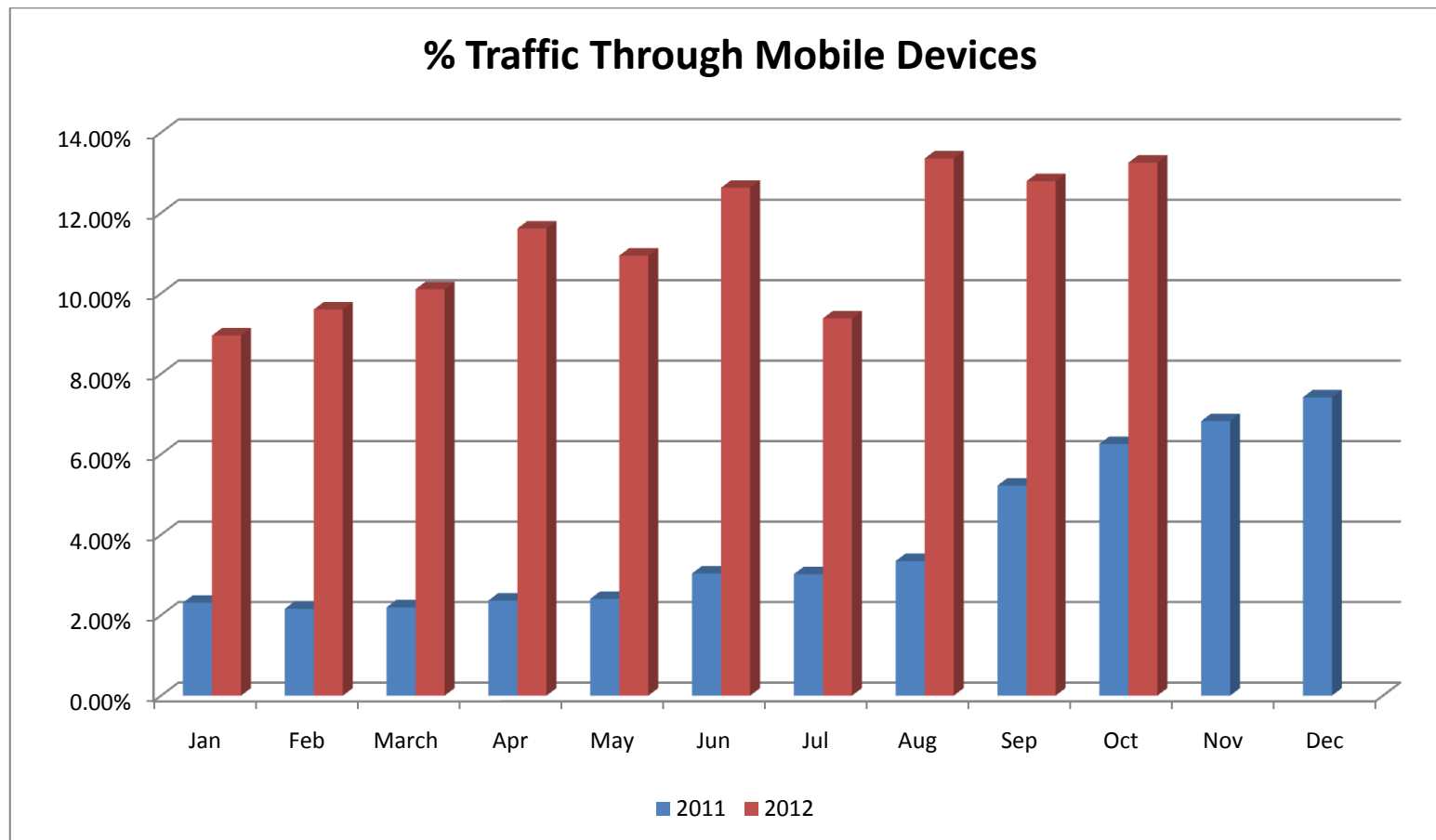


## Mobile - October Update

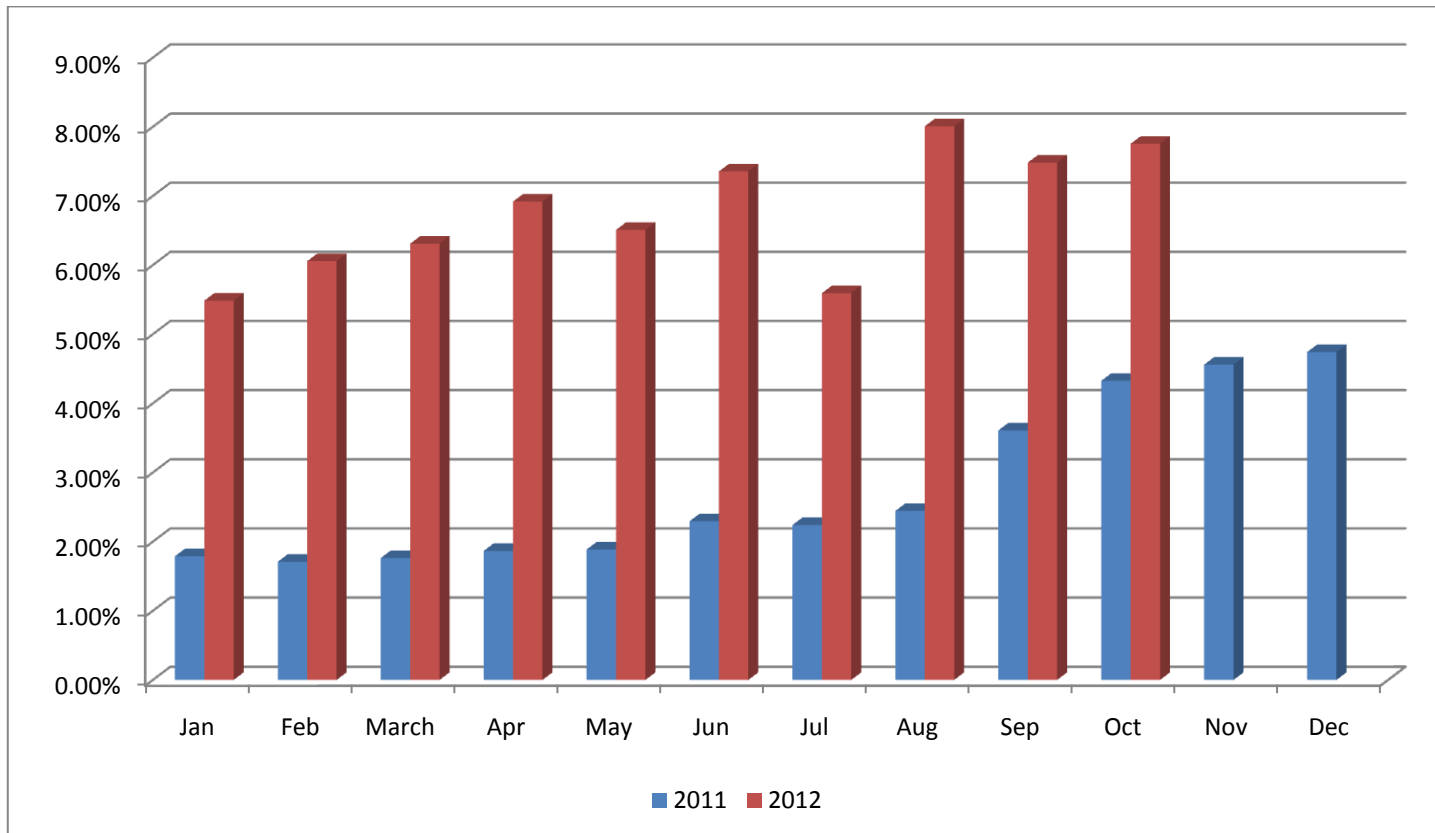
### Monthly Traffic

After experiencing a drop off in the share of traffic through mobile devices, this increased again in October. This was up to 13.25% from 12.8% in September. As we approach Christmas, with more consumers expected to turn to mobile devices we expect to see this increase further until the end of the year.



### Monthly Traffic - Handsets Only

The data above looks at everything we classify as a mobile device, so includes all traffic through tablet devices. To get a true indication of mobile handsets, the data below has stripped out traffic through tablet devices. In October, sales through mobile handsets stood at 7.76%. This was up from September's figure (7.48%) but a little off the peak of 8% we saw in August.

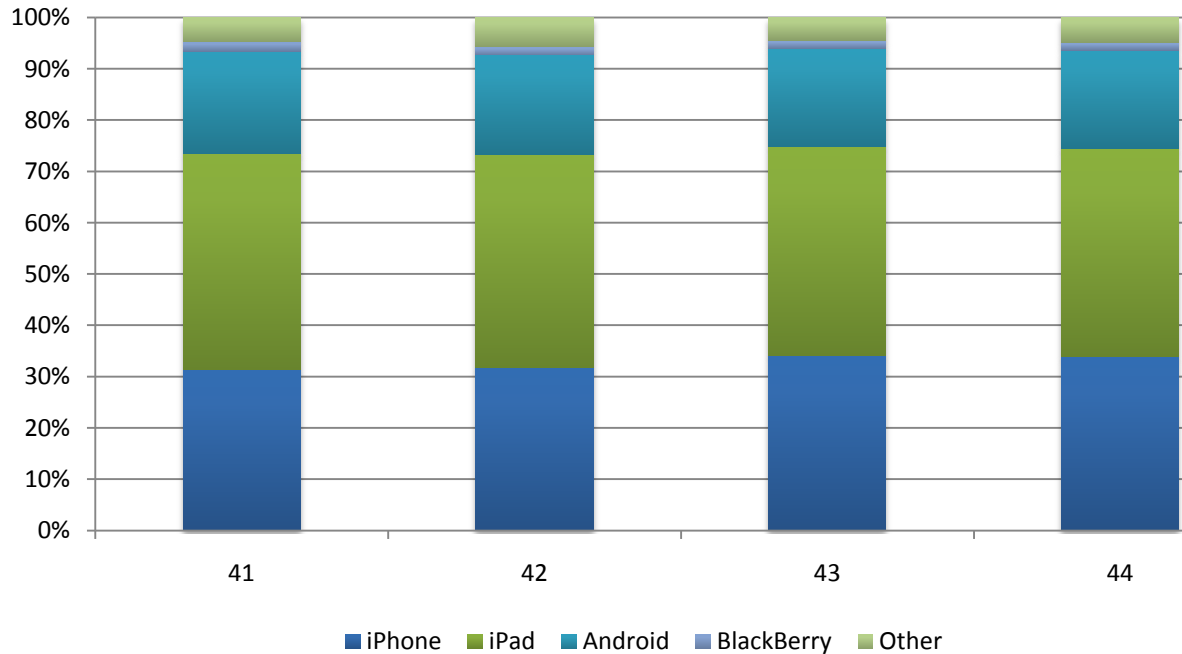


### Device breakdown - past 4 weeks

Having dropped to a low of 28.8% of clicks in week 40, the iPhone showed a recovery in terms of its share of traffic. It peaked at 34.13% in week 43 while the lowest share of traffic came in week 41 (31.37%). The share of iPad traffic decreased week on week. The device had 42.08% of all mobile traffic in week 41 but had dropped to 40.56% in week 44.

The share of Android traffic remained fairly consistent between 19%-20% and 'Other' experienced a peak of 5.7% of mobile traffic in week 42.

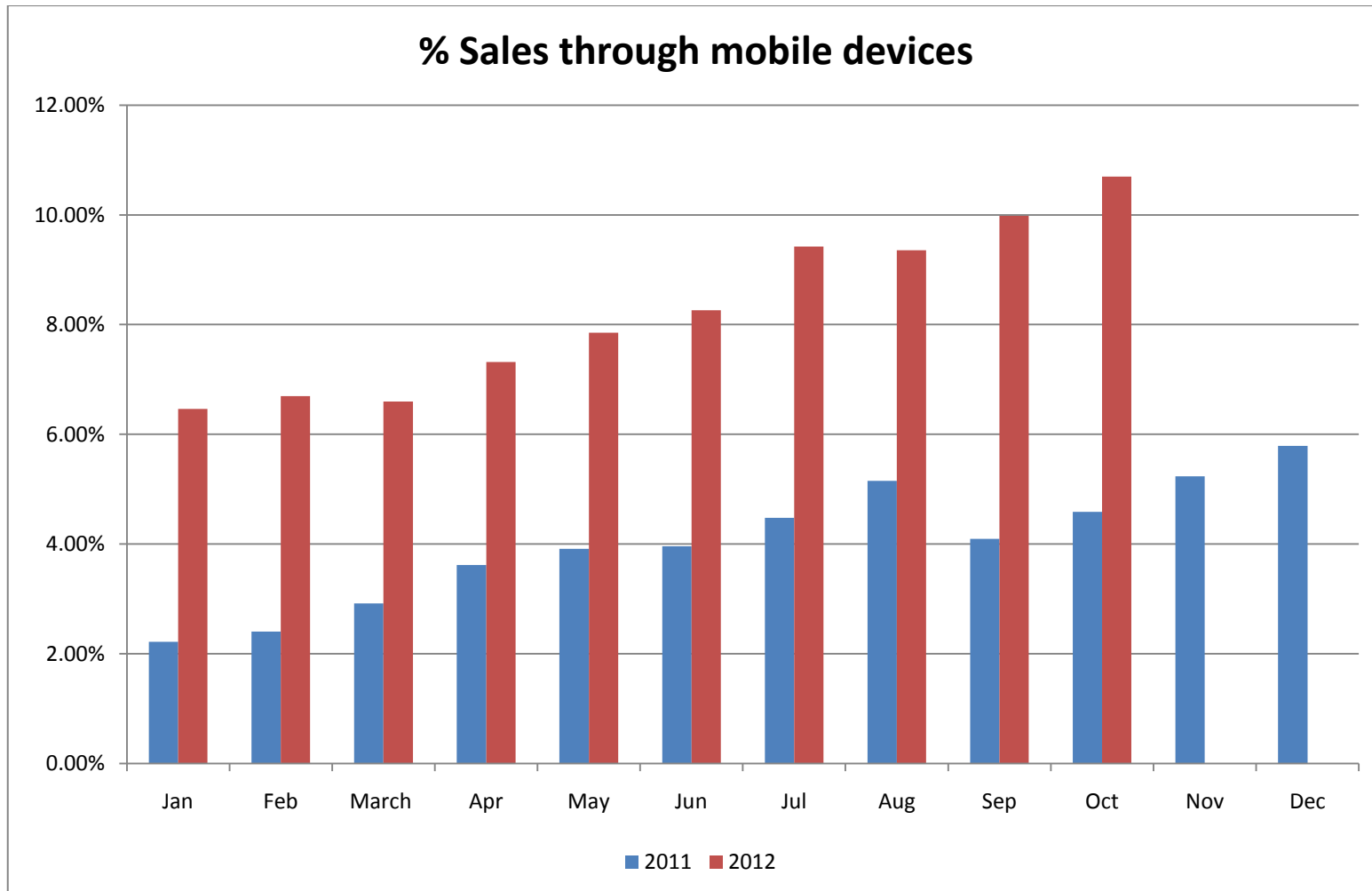
### Clicks



WeekNum	iPhone	iPad	Android	Blackberry	Other
<b>41</b>	31.37%	42.08%	19.98%	1.81%	4.76%
<b>42</b>	31.77%	41.55%	19.38%	1.59%	5.70%
<b>43</b>	34.13%	40.72%	19.13%	1.62%	4.40%
<b>44</b>	33.85%	40.56%	19.20%	1.60%	4.78%

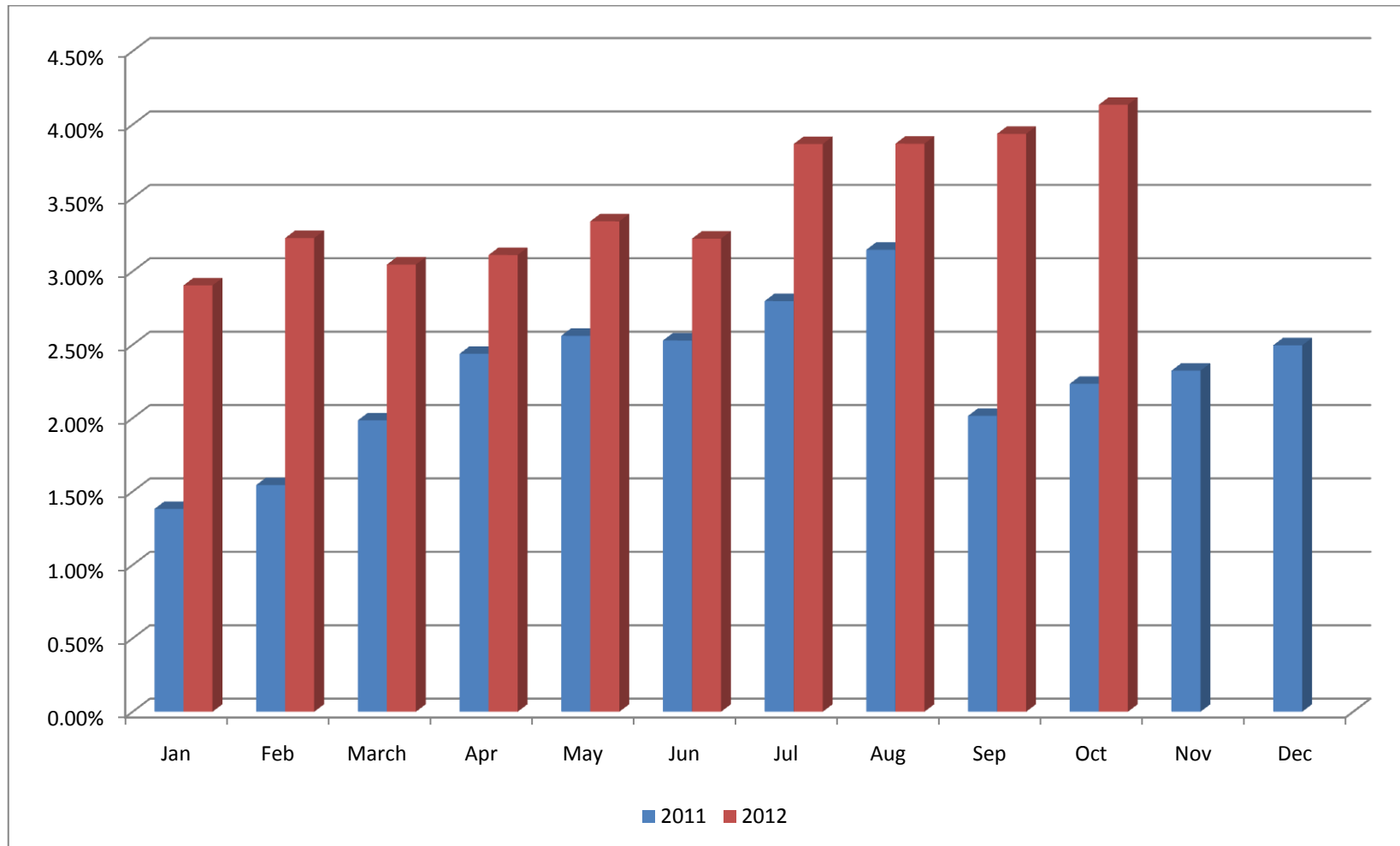
## Sales

Sales through mobile devices increased once again in October, exceeding 10% of all sales for the first time. With the Christmas peak coming up we anticipate to see around 13% of sales coming through mobile devices by the end of the year.



### Monthly Sales - Handsets Only

Again it is possible to break the share of sales down mobile handsets only. In October we saw a peak of 4.14% of sales coming through mobile handsets. We expect this to increase further in the run up to Christmas. It is extremely important for advertisers to add affiliate tracking to their mobile sites to capitalise on this growth trend.

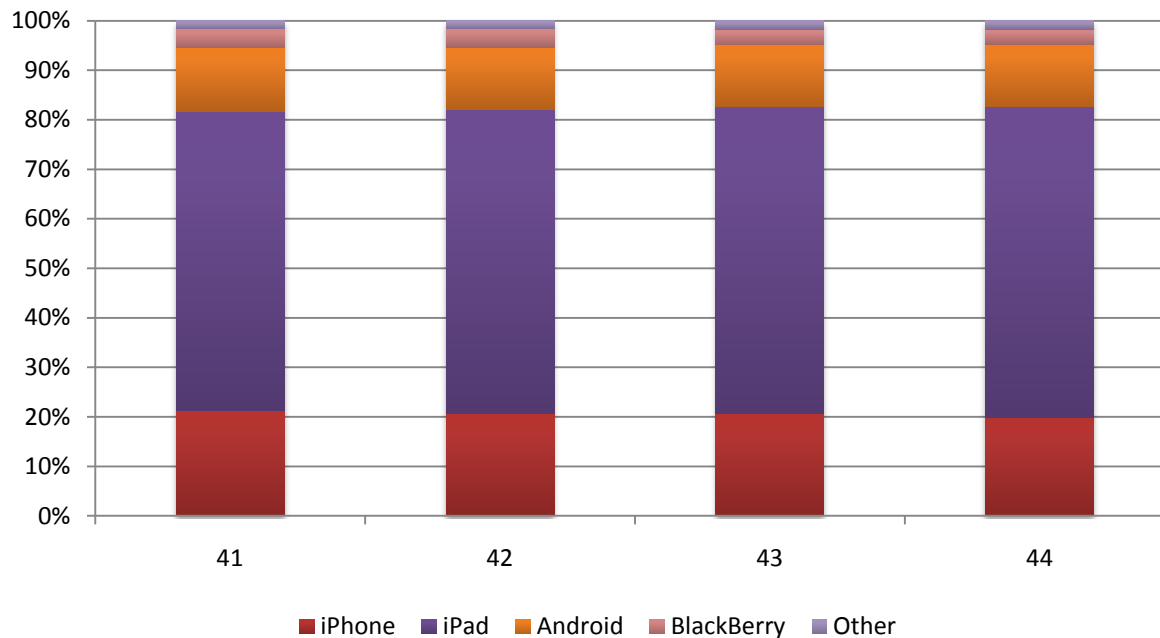


### Device breakdown - past 4 weeks

Again it is possible to look at the breakdown by device to see where our mobile sales are coming from. The iPad has continued to dominate but saw a drop off in the share of sales on the previous 4 week period. The high of 62.85% in week 44 is a drop off from the previous high of 66.14% we saw in week 40.

The share of iPhone sales decreased each week from 21.35% in week 41 to 19.82% in week 44. Android's share of sales remained fairly constant throughout the 4 week period.

### Sales



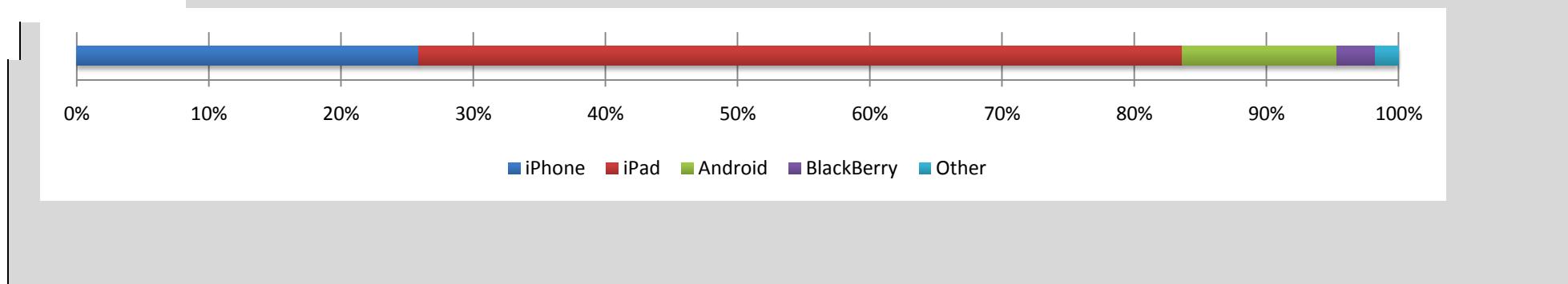
WeekNum	iPhone	iPad	Android	Blackberry	Other
<b>41</b>	21.35%	60.27%	12.90%	3.83%	1.66%
<b>42</b>	20.72%	61.27%	12.65%	3.73%	1.62%
<b>43</b>	20.59%	61.97%	12.55%	3.17%	1.71%
<b>44</b>	19.82%	62.85%	12.55%	3.08%	1.69%

### 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.

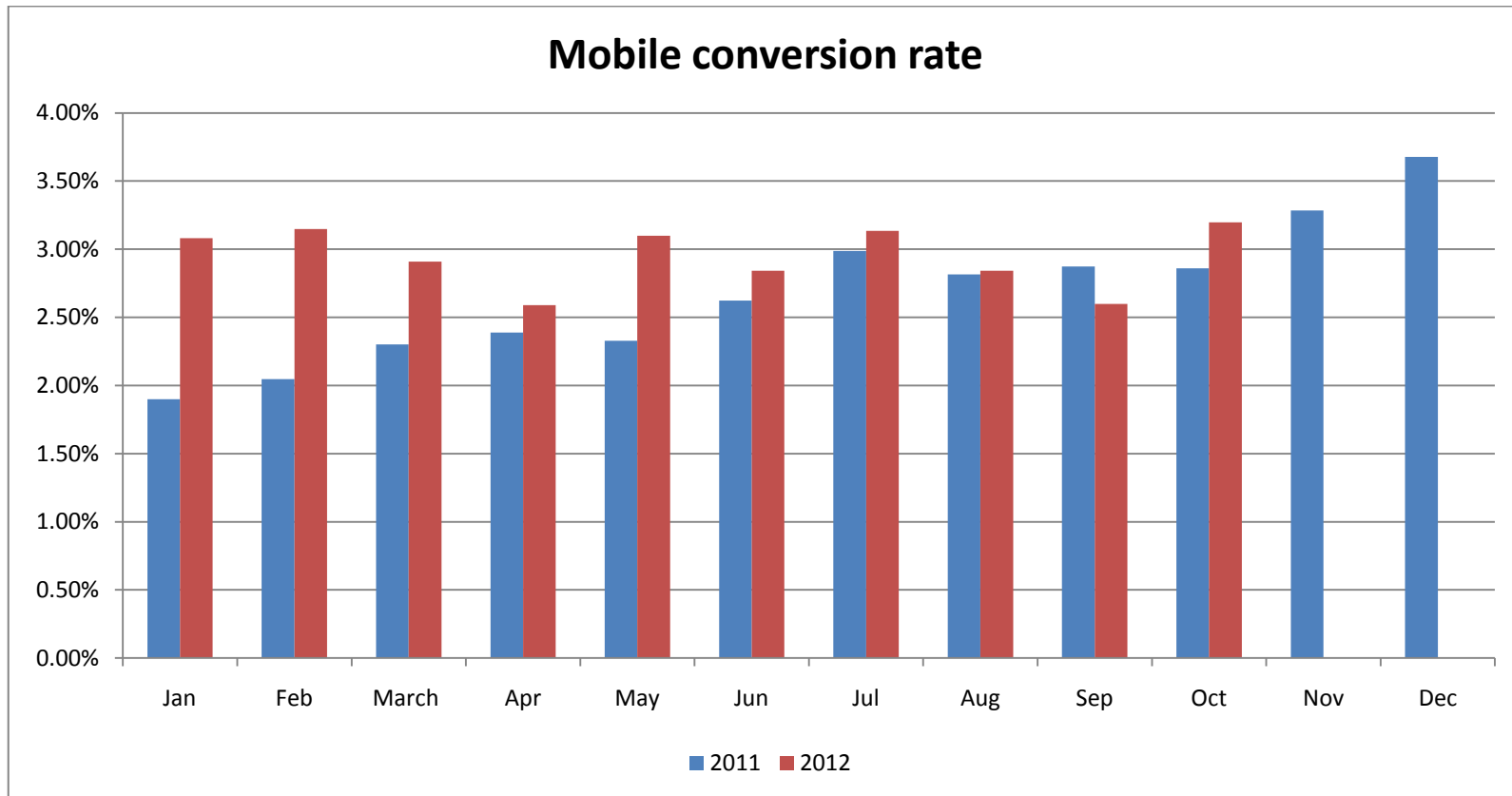
Android has remained steady at 12% and we are continuing to see month on month growth from Android devices. Android growth is examined in more detail later in this document.

	iPhone	iPad	Android	BlackBerry	Other	
<b>YTD</b>	<b>25%</b>	<b>58%</b>	<b>12%</b>	<b>3%</b>	<b>2%</b>	<b>The percentage of mobile device sales generated by particular devices.</b>



## Conversion Rates

After a drop off in conversion rates in September, we saw them pick back up again in October. Mobile devices converted at 3.2% in October vs. 2.6% in September. As more advertisers continue to develop their sites for mobile and add affiliate tracking to these sites, we expect to see further improvement in conversion rates in the run up to the peak Christmas period.



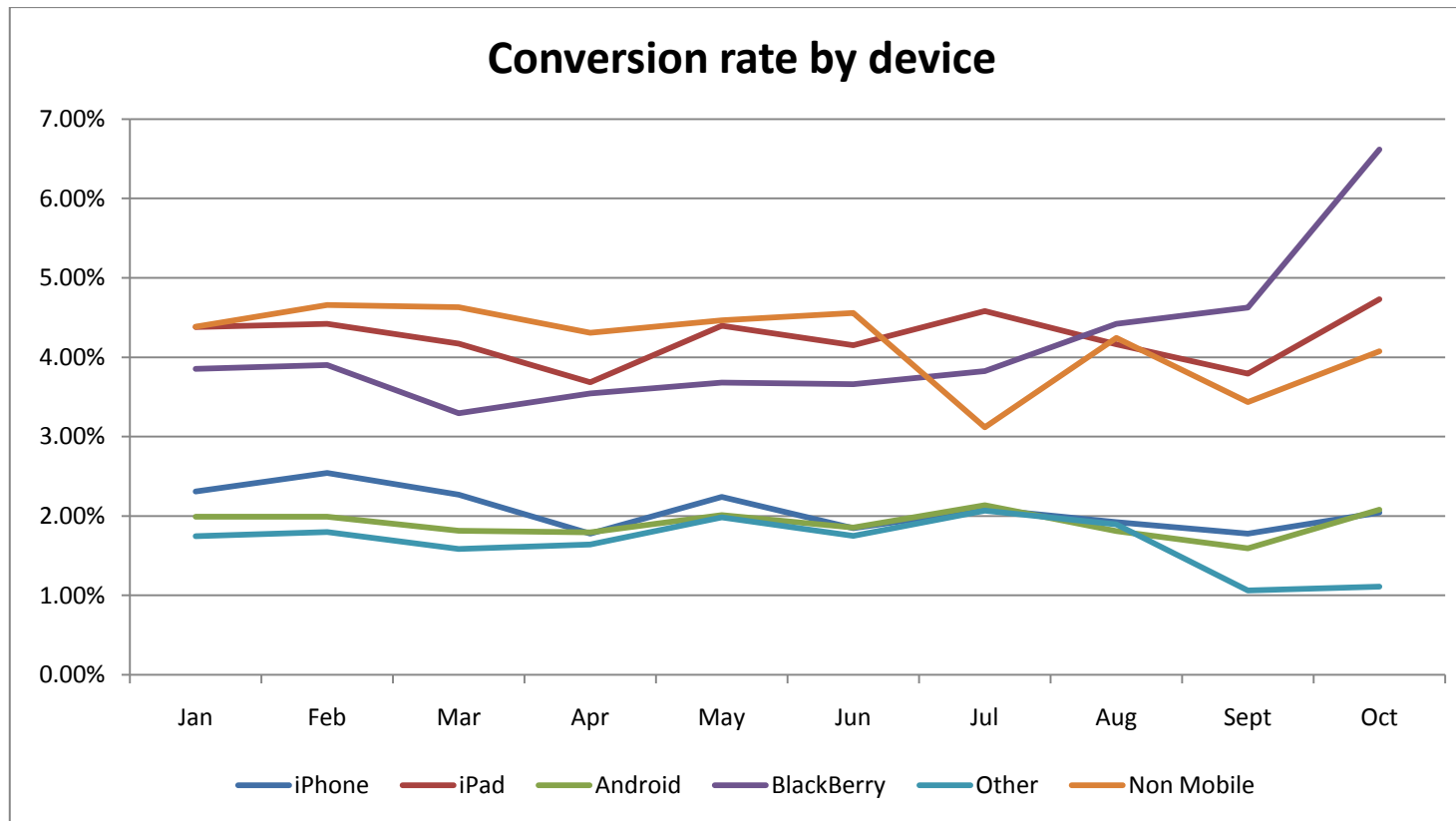


## Conversion rate by device

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.

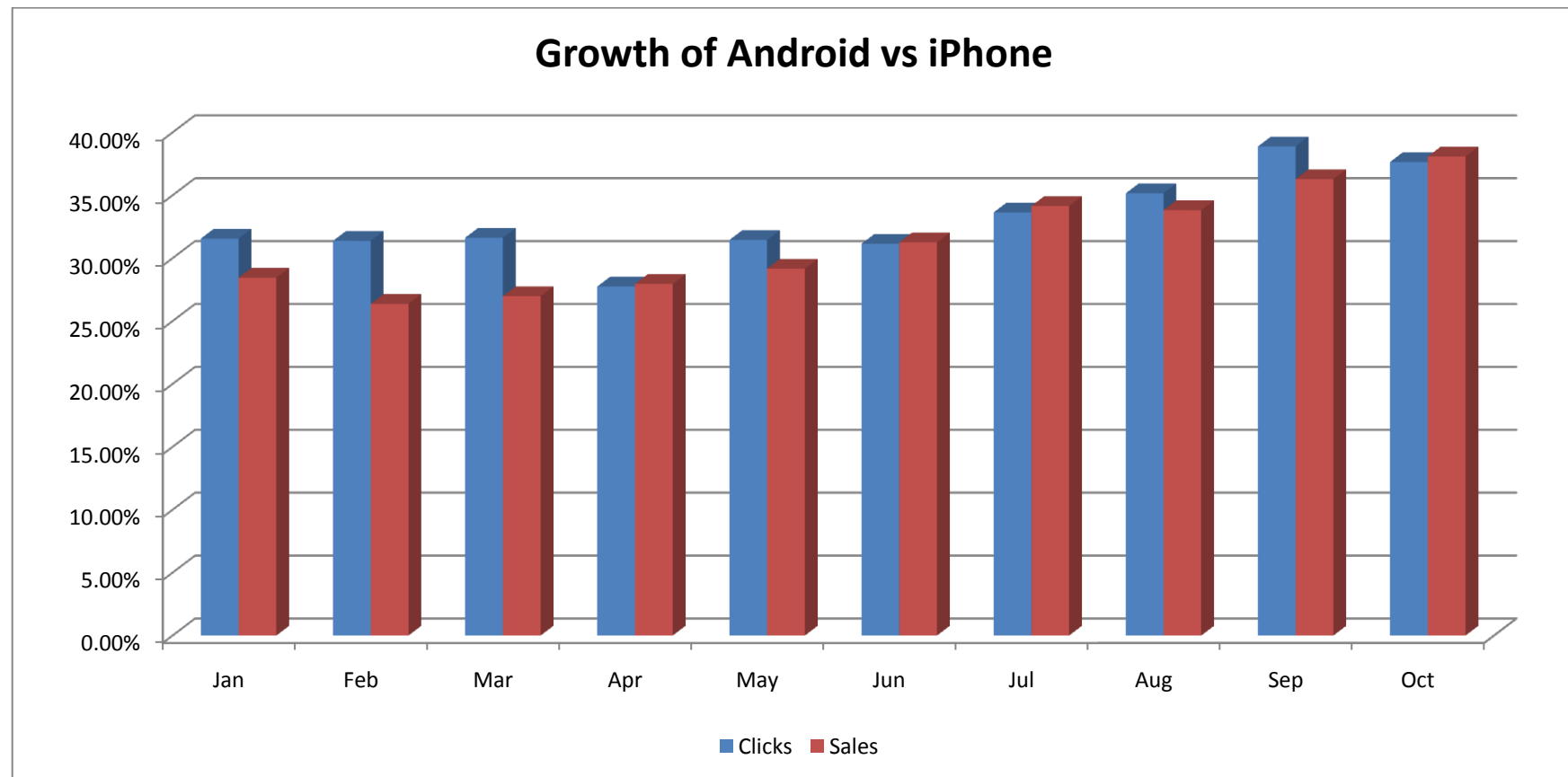
Each of the devices monitored saw an increase in conversion rate with the largest increase seen by Blackberry. Blackberry is now converting at 6.62% although it is important to note that this is from a significantly lower volume of traffic.

Android and iPhone conversion rates have become aligned at just over 2%.



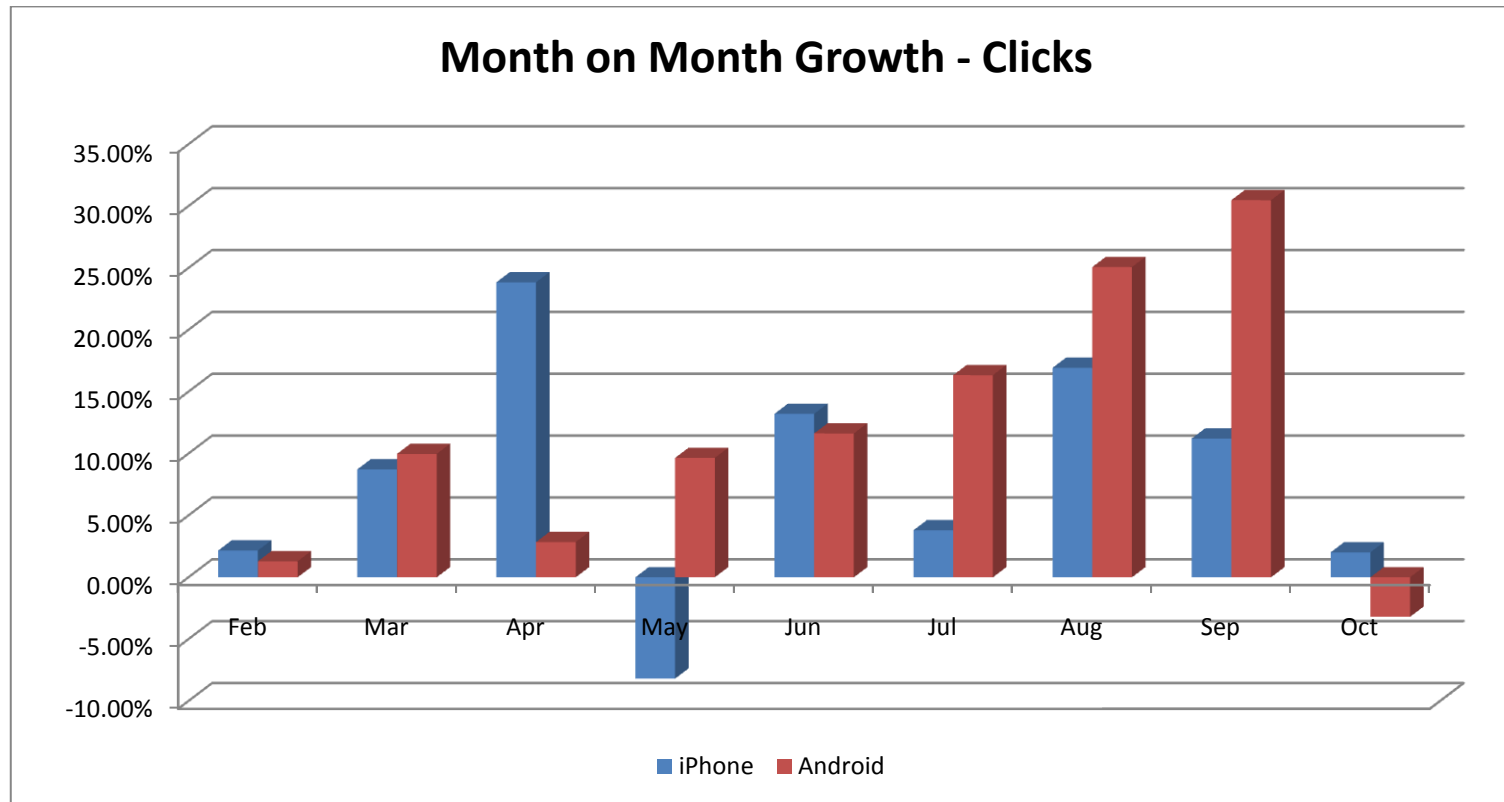
## iPhone vs. Android

We have also been monitoring the growth rates of Android vs. iPhone throughout the year. The chart below has traffic and sales through Android devices as a percentage of all traffic/sales driven by these two devices. Android has increased its share of both traffic and sales since the start of the year in relation to the iPhone. In October Android had a 37.65% share of traffic and 38.09% of sales of the two dominant handset types. At the beginning of the year this stood at 31.56% of traffic and 28.45% of sales.

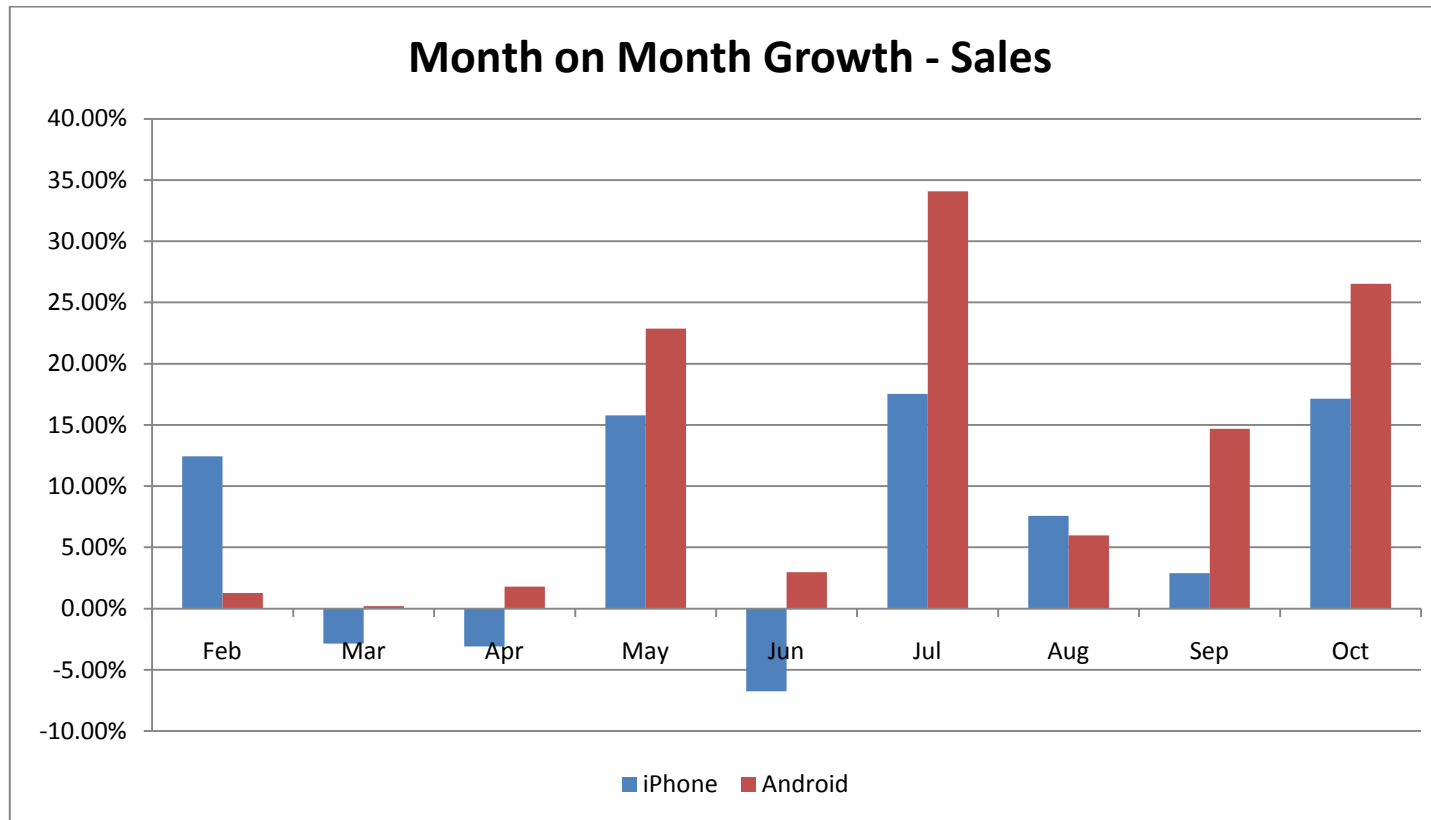


It is also possible to look at the monthly increases in traffic and sales for each of the devices to see how their growth rates compare. The chart below looks at traffic. From July through to September traffic through Android devices grew at a much greater pace than the iPhone. Although it must be pointed out that this is from a lower volume of clicks so the increase in percentage is greater.

October showed a slight drop in percentage growth of traffic for Android while iPhone traffic levels continued to increase.



In terms of sales, Android has again demonstrated high growth levels. There was a 26.51% increase on the sales volume generated in September. The iPhone also saw an increase in sales of 17.15%. Again, it is important to note that while the percentage growth of iPhone is lower, the base volume of sales is considerably higher.



This data again backs up how important the growth of Android will be for m-commerce. With upgrade options typically Android devices, more and more consumers will be accessing the internet through these devices. It is important that advertisers also optimise for Android rather than simply focussing on Apple devices.

## 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.

Please refer to our [mobile tracking guide](#) for instructions on how to manipulate this data for analysis purposes.

## 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](mailto:strategy@affiliatewindow.com)

Merchant ID	Advertiser	Merchant ID	Advertiser
1660	24 Ace	4400	Car Loan 4 U
645	A1Gifts.co.uk	2698	Chain Reaction Cycles
1168	ACF Car Finance	2102	Chemist Direct
3220	Advanced Headphones	3379	Christies Direct
361	Advanced MP3 Players	2805	Coast
2920	Argento	157	Comet
2786	Asda Direct	3825	Daniel Footwear
2834	Asda Groceries	2194	Debenhams
3201	Atlantic Shopping	1134	Dorothy Perkins
4291	Atlantis, The Palm	1423	Evans Clothing
483	B & Q	1302	Evans Cycles
3352	Banana Republic	3295	Feather & Black
3318	Brandosa	2150	feelunique.com
1052	Burton	2832	Footasylum
273	Buyagift	3506	For Runners By Runners
3463	Camping World	2287	Furniture Village

Merchant ID	Advertiser	Merchant ID	Advertiser
3351	Gap	2044	Schuh
2509	Get the Label	2165	Schuh Ireland
3603	Gifted.com	964	Serenata Flowers
3341	Golf Store Europe	2592	Skatehut
1613	Green People	1487	Sky Digital
2891	Groupon	2638	Spartoo.co.uk
1672	Halfords	3057	Surfmountain.com
4320	Harveys Furniture Store	4340	Theatrepeople
3617	Hotels.com	2547	TheHut
2889	iflorist	2984	TheTrainline
3100	House of Fraser	2186	Thorntons
1969	Interflora	4292	TicketsNow.com
1202	Iwantoneofthose.com	2479	Topman
2992	Jack Wills	1270	Toys R Us
2553	Kiddicare	1465	TruffleShuffle.com
2068	Life and Looks	3478	Tyre Shopper
3735	Lyncmeup.com	3382	Ugg Australia
1546	Majestic Wine	3090	very.co.uk
3680	Max Studio	3480	Viking
3340	Menarys.com	1109	Virgin Experience Days
3135	Menkind	2419	Wallis
2417	Miss Selfridge	3355	Whittard of Chelsea
3996	Muddy Puddles	1563	Wickes
1152	Mymemory	3509	Wallpaperdirect
1946	New Look	1857	Wiggle Online Cycle Shop
3864	Pasttimes	2258	Wynsors
2362	Protect Your Bubble	2549	Zavvi
1310	Quiz		