

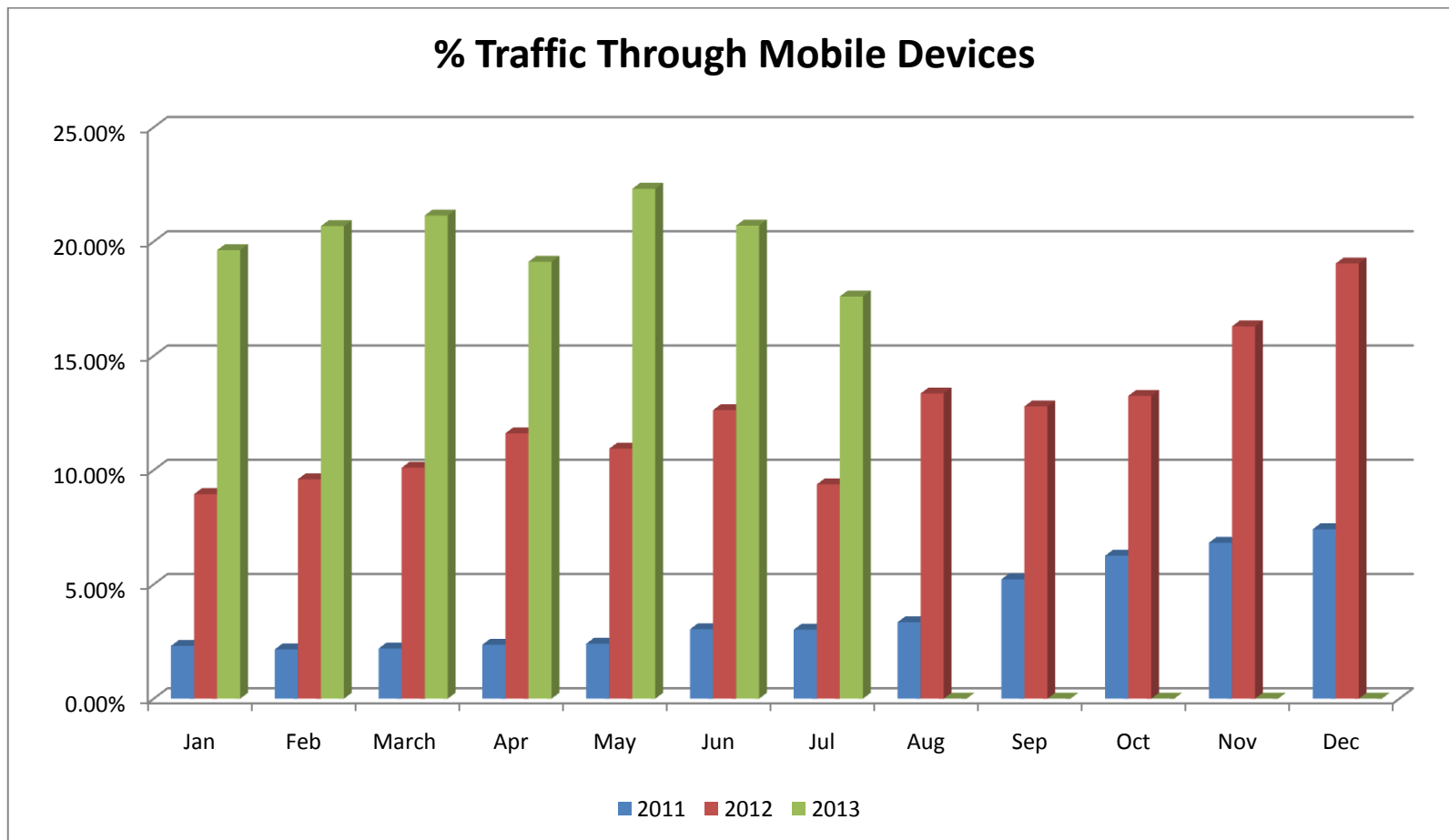
## Mobile - July Update

### Highlights

- July saw us generate 13,000 sales through mobile devices each day
- The iPad generated 300 sales per hour throughout July
- We saw 1.6 clicks every second originate from an iPhone throughout July
- Android devices generated almost 3x more sales in July 2013 vs. July 2012

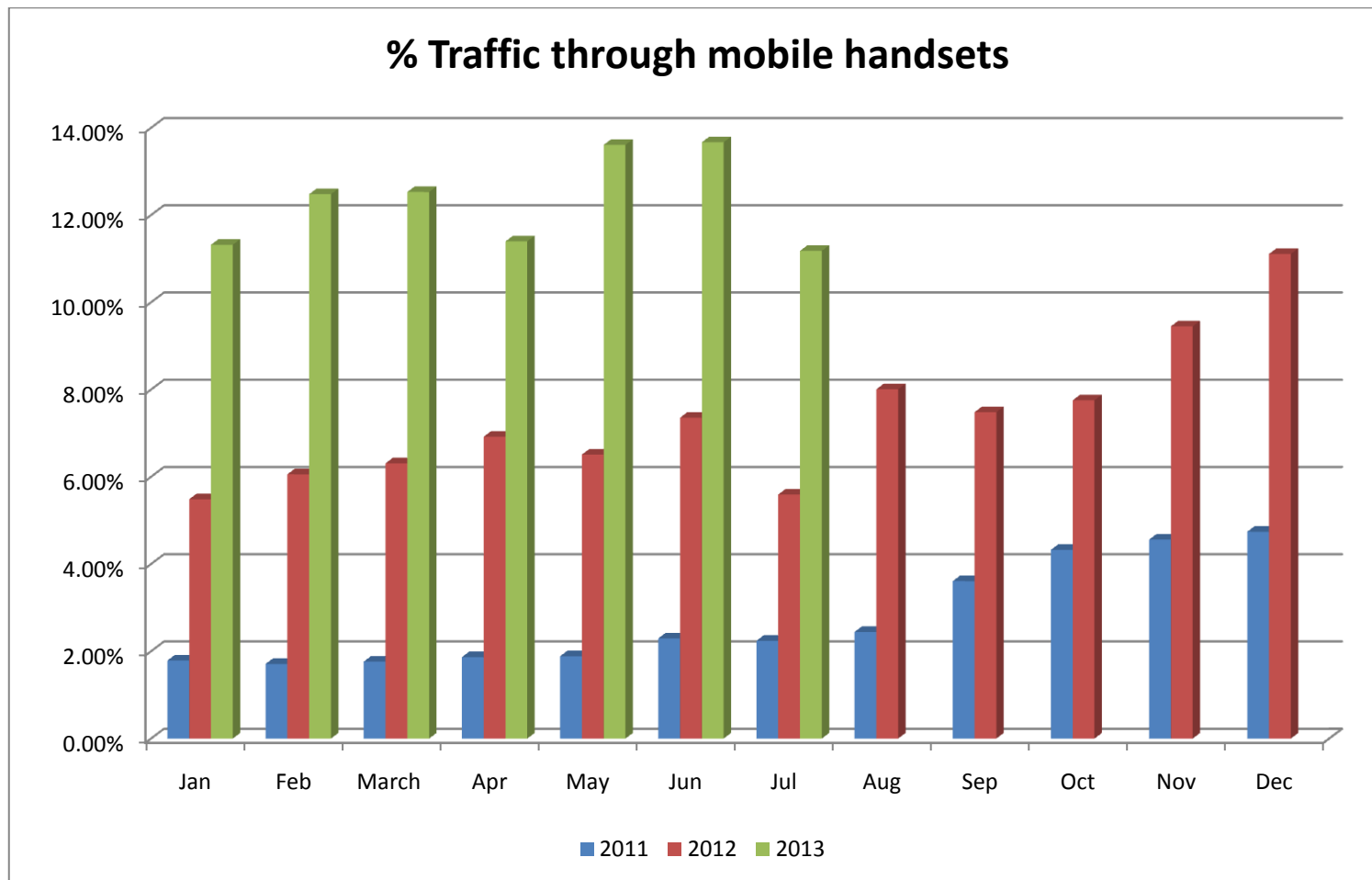
## Monthly Traffic

Having witnessed a drop in the share of traffic through mobile devices in June, we continued to see this trend in July. The share of traffic stood at 17.6% compared to a peak of 22.31% just two months ago. It is important to note that this drop off in share was a result of a significant increase in the volume of clicks through desktop rather than a drop off in actual mobile traffic. Mobile traffic volumes were slightly down on June but not as considerably as the share of traffic would suggest.



## Monthly Traffic - Handsets Only

While the above data looks at all mobile devices (including tablets) it is worthwhile to focus specifically on handsets. The user behaviour associated with these two devices differs considerably so it is important to investigate handsets in isolation. We also saw the share of handset traffic decrease to 11.18% although again, this is due to an increase in desktop traffic rather than a significant drop off in traffic through mobile handsets.



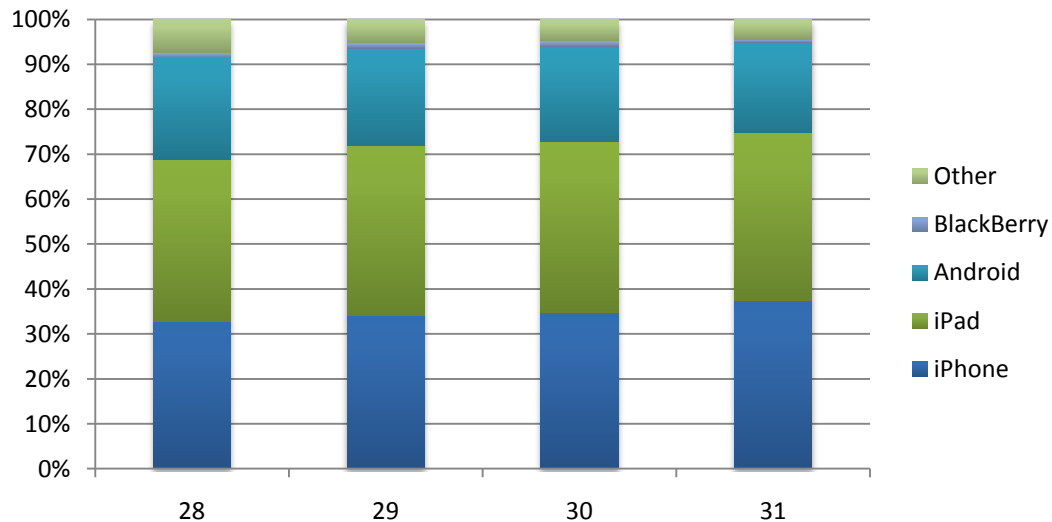
### Device breakdown - past 4 weeks

Having seen the iPhone briefly taking over the iPad as the device with the greatest share of traffic, the iPad dominated once again in the past four week period. It was most dominant in week 30 with 38.02% of mobile traffic. The iPhone peaked in week 31 with a 37.44% share of mobile traffic.

Having seen a peak of 24.12% traffic in week 26, Android's share of traffic dropped over the past four weeks. It experienced a high of 22.65% in week 28 and a low of 20.17% in week 31.

Blackberry had remained fairly consistent over the four week period until the share of traffic dropped to just 0.7% in week 31. The share of 'other' devices experienced a week on week decline - from a high of 7.26% in week 28 to a low of 4.34% in week 31.

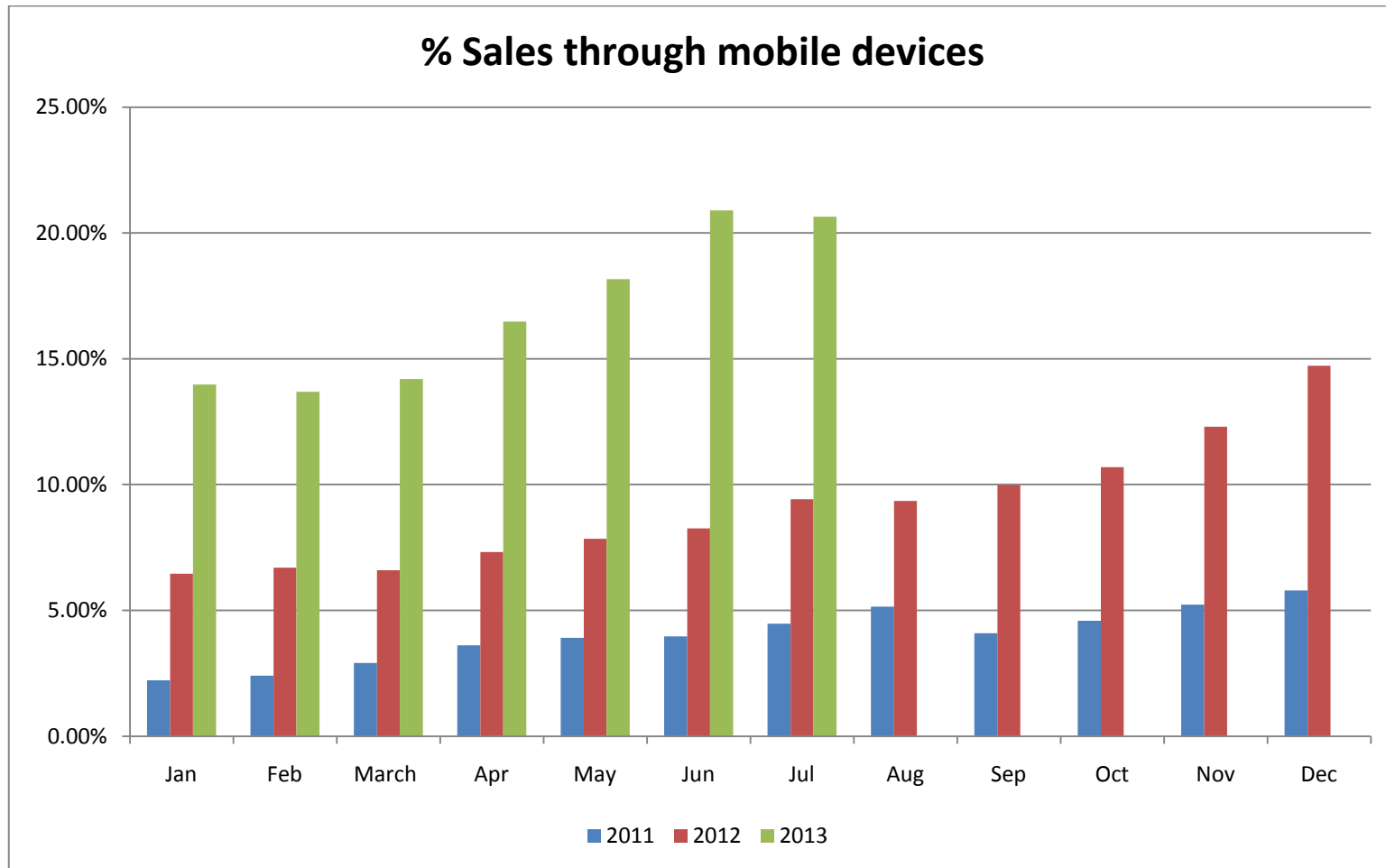
### Clicks



WeekNum	iPhone	iPad	Android	BlackBerry	Other
<b>28</b>	32.88%	35.95%	22.65%	1.25%	7.26%
<b>29</b>	34.09%	37.80%	21.78%	1.17%	5.16%
<b>30</b>	34.83%	38.02%	21.17%	1.28%	4.71%
<b>31</b>	37.44%	37.35%	20.17%	0.70%	4.34%

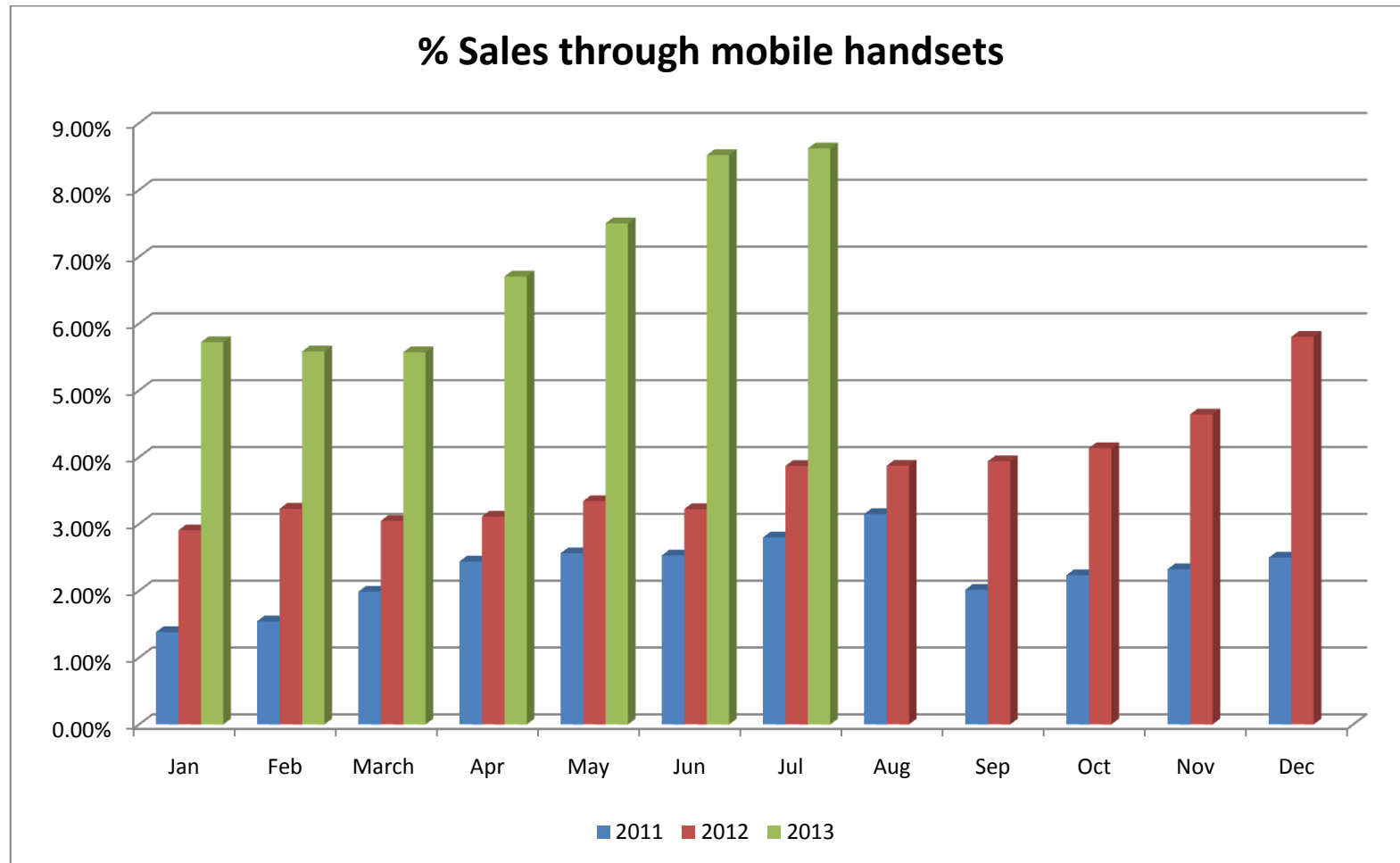
## Sales

Having seen a drop off in mobile traffic, we also saw a drop off in the share of sales through mobile devices. The drop off in sales was not as significant as traffic though which can be attributed to a stronger conversion rate in July. Despite this drop off, we continued to see one in every five sales originate from a mobile device and the actual volume of transactions through mobile devices was up on June.



## Monthly Sales - Handsets Only

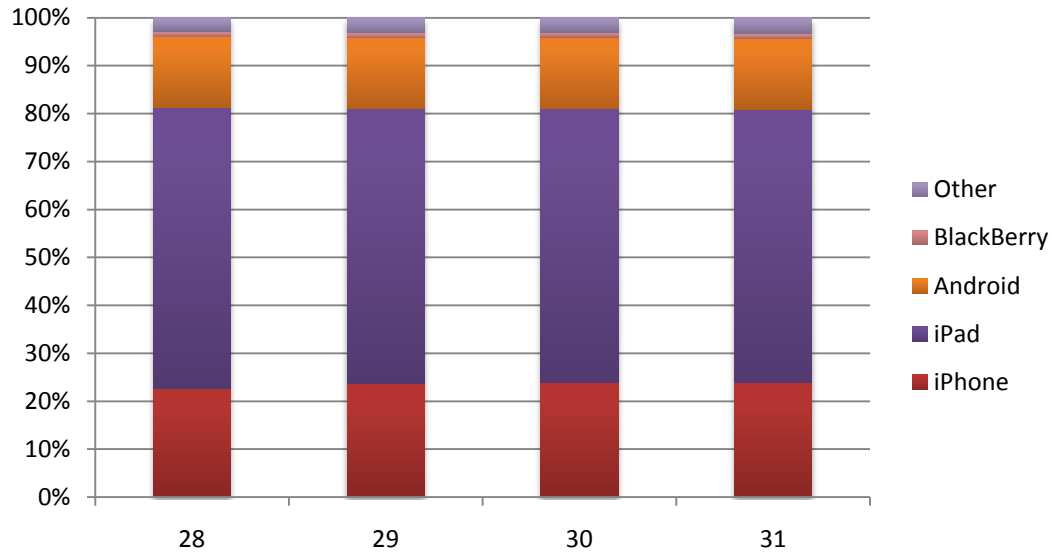
Again it is possible to break the share of sales down by mobile handsets only. Despite seeing the share of mobile sales down as a whole, sales through mobile handsets increased to 8.62%. With more advertisers embracing mobile and an increasing number of publishers launching mobile sites/apps, we expect this exceed the 9% mark in the next few months.



### 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. Unsurprisingly the iPad continues to deliver the majority of mobile sales. It peaked at 58.5% in week 28 but declined in the weeks following that to a low of 57% in week 31. The iPhone continues to be the dominant handset with a high of 23.93% in week 30 while Android peaked at 14.82% the following week.

### Sales



WeekNum	iPhone	iPad	Android	BlackBerry	Other
<b>28</b>	22.70%	58.50%	14.77%	1.12%	2.91%
<b>29</b>	23.72%	57.23%	14.82%	1.12%	3.11%
<b>30</b>	23.93%	57.12%	14.79%	1.11%	3.04%
<b>31</b>	23.83%	57.00%	14.82%	1.04%	3.31%

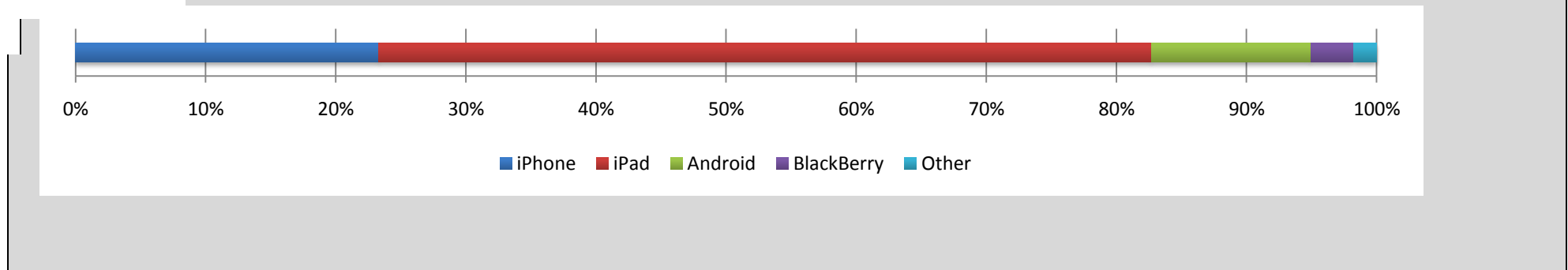
### Device breakdown year to date

It has been possible to look at the breakdown of the share of sales across 2012 and also compare this to what we have seen to date for 2013.

#### 2012

The iPad was the dominant mobile device over the duration of 2012. 59% of all mobile sales through the network were driven by the iPad. Of the mobile handsets, the iPhone was the main driver of sales with 23% of all mobile sales. However, over the year we did see Android devices close the gap and by the end of the year Android had a 12% share of mobile sales.

	iPhone	iPad	Android	BlackBerry	Other	
<b>YTD</b>	<b>23%</b>	<b>59%</b>	<b>12%</b>	<b>3%</b>	<b>2%</b>	<b>The percentage of mobile device sales generated by particular devices.</b>



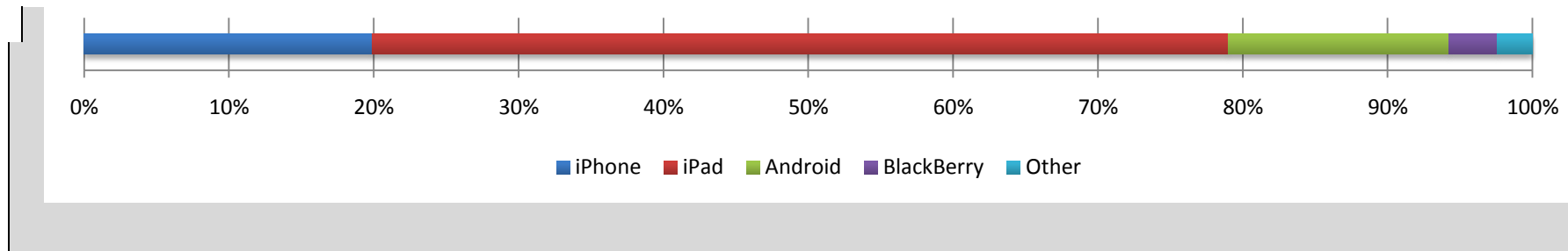
\*Please note - these percentages do not add up to 100% due to rounding



**2013**

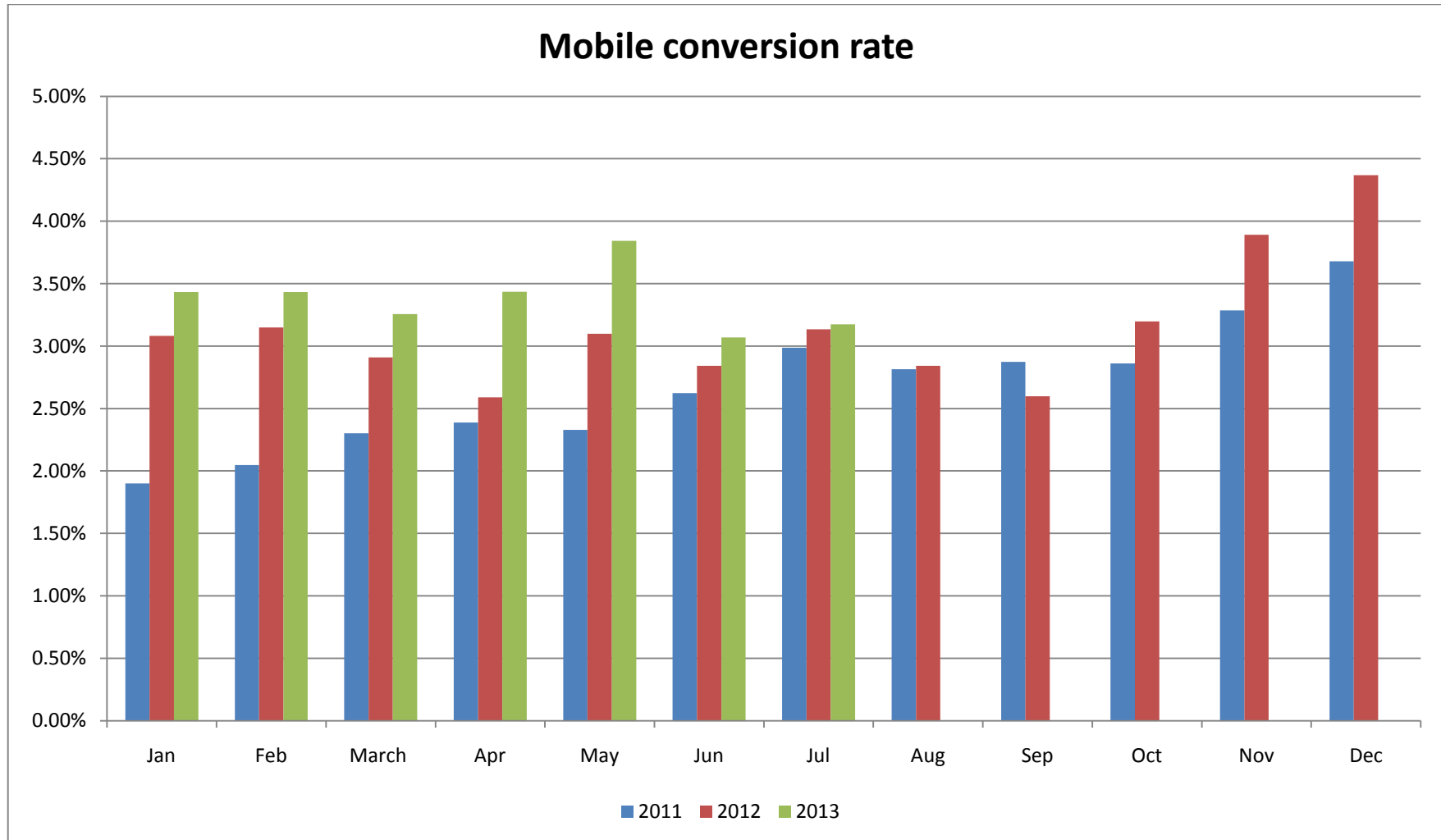
July saw the iPhone increase a percentage point this month, to be back in line with what we saw in 2012. This came at the expense of BlackBerry which dropped down to 2%. Android remains 3% above what we saw in 2012.

	iPhone	iPad	Android	BlackBerry	Other	The percentage of mobile device sales generated by particular devices.
<b>YTD</b>	<b>22%</b>	<b>59%</b>	<b>15%</b>	<b>2%</b>	<b>2%</b>	



## Conversion Rates

Mobile conversion rates picked up again in July. The drop off in mobile traffic was more significant than the drop in sales which pointed to a stronger conversion rate. Although this increased to 3.17% it is still a fair bit off the peak of 3.84% we witnessed in May.

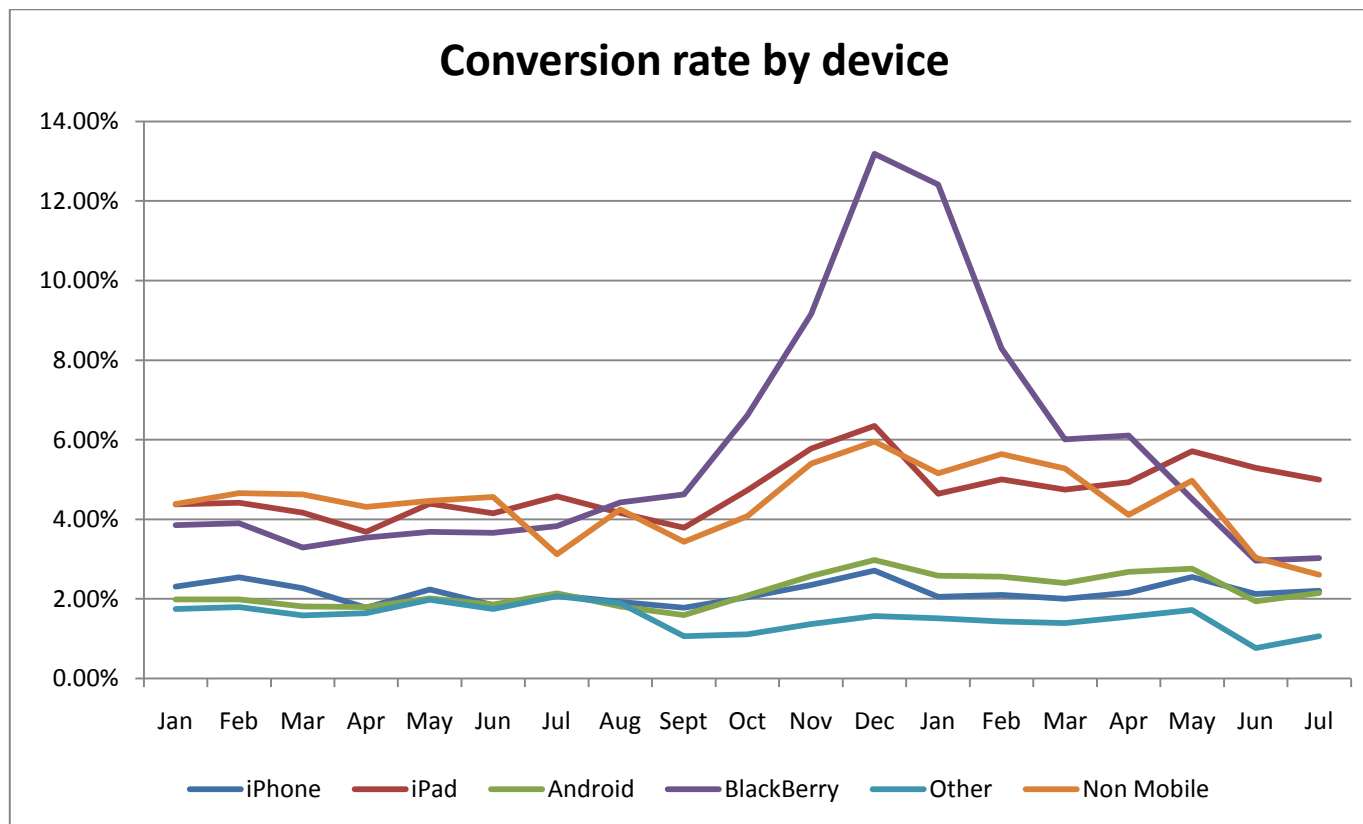


## Conversion rate by device

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.

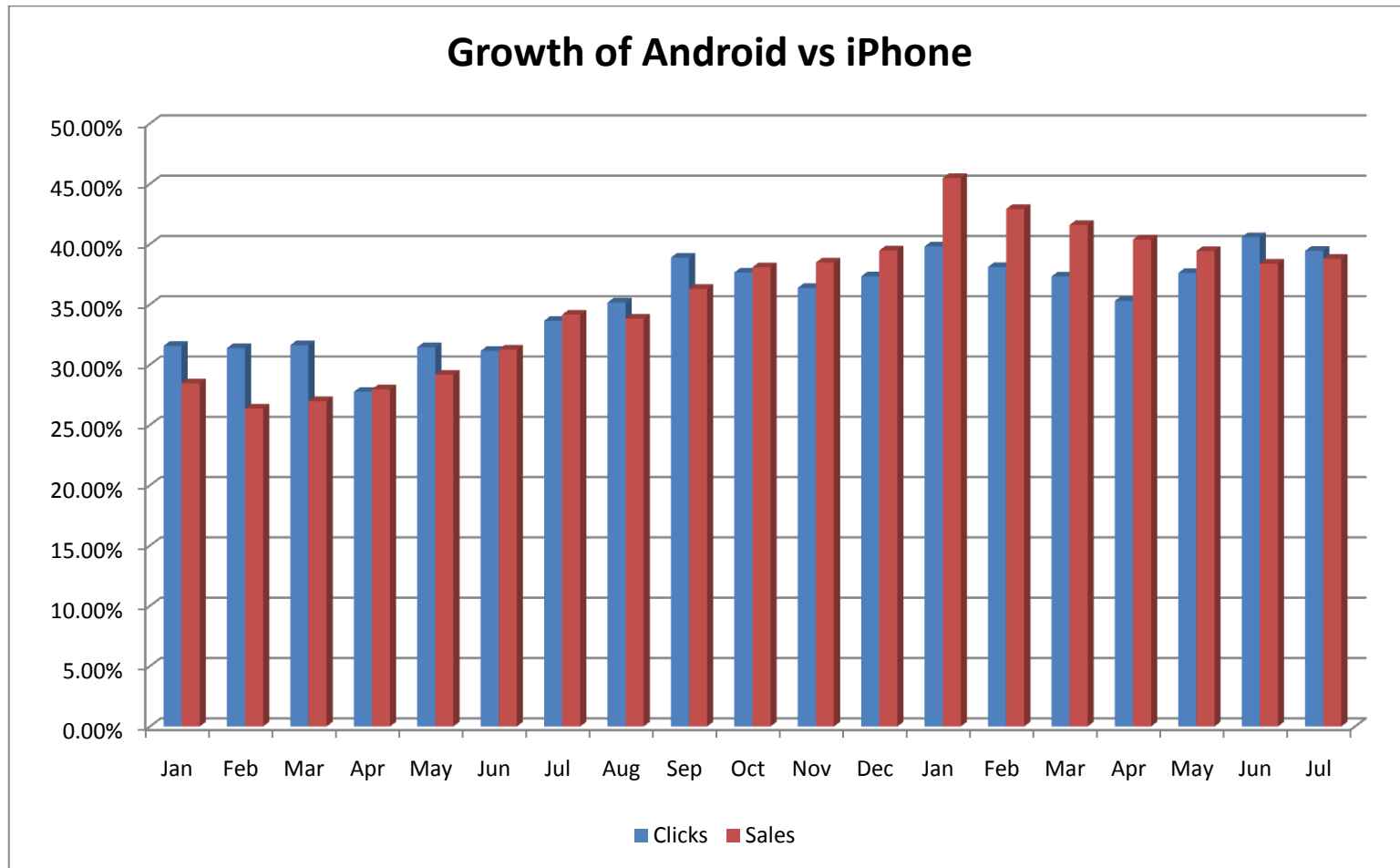
Desktop saw another drop off in traffic falling to 2.61%. This is indicative that a lot of the additional clicks we saw through desktop were not converting, hence the drop off in the share of mobile traffic being greater than that we saw for sales. The iPad also saw a drop in conversion rates to 5% but it remained the device with the strongest conversion rate.

The iPhone and Android continued to convert at an almost identical rate with 2.21% and 2.15% respectively.

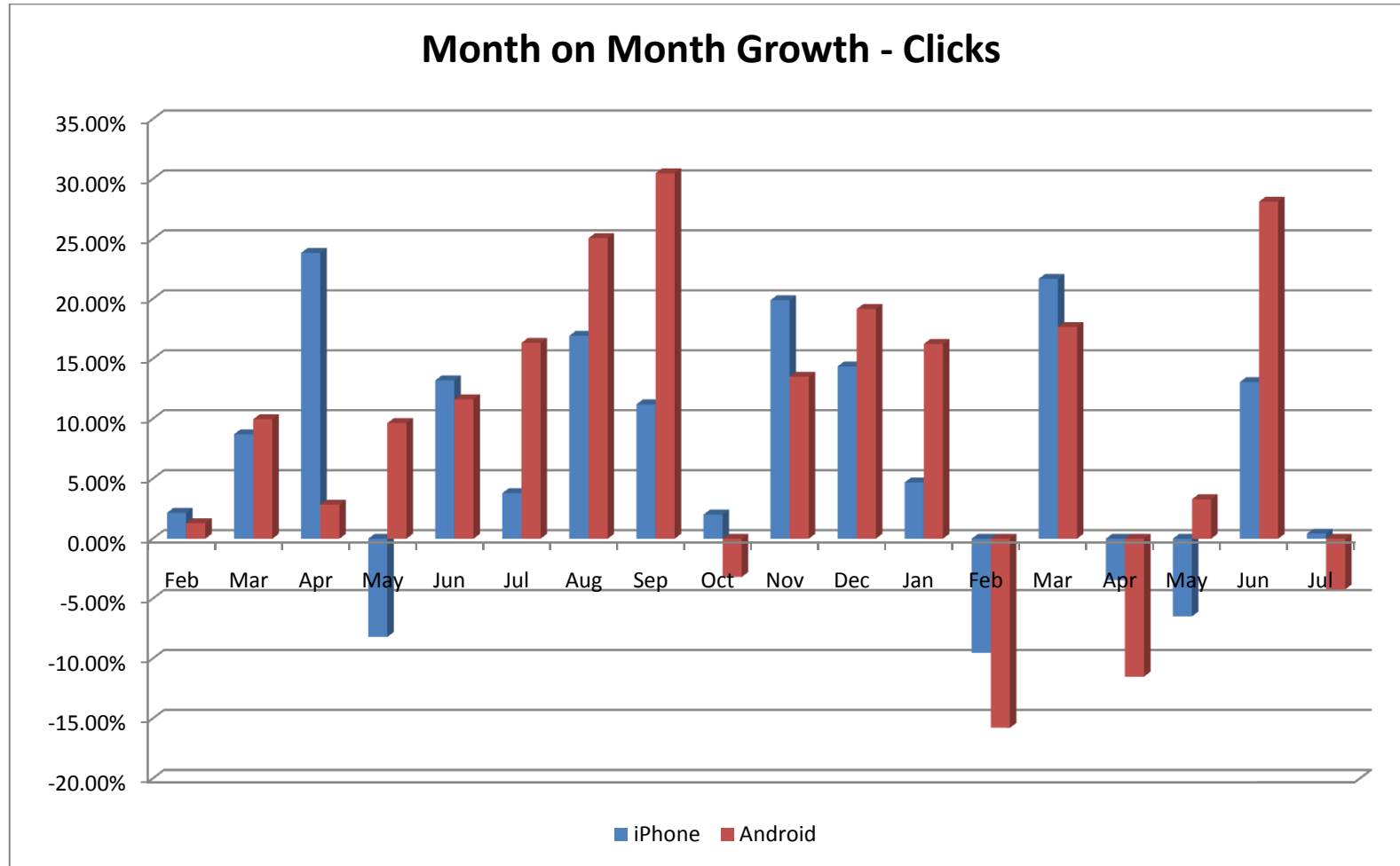


## iPhone vs. Android

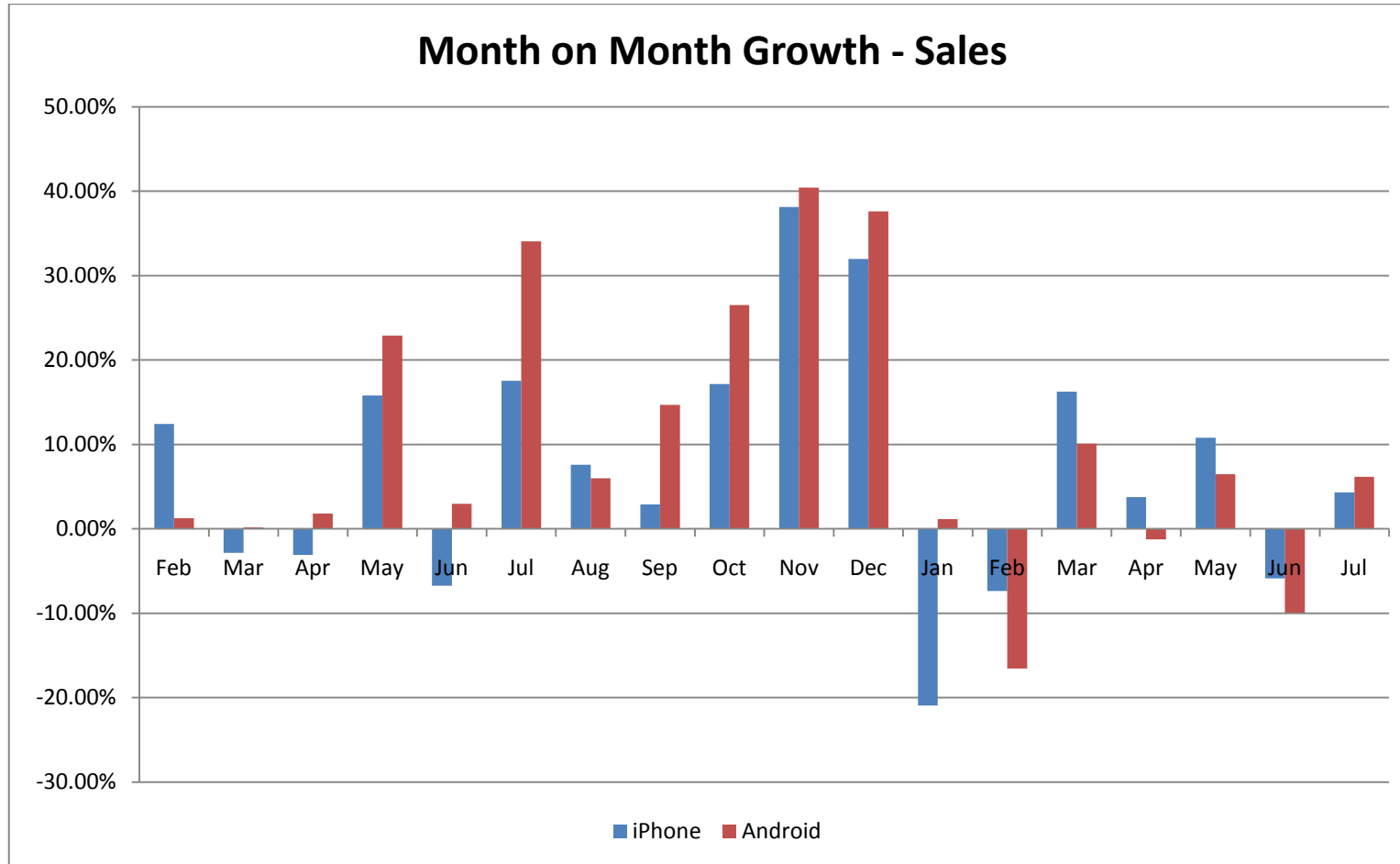
We have also been monitoring the growth rates of Android vs. iPhone since January 2012. The chart below has traffic and sales through Android devices as a percentage of all traffic/sales driven by these two devices. Traffic through Android dropped when compared to the iPhone but we saw the first increase in the share of sales since January.



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. The iPhone experienced a minimal increase in traffic from June while Android's traffic was down 4.22%.



Despite Android having a drop off in traffic, the volume of sales increased at a greater rate (6.15%) than we saw through the iPhone 4.32%.



## Mobile Reporting in Interface

While we have been monitoring mobile performance internally for over two years, 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

With John Lewis becoming the latest advertiser to track sales through their mobile site, we are now tracking and reporting on 90 of the top 100 clients through mobile handsets.

With traffic through mobile handsets exceeding 12% of the total network traffic in recent months, it has become increasingly important for mobile tracking to be added to advertiser's sites.

Mobile commerce has been a major focus for Affiliate Window over the past few years. While other networks have focused on other areas of mobile, our priority has been to ensure our advertisers are tracking sales through mobile devices and publishers are being correctly rewarded for the sales they are driving in the here and now.

Earlier this year, we launched an initiative to ensure advertisers that did not have tracking on their mobile sites were diverting mobile traffic through to the desktop version of the site so the sale would in fact track. While this did not lend itself to a seamless mobile customer experience, it meant publishers were being fairly rewarded for the sales they were driving through mobile handsets. This was put in place as an interim measure and as soon as advertisers added tracking to their mobile sites, all traffic was sent back to the mobile site to ensure a fully optimised mobile customer journey.

We were extremely proud to see this initiative recognised within the industry as we received a Performance Marketing Award for Network Innovation. The initiative went on to win the ultimate prize, the 'best of the best' Grand Prix on the night. This came hot on the heels of the Mobile Retail Award in the best mobile affiliate campaign category.

When we first launched this initiative, we reported 85% of our advertisers were tracking sales through mobile devices.

These sales were being tracked in one of the following ways:

- Optimised mobile site complete with affiliate tracking
- Optimised mobile site running off and tracking through the same domain
- Non optimised mobile site, so sales track through desktop site
- Affiliate Window solution in place to divert mobile traffic to the desktop site

Since this list was first provided, we have been working hard to ensure additional advertisers are tracking mobile sales. While the percentage of the number of advertisers with mobile tracking in place is one metric to measure, it is more important to consider the percentage of revenue and commission that is being tracked. By ensuring the largest advertisers on the network are tracking, publishers can be assured they are receiving the commission earned through mobile devices.



With John Lewis being the latest advertiser to announce tracking has been added to their mobile site, **we are now tracking 91% of revenue and commission generated through our advertisers.** We are continually educating advertisers on the importance of mobile tracking and we have made great strides. By tackling the advertisers in batches we are confident we can reach 95% within a few months with the intention of being 99% tracked by year end.

Our aim is to provide as much visibility to publishers as possible, allowing them to make informed choices on which advertisers to promote. A full list of our advertisers and their status with regards to mobile tracking can be downloaded [here](#). This list will be updated regularly as more advertisers begin to track mobile sales.

If you are an advertiser with mobile tracking in place that is listed incorrectly, please contact [strategy@affiliatewindow.com](mailto:strategy@affiliatewindow.com) so we can update this accordingly.

To receive our regular mobile updates and industry insights, please sign up to our monthly strategy newsletters [here](#).