

Mobile Stats - Q1 2015

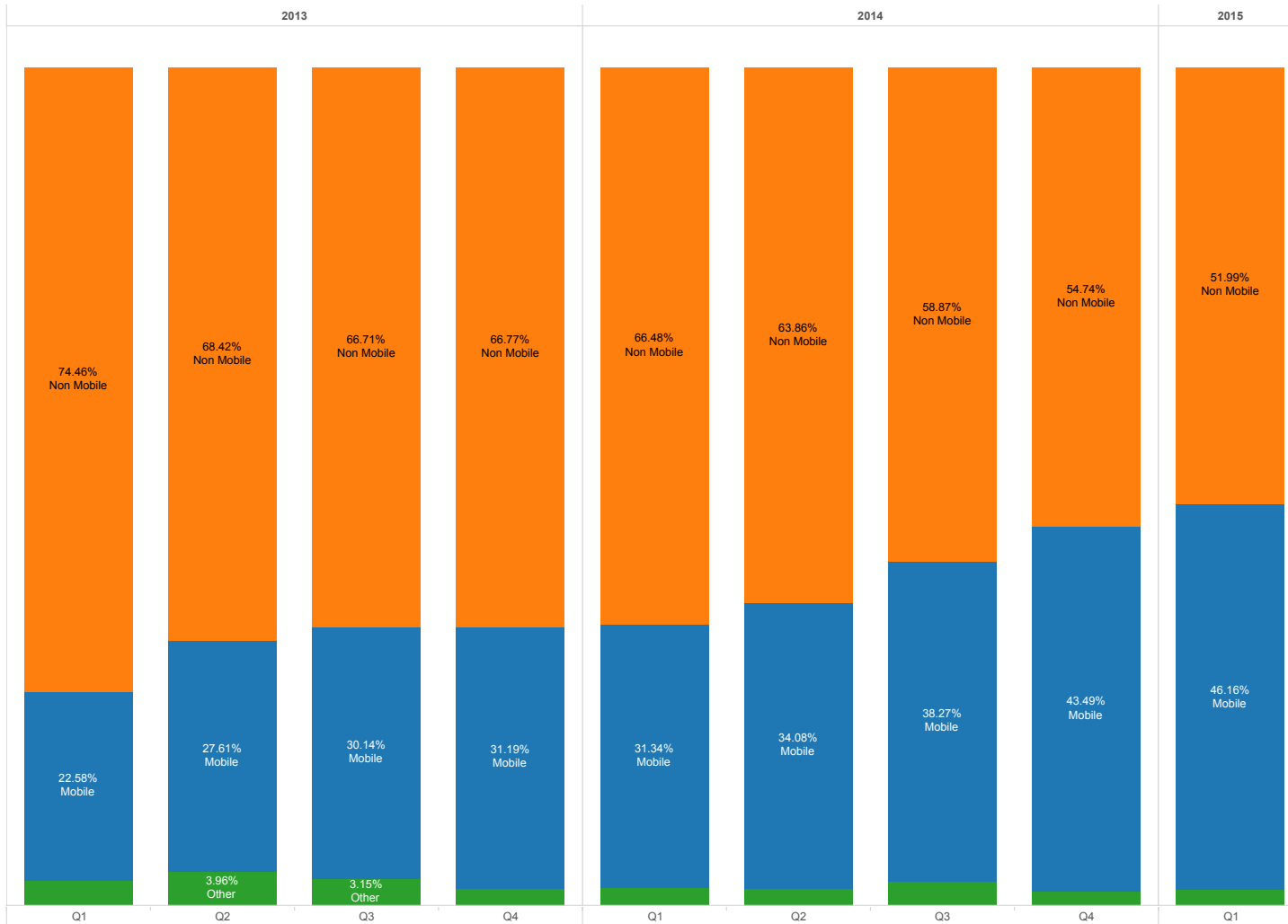
This document looks at the mobile stats across the network broken down by quarter. In this we look at the share of traffic and sales that originated from a mobile device as well as the conversion rates of each, before breaking this down into the individual device stats that are driving these trends.

Q1 2015 Highlights

- 46.16% of traffic across the network originated from a mobile device
- 35.86% of sales across the network originated from a mobile device
- 34,600 sales came through a mobile device (smartphone and tablet) each day
- 15,350 of these were through a smartphone
- 640 sales were generated through a smartphone each hour
- 675 clicks originated from a smartphone each minute
- 29.5% of revenue generated for our advertisers originated from a mobile device in Q1

Mobile vs Non Mobile Traffic

Quarterly

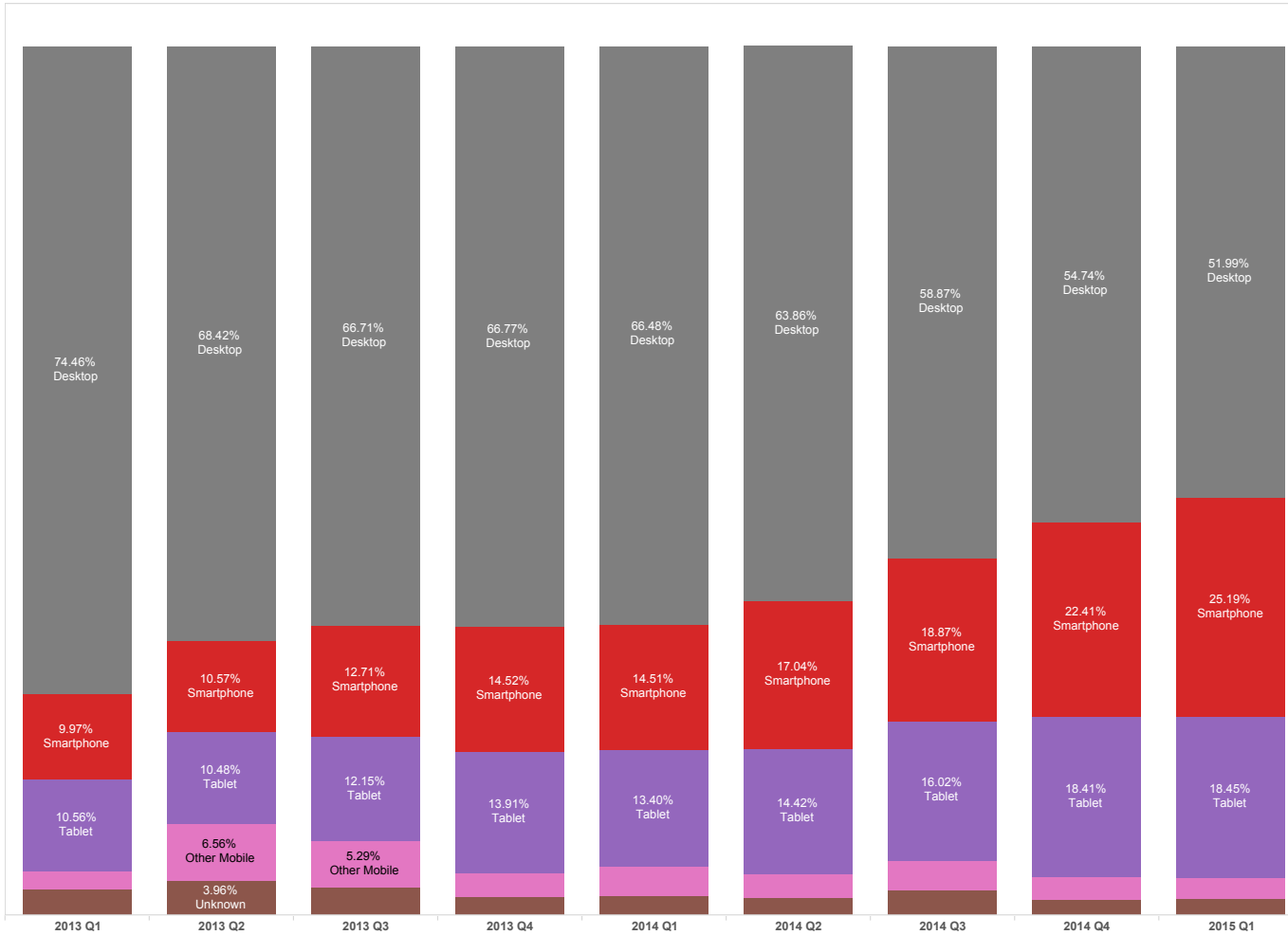


- 46.16% of traffic originated from a mobile device in Q1 2015
- This is up from 43.49% in the previous quarter
- Mobile traffic is up 15 percentage points from what we saw in Q1 2014

Device Category
■ Non Mobile
■ Mobile
■ Other

Traffic Breakdown by Device Type

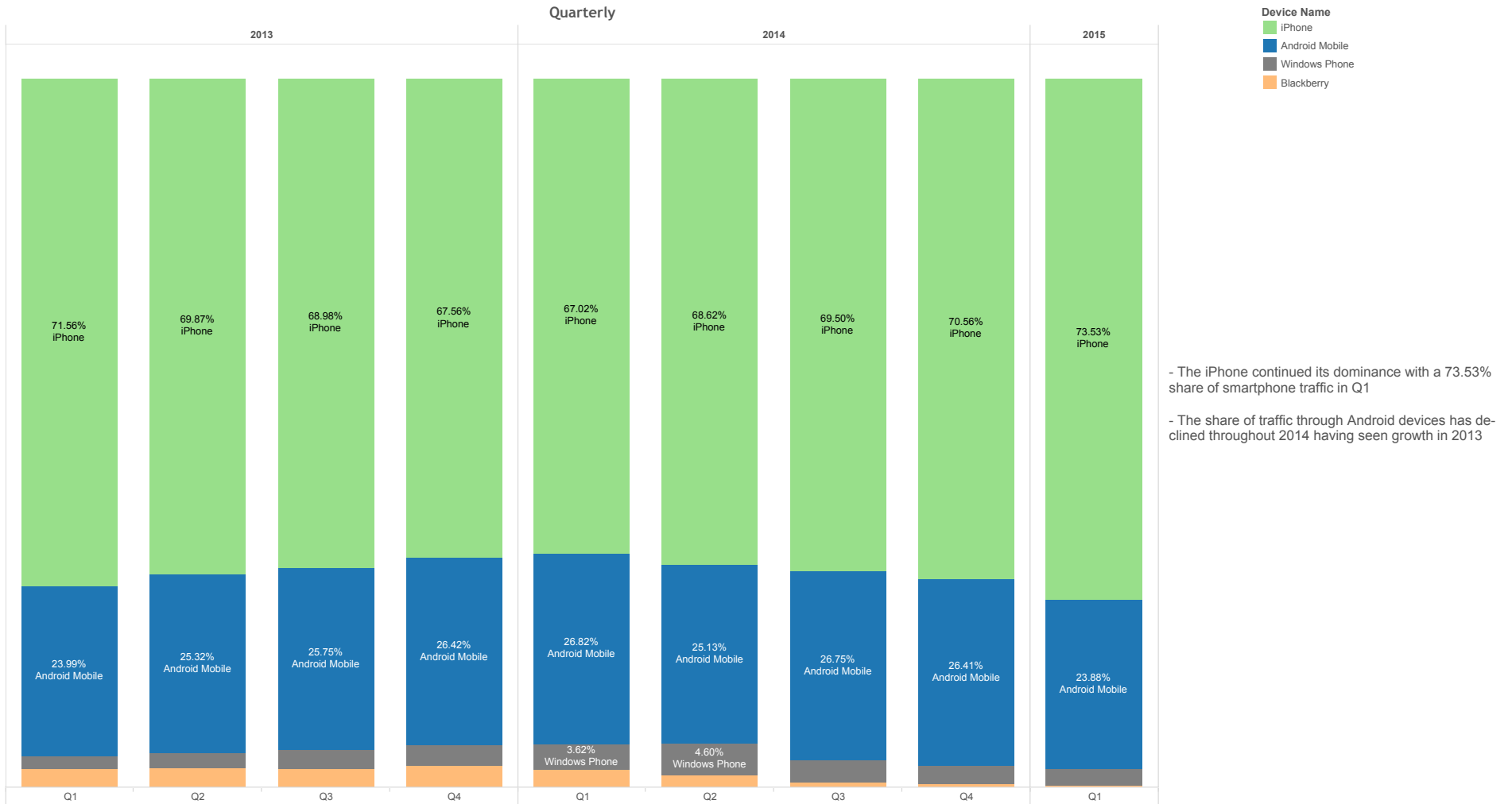
Quarterly



Device Type
 Desktop (Grey), Smartphone (Red), Tablet (Purple), Other Mobile (Pink), Unknown (Brown), Games Console (Blue)

- A quarter of all traffic across the network originated from a smartphone in Q1 2015
- This is up from 22.4% in Q4 2014
- Smartphone traffic is two and a half times what we were seeing two years ago
- Tablet traffic remained consistent with what we were seeing in Q4 2014 at around 18.5%

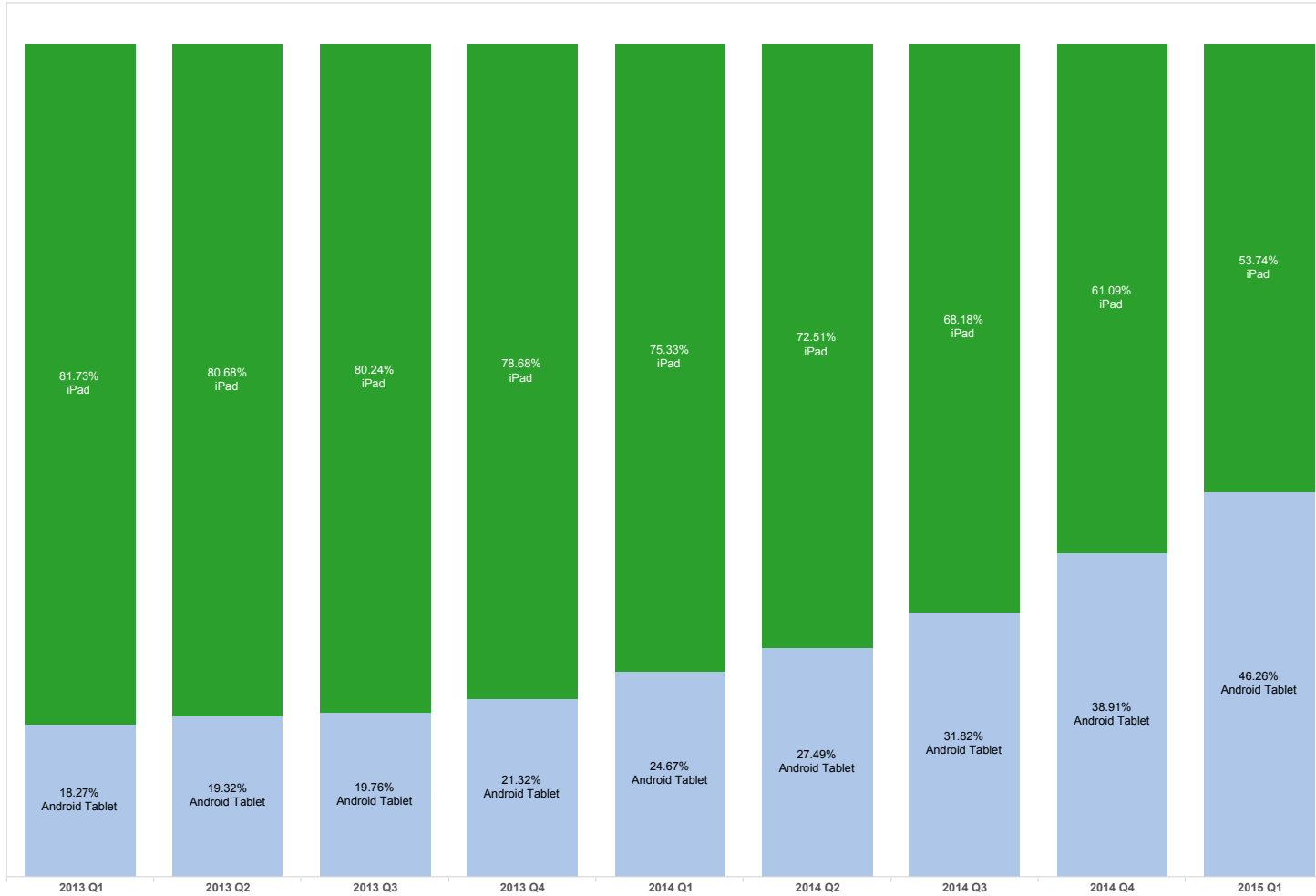
Smartphone Traffic Breakdown



- The iPhone continued its dominance with a 73.53% share of smartphone traffic in Q1
- The share of traffic through Android devices has declined throughout 2014 having seen growth in 2013

Tablet Traffic Breakdown

Quarterly



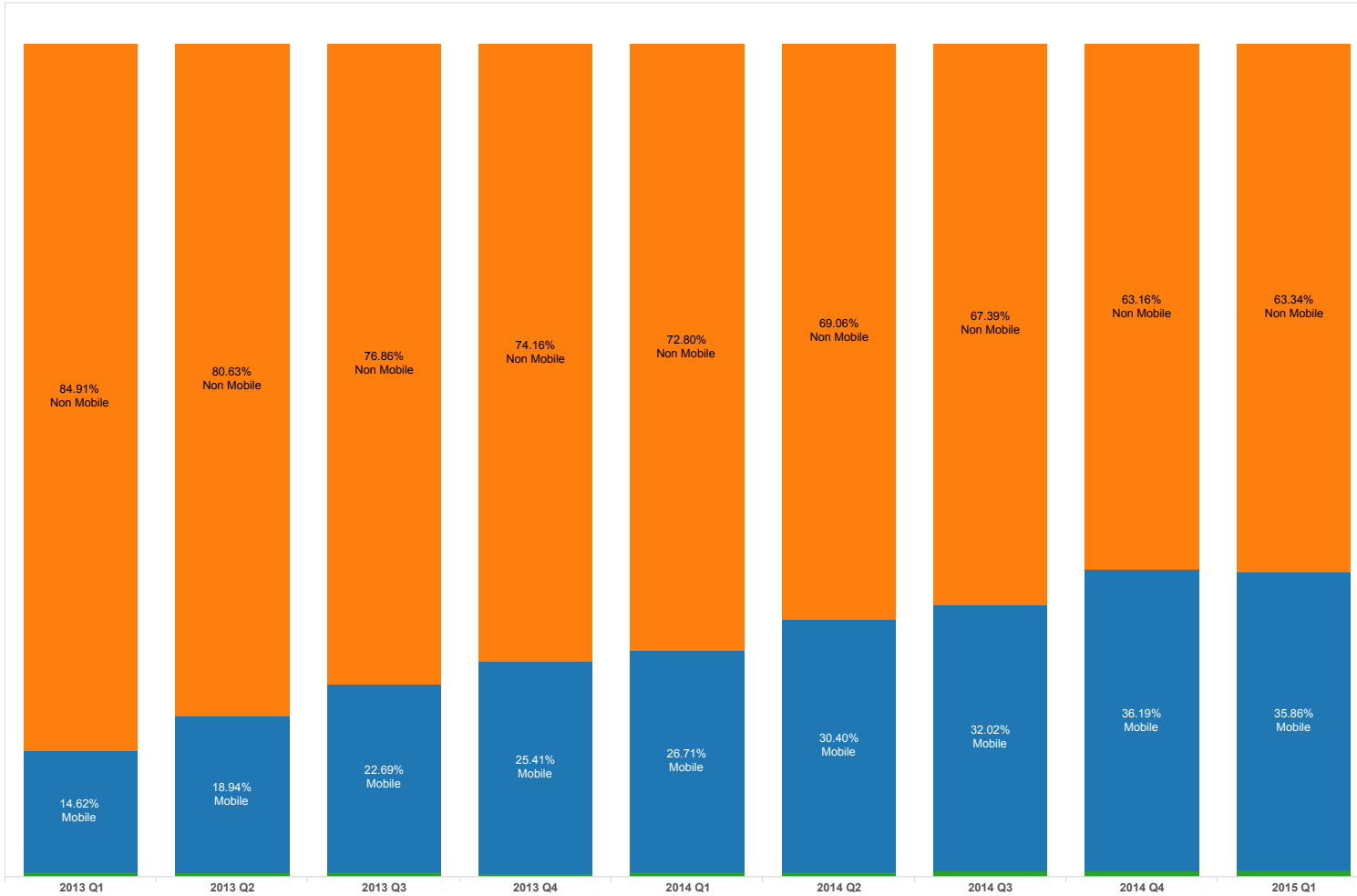
- While we see the share of Android smartphone traffic decrease, Android tablet has gone from strength to strength

- This has increased from 18.27% in Q1 2013 to 46.26% in Q1 2015

Mobile vs Non Mobile Sales

Quarterly

Device Category
■ Non Mobile
■ Mobile
■ Other



- The share of sales in Q1 2015 was slightly down in what we saw in the previous quarter which was inflated due to a mobile Christmas

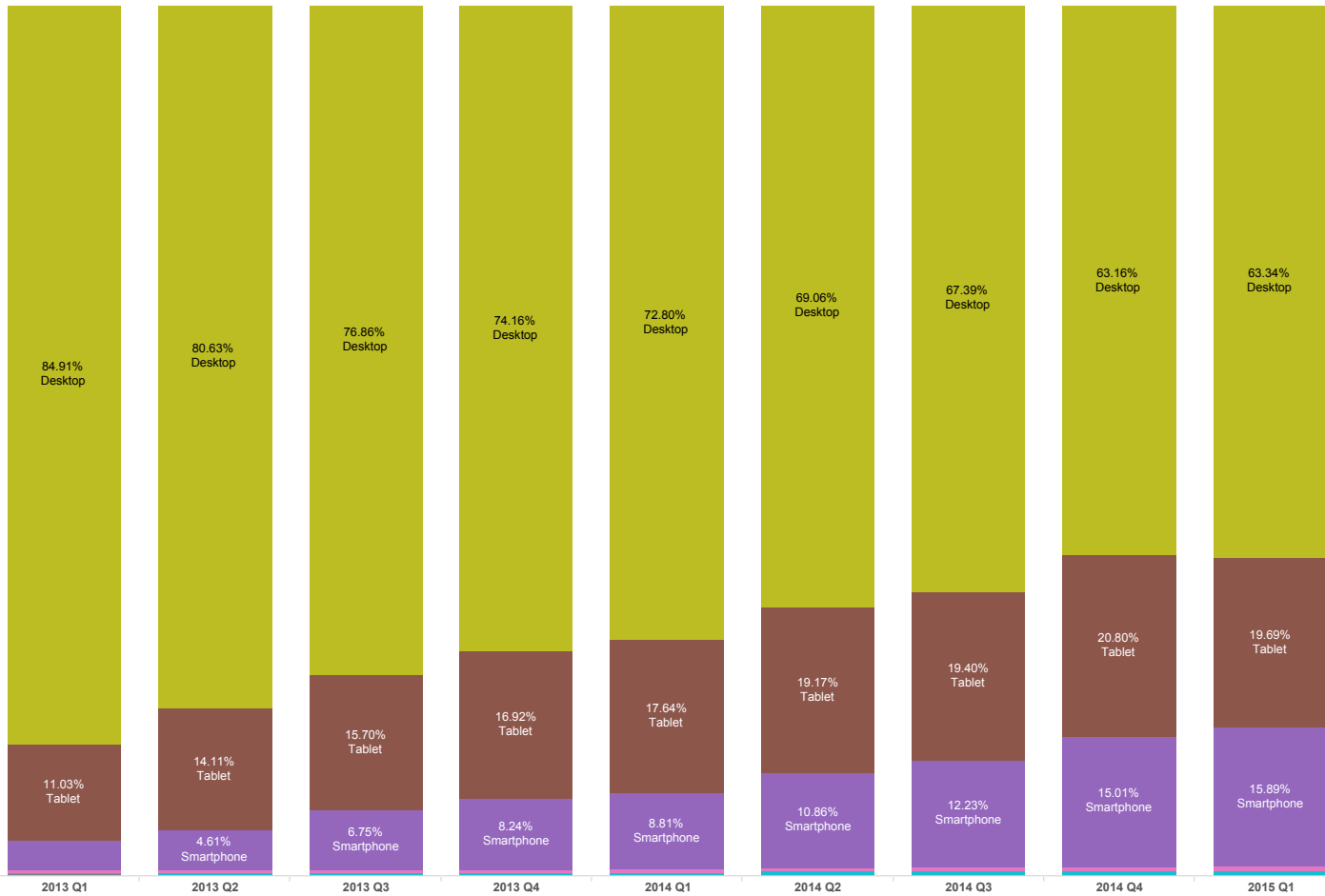
- Almost 36% of traffic originated from a mobile device in Q1

Sales Breakdown by Device Type

Quarterly

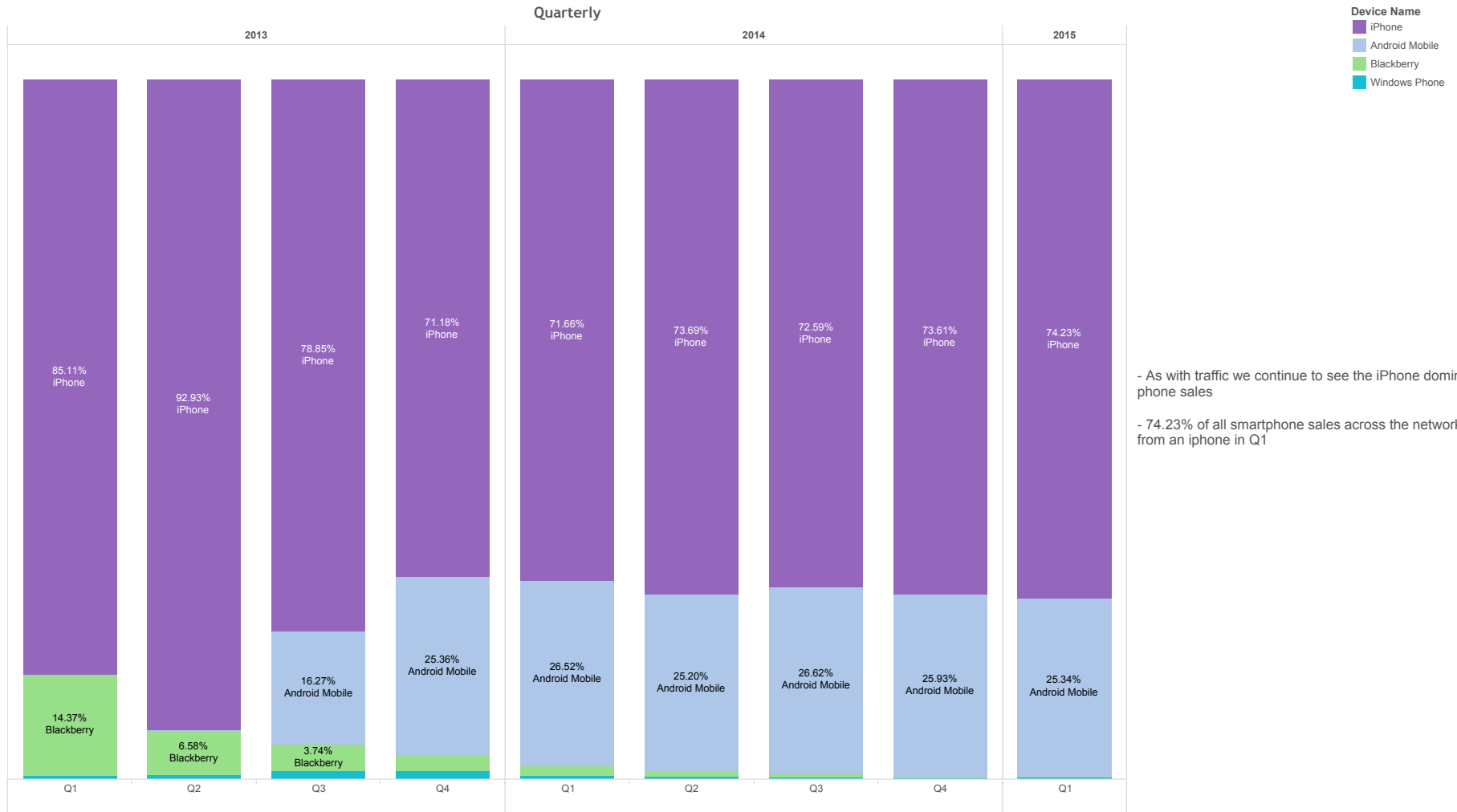
Device Type

- Desktop
- Tablet
- Smartphone
- Unknown
- Other Mobile
- Games Console
- Telephone Call



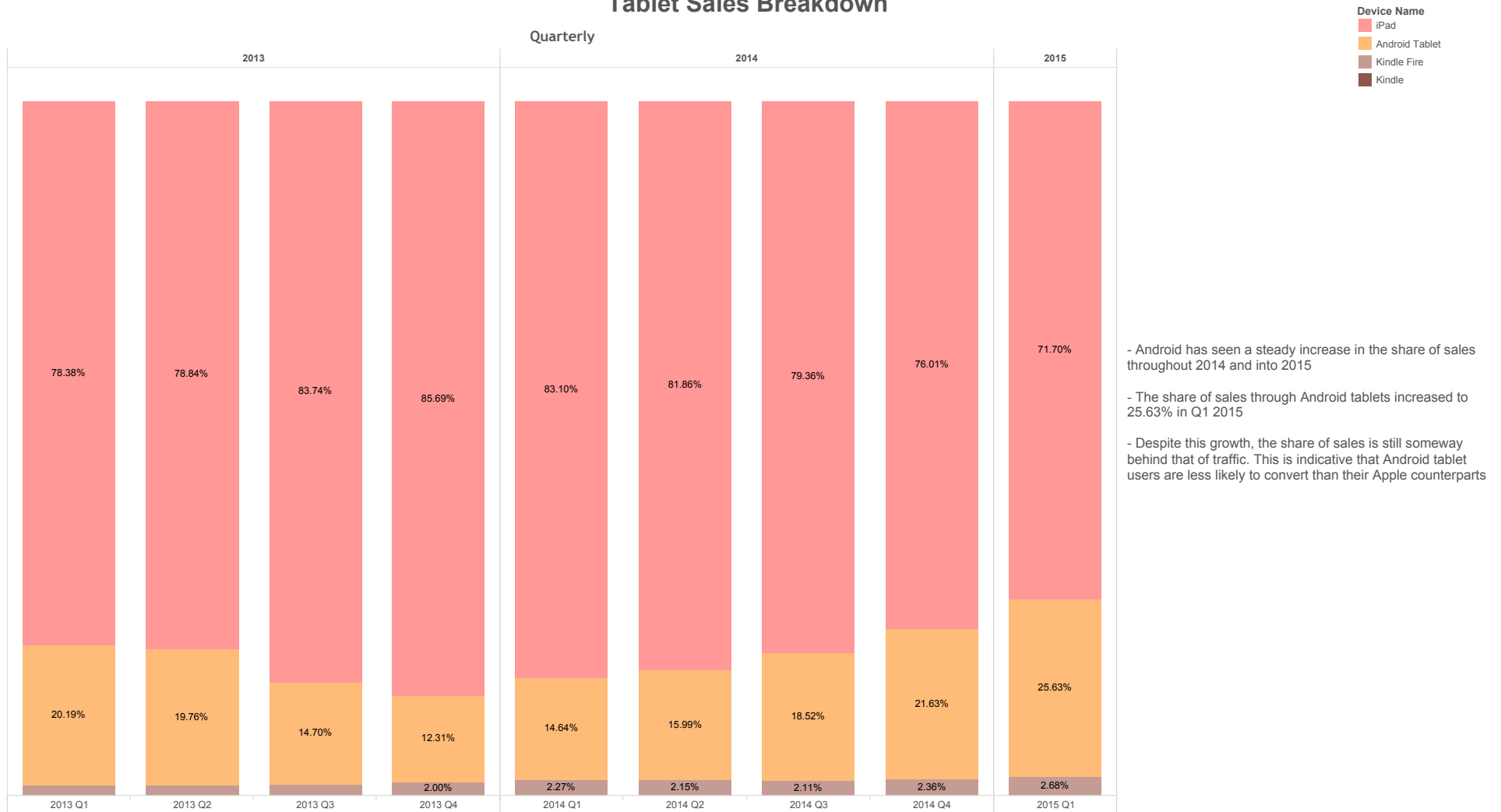
- Despite smartphones leading the way in terms of mobile traffic, it is tablets that dominate sales
- 19.7% of sales originated from a tablet vs. 15.9% of sales through a smartphone
- Despite smartphones receiving a higher share of traffic they are not as effective at converting as tablets
- With the launch of cross device tracking we have seen smartphones being heavily involved in the research phase of customer journeys

Smartphone Sales Breakdown



- As with traffic we continue to see the iPhone dominate smartphone sales
- 74.23% of all smartphone sales across the network originated from an iPhone in Q1

Tablet Sales Breakdown



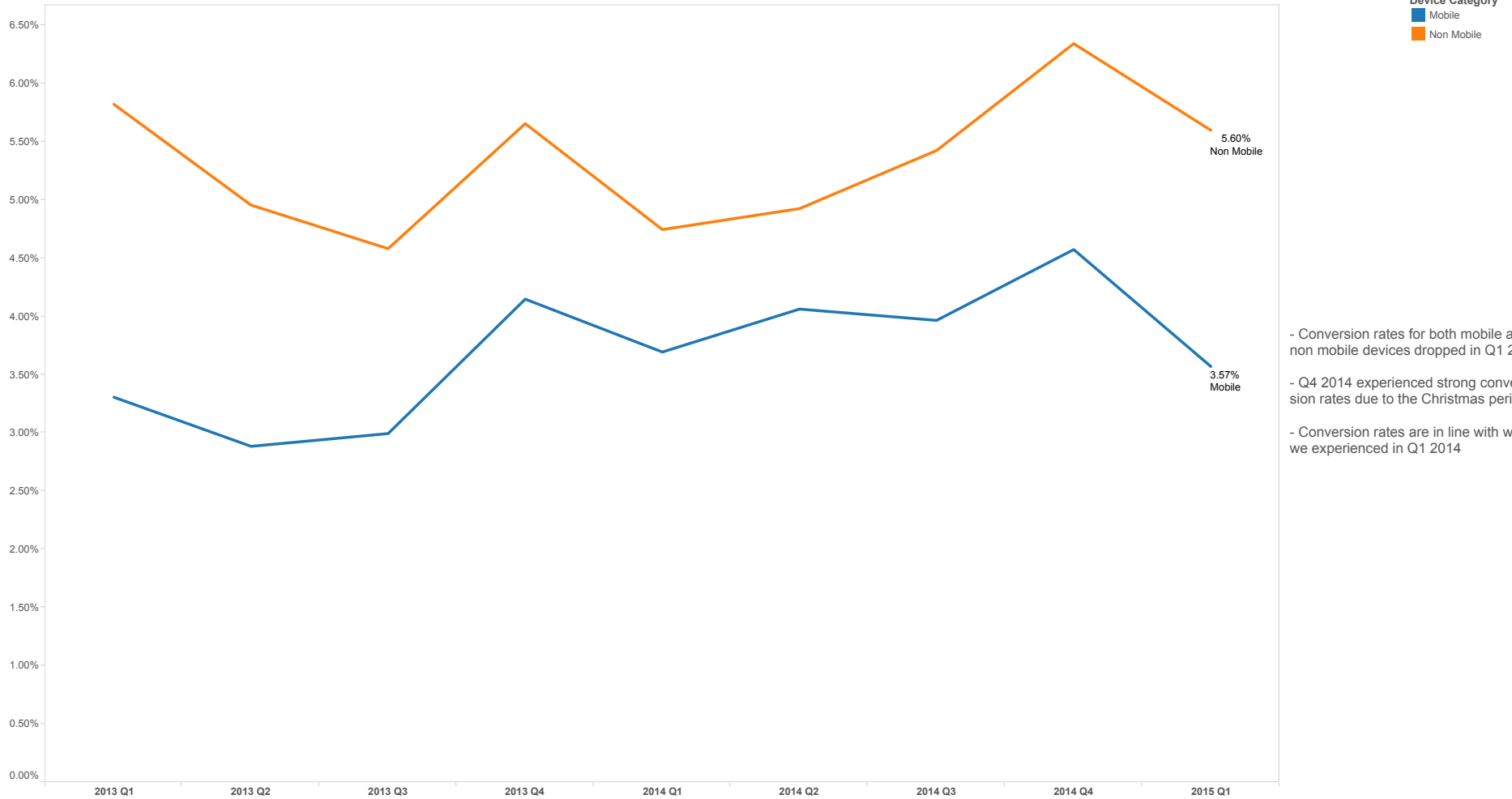
- Android has seen a steady increase in the share of sales throughout 2014 and into 2015

- The share of sales through Android tablets increased to 25.63% in Q1 2015

- Despite this growth, the share of sales is still somewhat behind that of traffic. This is indicative that Android tablet users are less likely to convert than their Apple counterparts

Conversion Rate Mobile vs Non Mobile

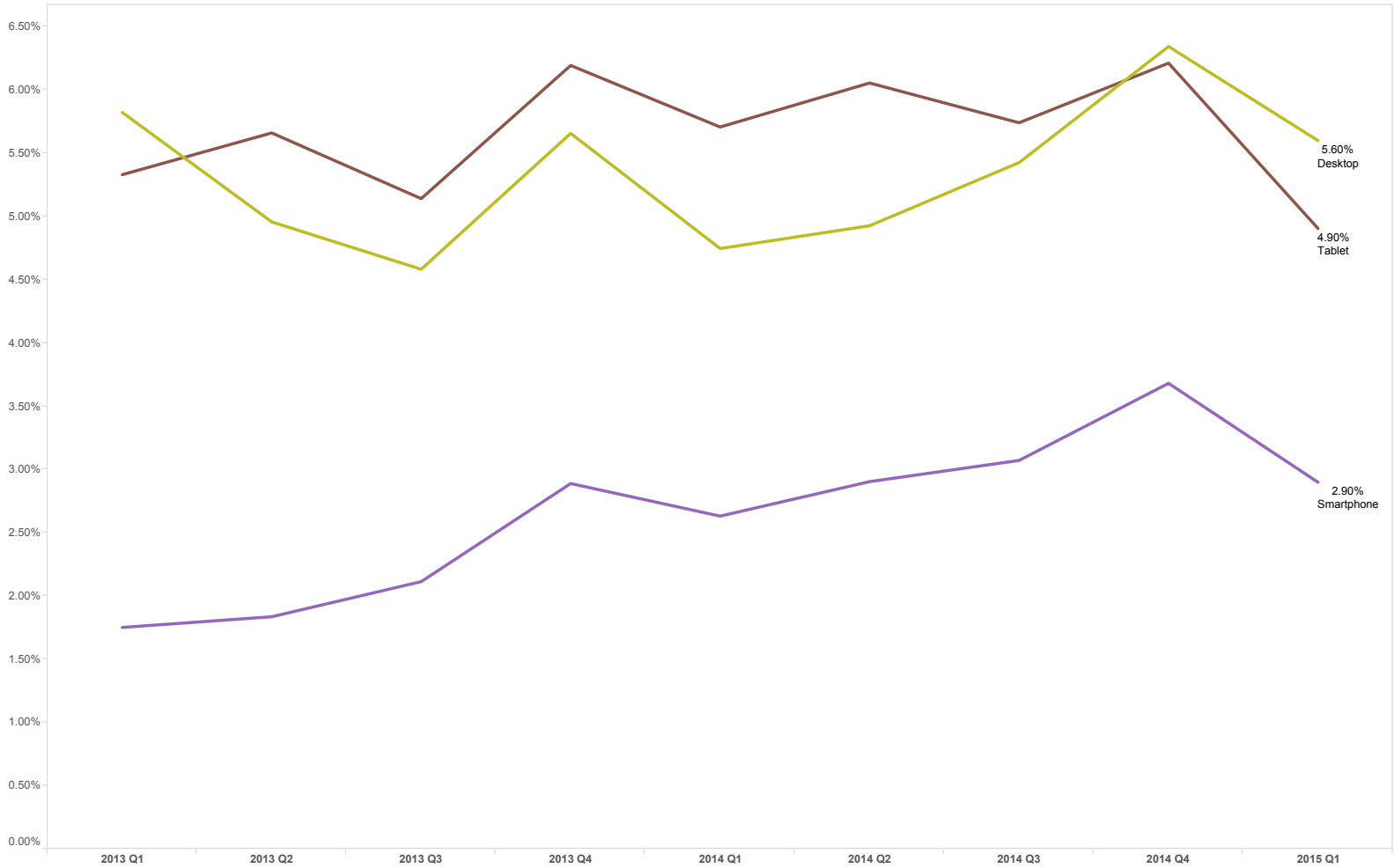
Quarterly



- Conversion rates for both mobile and non mobile devices dropped in Q1 2015
- Q4 2014 experienced strong conversion rates due to the Christmas period
- Conversion rates are in line with what we experienced in Q1 2014

Conversion Rate Breakdown by Device Type

Quarterly



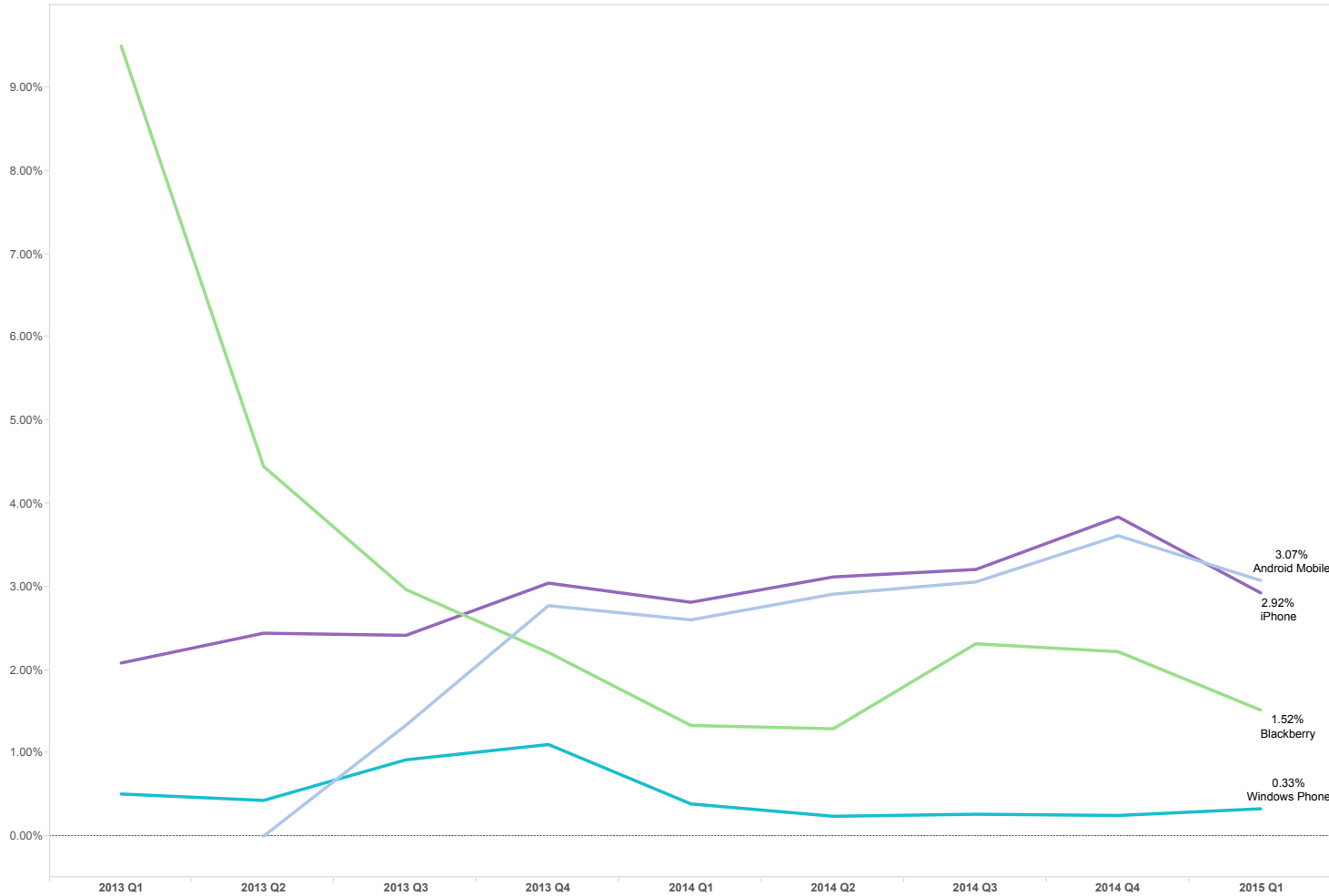
Device Type
■ Desktop
■ Smartphone
■ Tablet

- Desktop, tablet and smartphone all saw a decrease in conversion rate in Q1 2015

Conversion Rate Breakdown by Smartphone

Quarterly

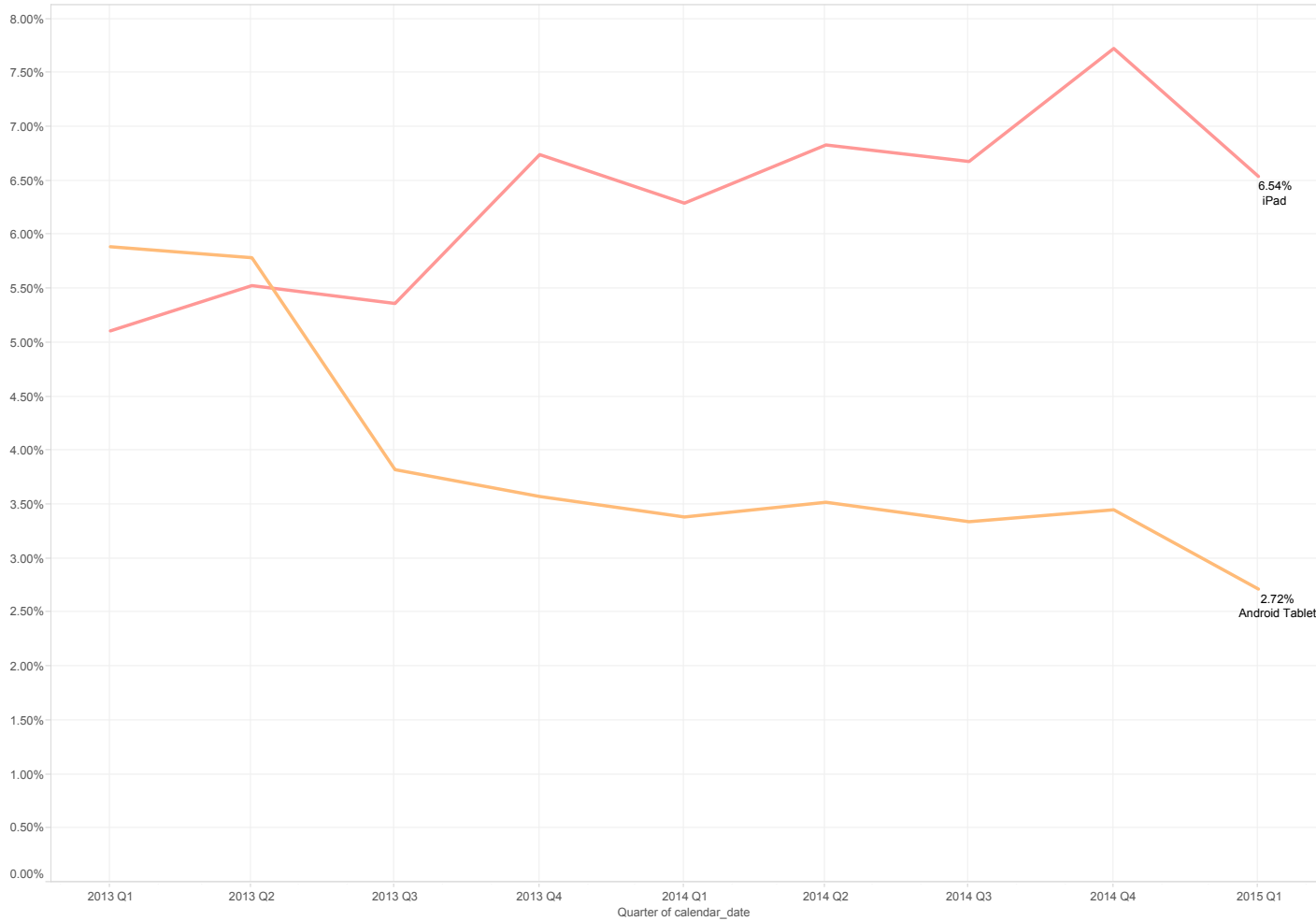
Device Name
■ Android Mobile ■ iPhone
■ Blackberry ■ Windows Phone



- Android, iPhone and Blackberry all saw a decrease in conversion rate in Q1 2015
- The decrease in conversion rate for the iPhone saw it drop below Android for the first time
- Windows phone saw a slight increase although its share of activity is minimal and it remains the poorest converting device.

Conversion Rate Breakdown by Tablet

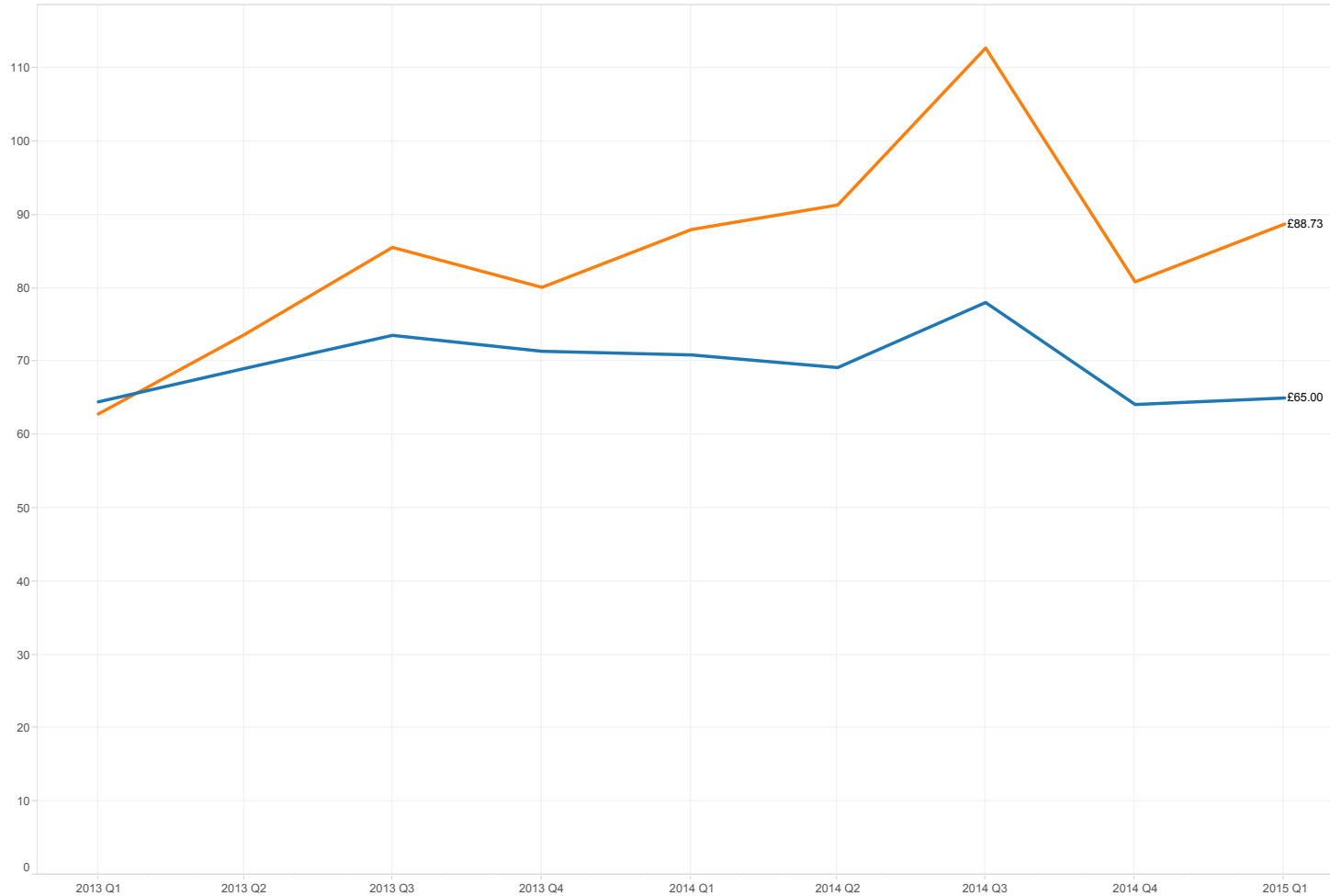
Quarterly



- Both the iPad and Android tablets also saw a decrease in conversion rates in Q1
- The iPad continues to convert at a far greater rate than Android tablets
- Despite seeing the share of traffic through Android tablets increase, the poorer conversion rate has meant that the share of sales is still some way behind the iPad

Average Order Value Mobile vs Non Mobile

Quarterly

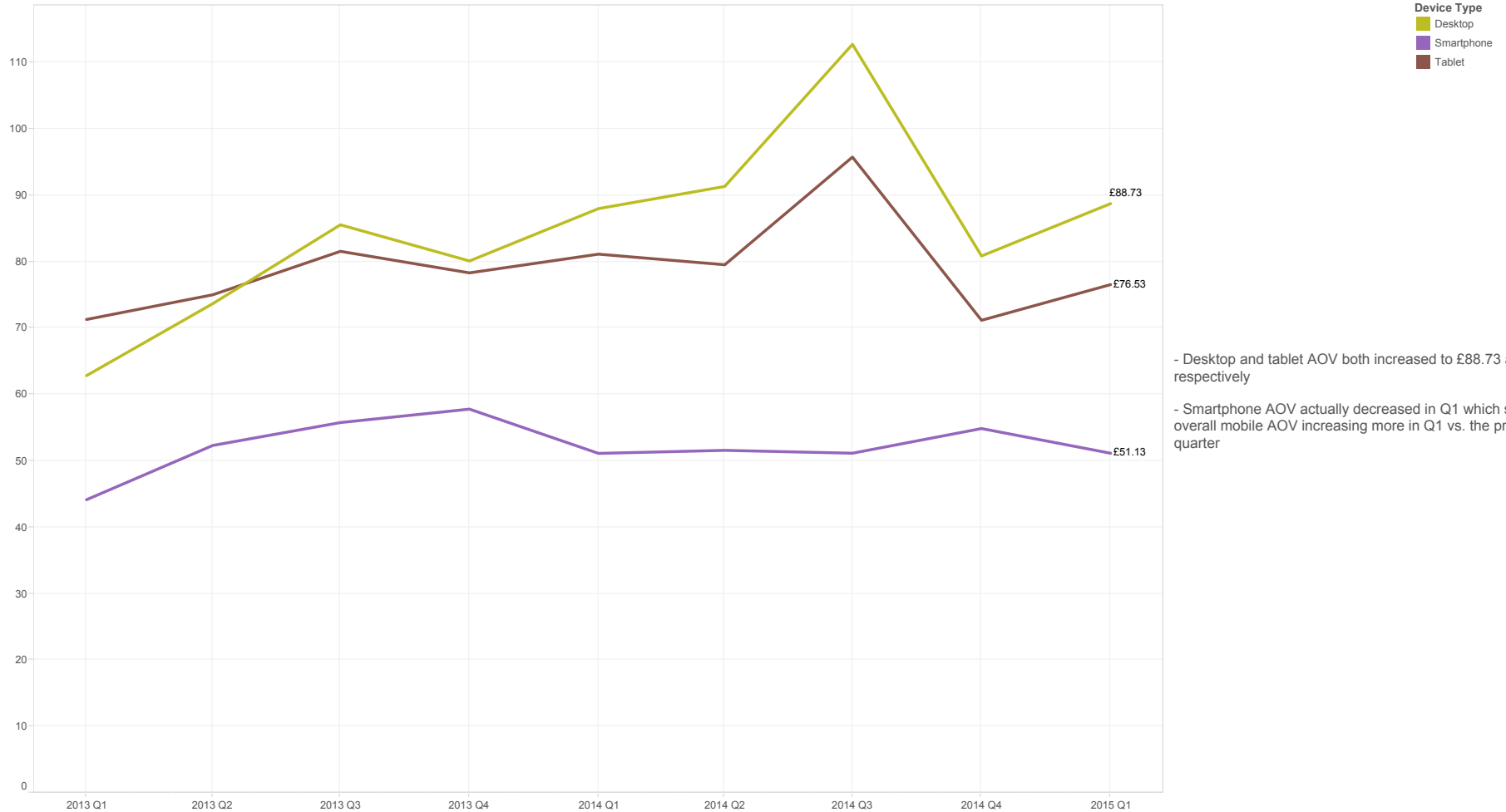


- Both mobile and non mobile saw AOV increase in Q1 2015 to £65 and £88.73 respectively

- With the heavy discounting by retailers in the run up to Christmas it is not a surprise to see AOV pick up again in Q1

Average Order Value by Device Type

Quarterly

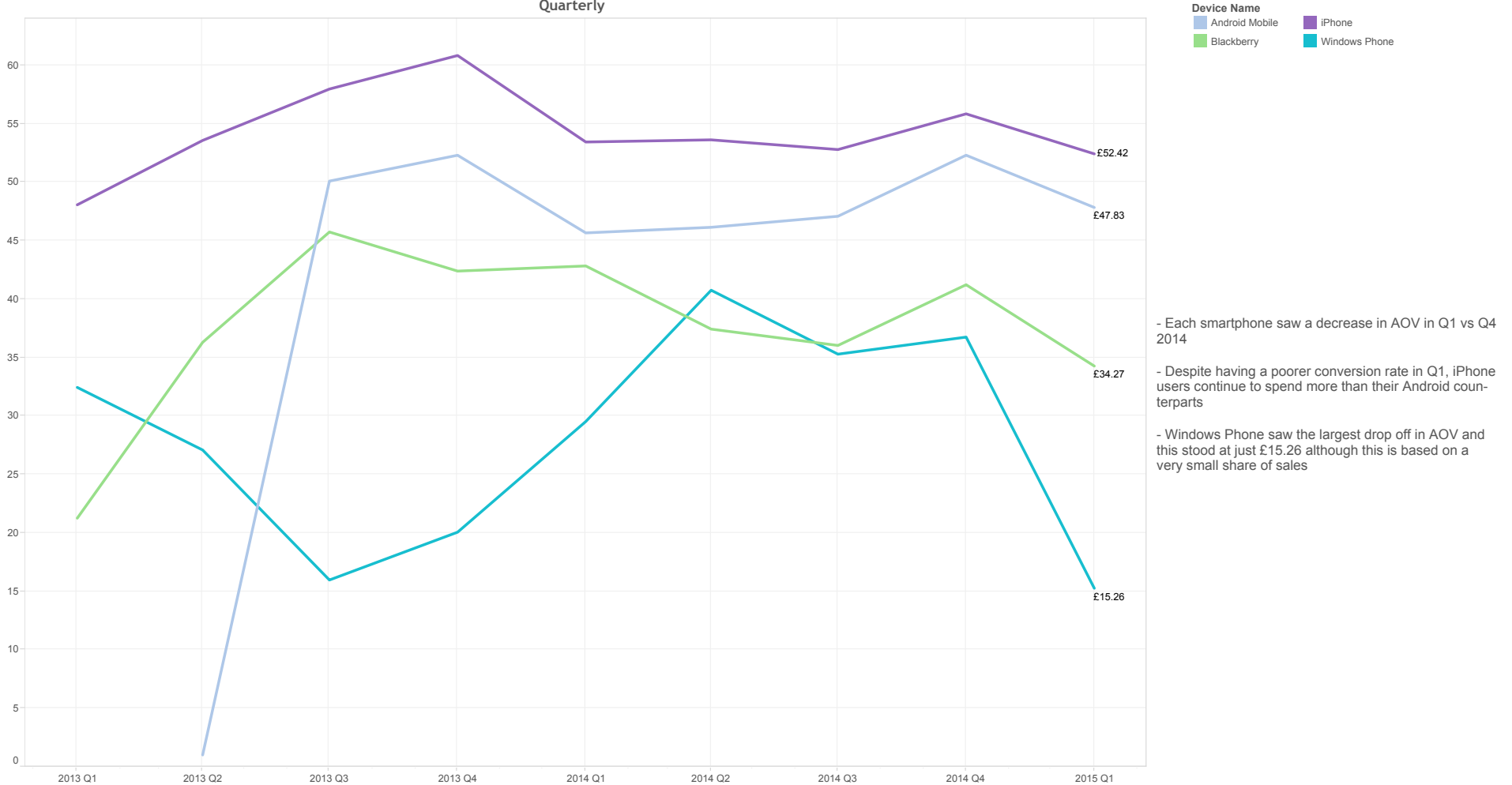


- Desktop and tablet AOV both increased to £88.73 and £76.53 respectively

- Smartphone AOV actually decreased in Q1 which stopped overall mobile AOV increasing more in Q1 vs. the previous quarter

Average Order Value by Smartphone

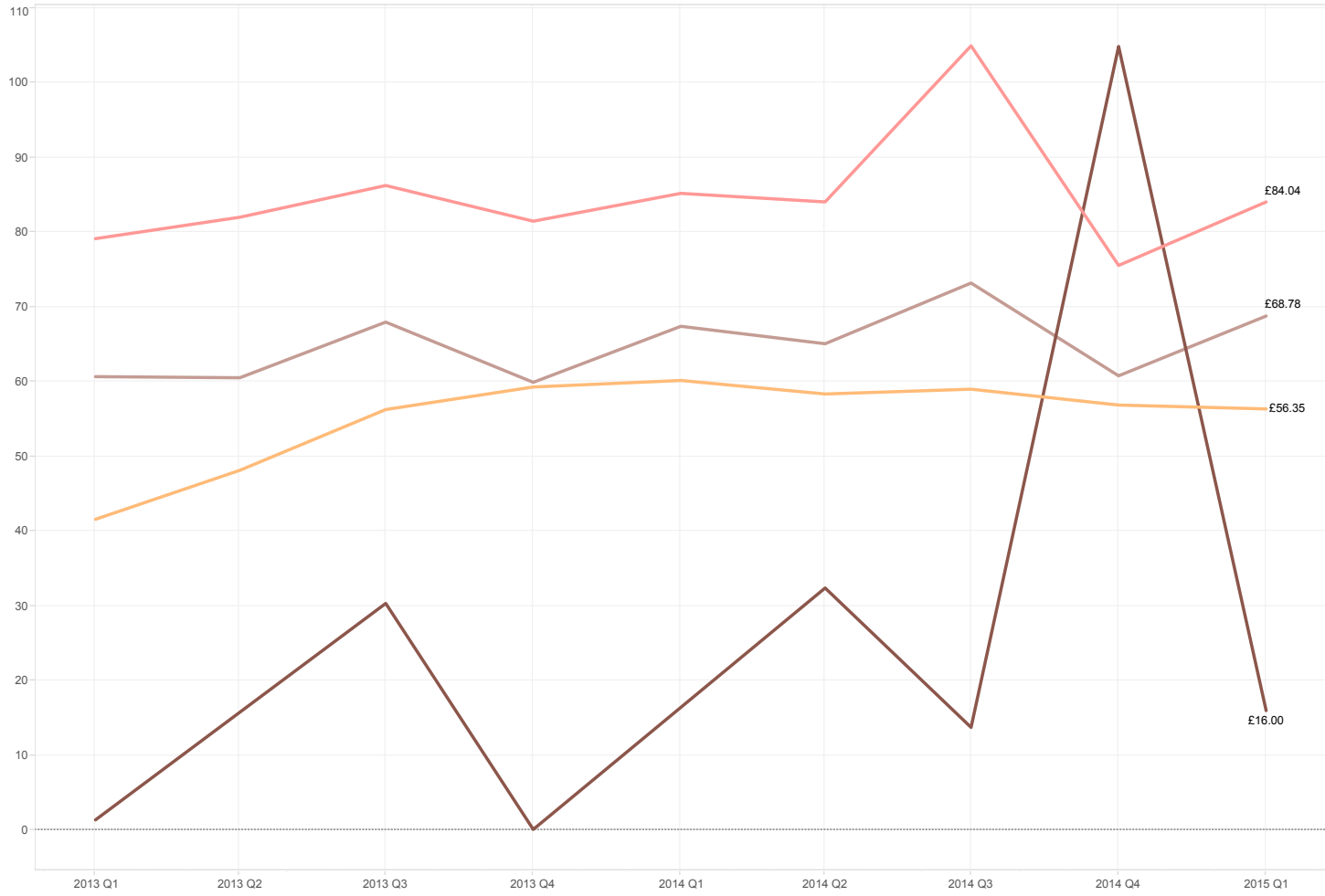
Quarterly



- Each smartphone saw a decrease in AOV in Q1 vs Q4 2014
- Despite having a poorer conversion rate in Q1, iPhone users continue to spend more than their Android counterparts
- Windows Phone saw the largest drop in AOV and this stood at just £15.26 although this is based on a very small share of sales

Average Order Value by Tablet

Quarterly



Device Name
■ Android Tablet
■ iPad
■ Kindle
■ Kindle Fire

- The iPad saw AOV increase in Q1 while Android tablets decreased slightly
- Apple users continue to spend considerably more than their Android counterparts with AOV around £30 higher in Q1
- Kindle Fire AOV was around £15 behind the iPad but this is from a minimal amount of sales
- Kindle experienced a huge drop off in AOV but this is only from a handful of sales