

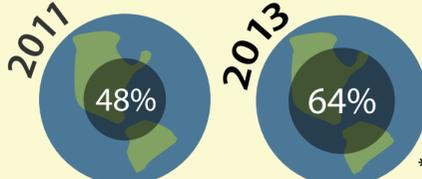
IT'S A MOBILE WORLD

An m-commerce infographic, brought to you by **affiliatewindow** part of the zanox group



Mobile commerce has experienced **staggering growth** over the past two years. In this time, the launch of **more sophisticated handsets** and **better connectivity** has led to changes in consumer behaviour as well as the devices used to access the internet. Additionally, **advertisers are capitalising on this growth trend** by providing their visitors with **mobile optimised sites**. Our **second** mobile commerce infographic looks at the **growth in m-commerce** and the trends that have been driving this.

Smartphone penetration has **increased significantly** and tablet adoption has gathered pace



29% of UK adults now own a tablet ²

We have been monitoring **mobile activity** across the network for the past **two years**. In this time we have seen **phenomenal** growth :

Share of **total network traffic** through mobile devices has risen from 2% to **21%** with handsets only from 1.8% to **12.5%**

Share of **total network sales** through mobile devices has risen from 2% to **14%** with handset only from 1.5% to **6%**

Advertisers have developed their mobile offering by **optimising sites** and **adding affiliate tracking**, however conversion rates through mobile devices still lag behind desktops and tablets



A **mobile optimised experience** has led to **significant improvements** in conversion rates through mobile handsets across a number of sectors

website sector



Gifts	5.3% conversion	1.3% conversion
Footwear	3.2% conversion	1.1% conversion
Travel	5.8% conversion	0.8% conversion

Additionally, a **mobile optimised site** has led to **higher average order values** compared to landing on the desktop site through a mobile handset

website sector



Department Store	8.3% higher
Footwear Advertiser	12% higher

Consumers are transacting through mobile handsets for a **wide range of products**. The **most popular sectors** include

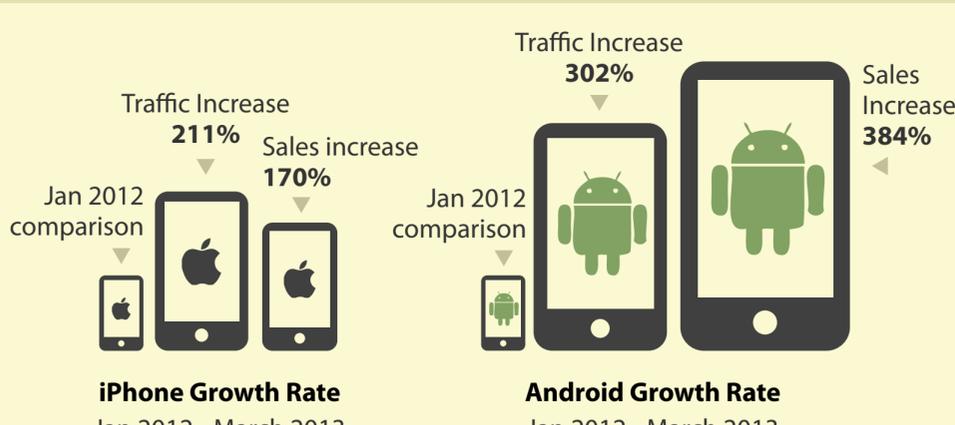


A wide range of **publisher types** are generating sales through mobile handsets. **Editorial content** saw the most sales at **6.6%**, followed by **email** at **5.7%**, and **voucher codes** at **5.1%** and **cashback** with **3.4%**.

With email increasingly being picked up on the move, **Ve Interactive**, a publisher retargeting consumers who have abandoned their baskets, has seen **impressive** results:



The **iPhone** has traditionally been the dominant handset behind driving m-commerce growth but **Android** is growing at a faster rate across the network.



M-Commerce is only getting more popular

In **2012** we tracked **over 2.4 million transactions** from **mobile devices**. That's up **210%** on the **785,435** we tracked in **2011**.

Between 2011 - 2012 the revenue for our advertisers driven through handsets and mobiles **doubled**. Judging by current trends we're predicting both handset and tablet revenues to **triple 2012's figures**.



So far in **2013** we have already generated almost **half** of the sales through **mobile devices** that were generated in the **whole of 2012**

March saw us record our **one millionth sale through a mobile device** in **2013**.

It took us until August to reach this milestone last year

Remember, if you have a mobile optimised site, it is essential that affiliate tracking is added.

If you would like to speak to someone about your mobile strategy or would like to receive our regular mobile updates please contact strategy@affiliatewindow.com

affiliatewindow part of the zanox group

1. http://www.comscore.com/Insights/Press_Releases/2012/12/EU5_Smartphone_Penetration_Reaches_55_Percent_in_October_2012 (Most recent data available)
2. <http://www.newsworks.org.uk/Platforms/tablet-research/12578>