data contained in this infographic has been taken from Affiliate Window's mobile stats. This covers traffic (clicks) and transactions (sales) generated through affiliate sites on a mobile device. This data is based on 53.3m clicks and 1.5m sales generated through mobile devices January 2011 - June 2012.

If you would like to sign up to receive our strategy newsletter (including monthly mobile stats), or if you would like to receive our mobile commerce white paper, please contact us.