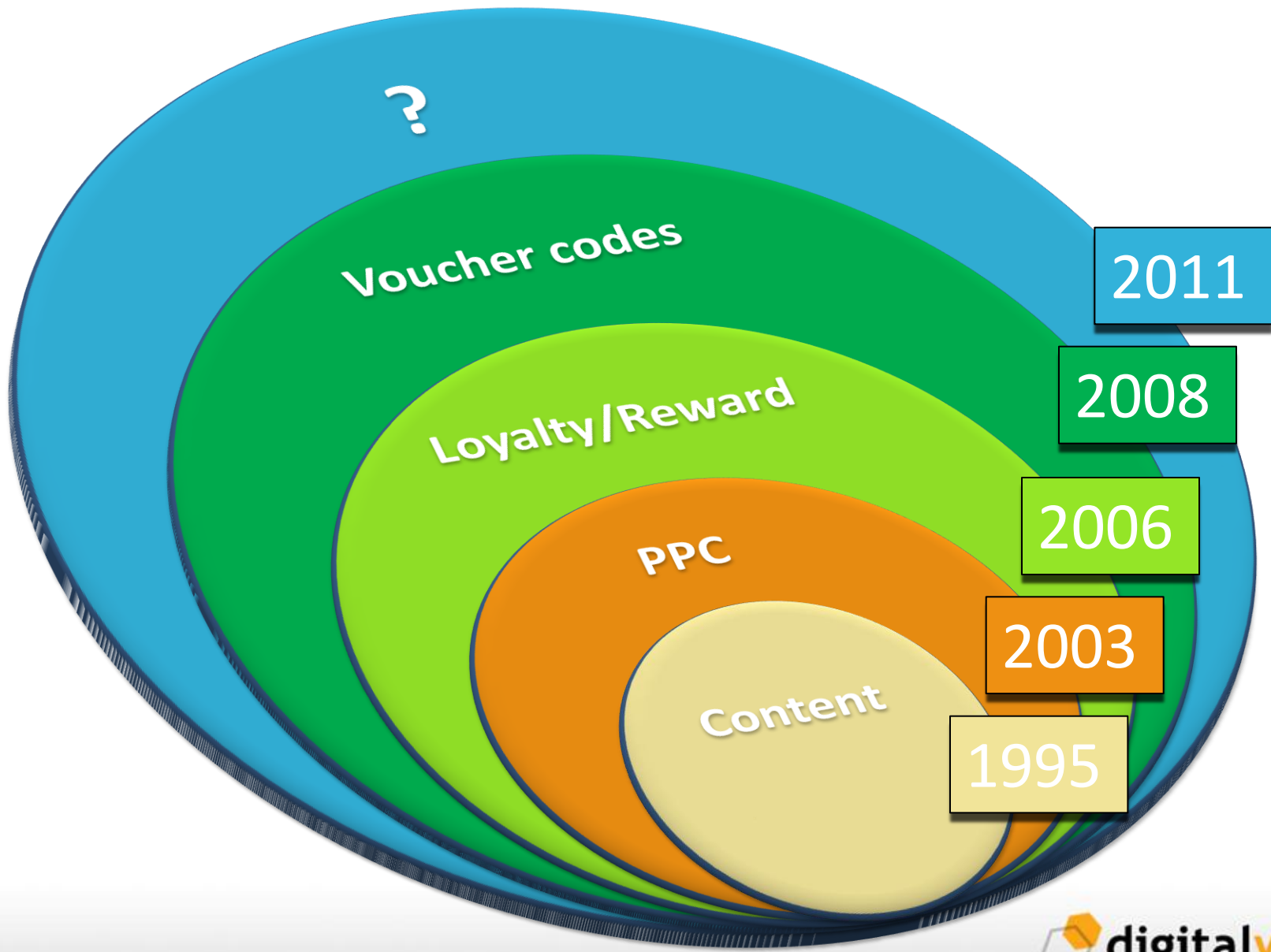


Making sense of new technologies

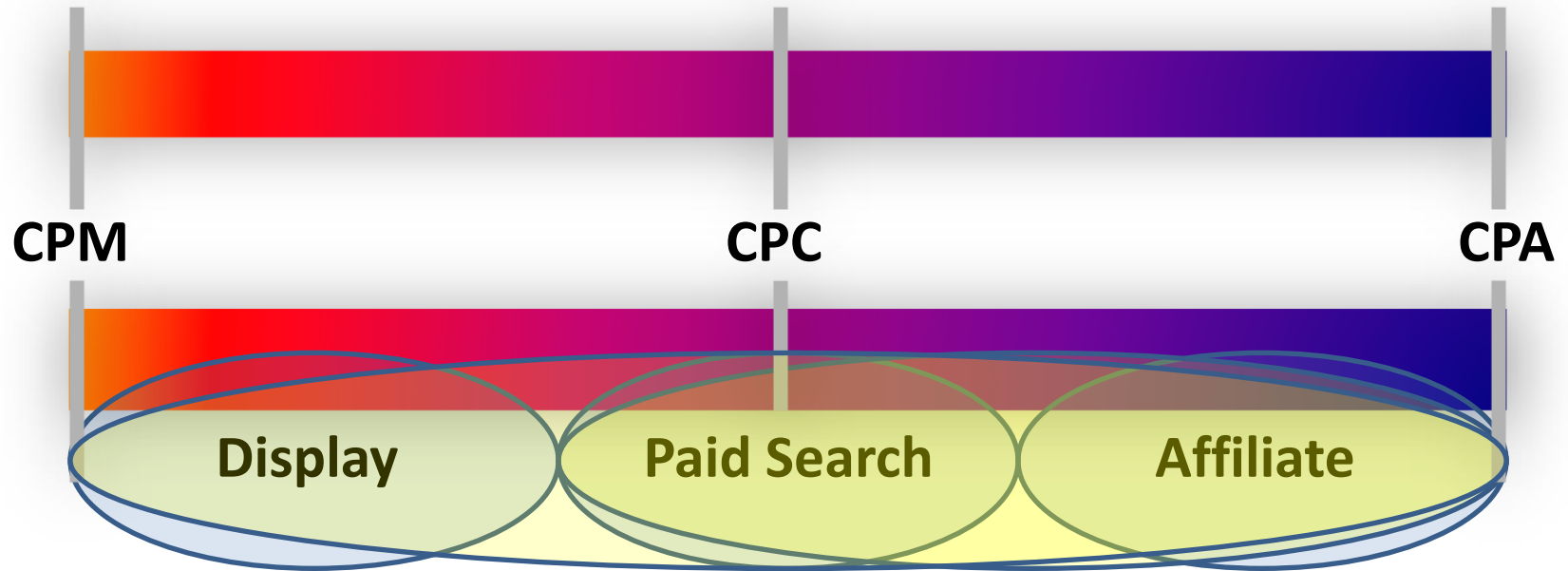
10th March 2011

Kevin Edwards, Strategy Director
Owen Hewitson, Client Strategist



BRAND

SALES



 **Quidco**
The secret to smart shopping
1m+ members

11m page views a month

 **VoucherCodes.co.uk**
everyone loves a deal

 **MoneySavingExpert.com**
FREE TO USE FREE OF ADS UK CONSUMER REVENUE

5.8m emails



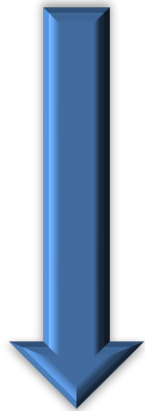
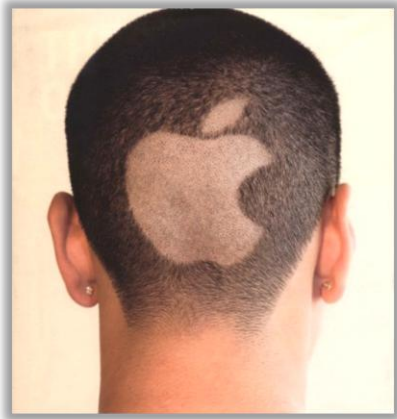
**More traffic
than ASOS**

TOP 10.com

Own app & awards

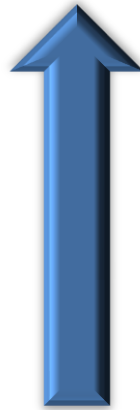
14th most visited retail site

 **digitalwindow**



**Brand
loyalty**

**New Brand
affinities**



**Deeper
Understanding**

Partnerships

Resource

Longer view

TOP 10.com

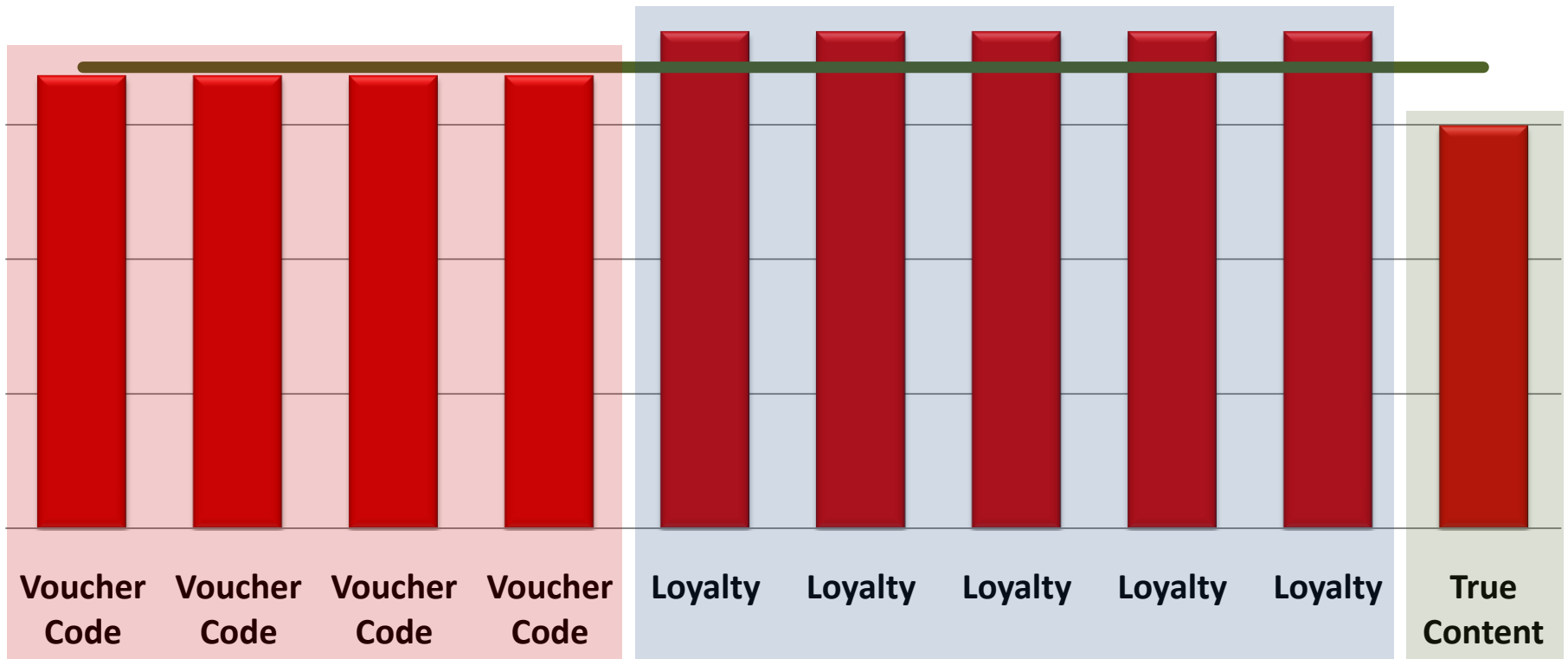
quidco
The secret to smart shopping

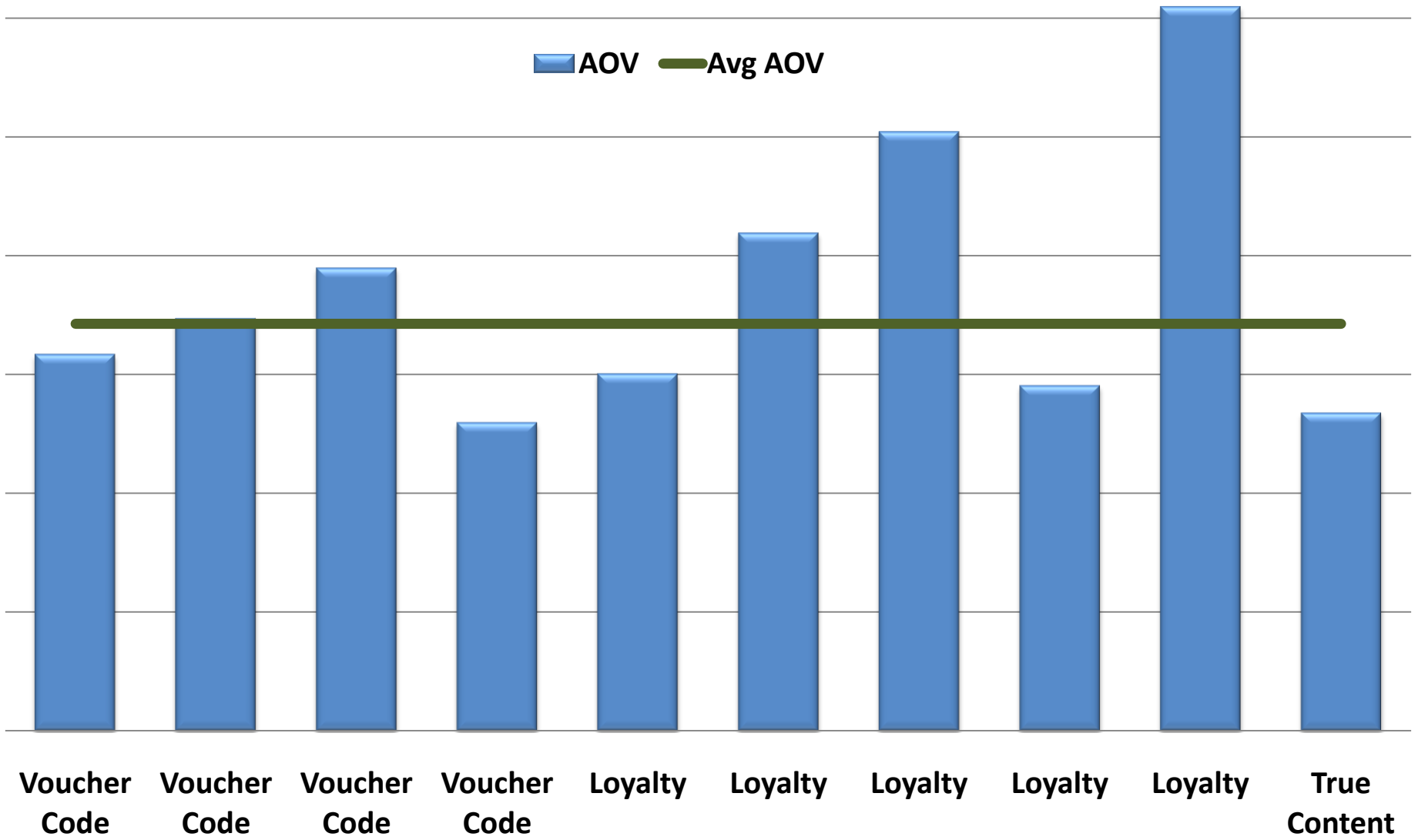
VoucherCodes.co.uk
everyone loves a deal

FOUND.

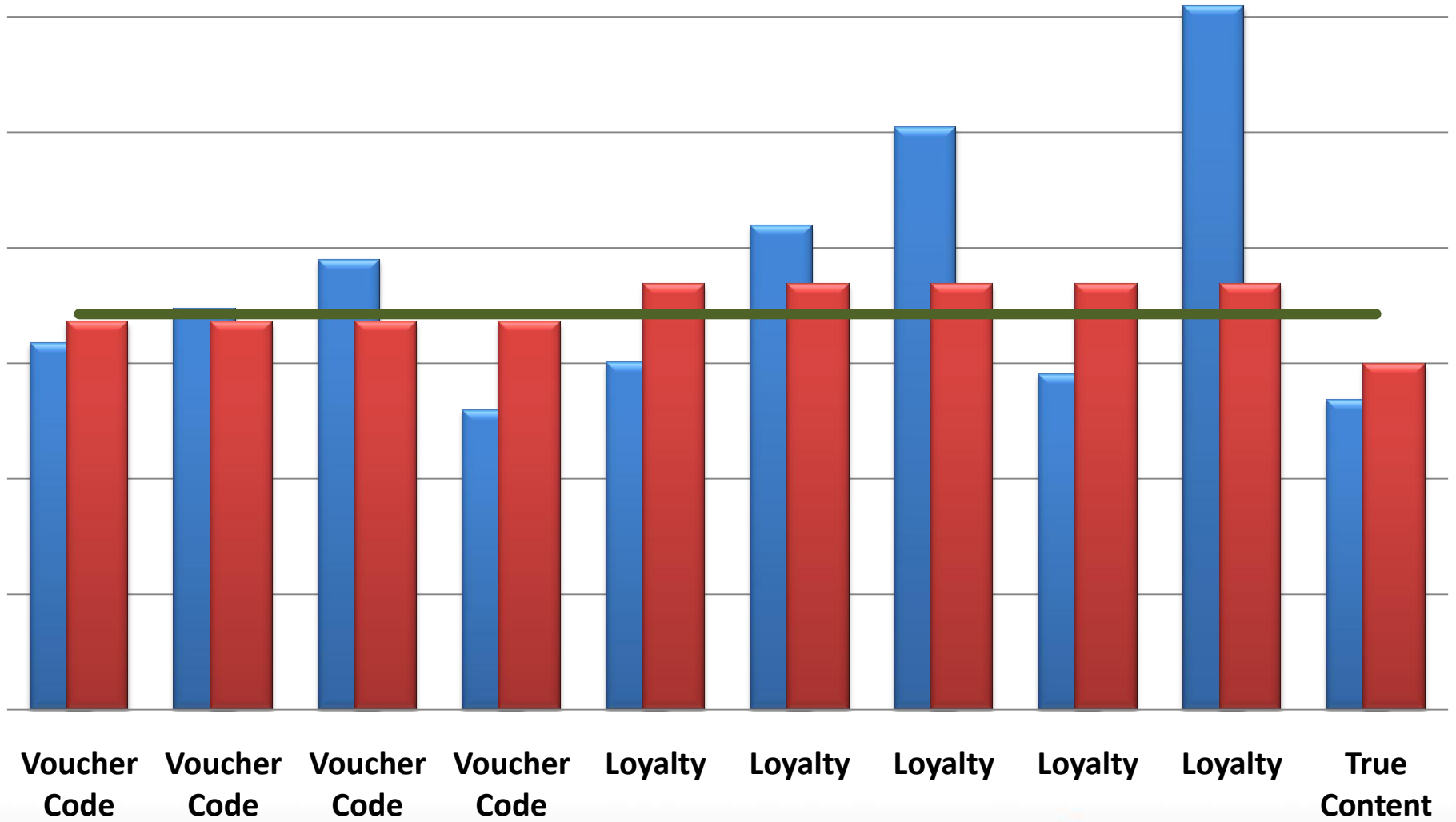
 **digitalwindow**

■ Avg for Type — Avg AOV





■ AOV ■ Avg for Type — Avg AOV



**A click is an arbitrary measurement.
It doesn't measure value, no matter how many
times you count it...**

**Traffic
quality**



**Customer
quality**

Where is the value?

Before the last click



or



to





**Price
Comparison**

PPC

**Vouchers/
Content**

**Loyalty/
Cashback**



c.80% affiliate sales single interaction

Loyalty & Cashback standalone

Where is the value?

After the last click





New vs. existing



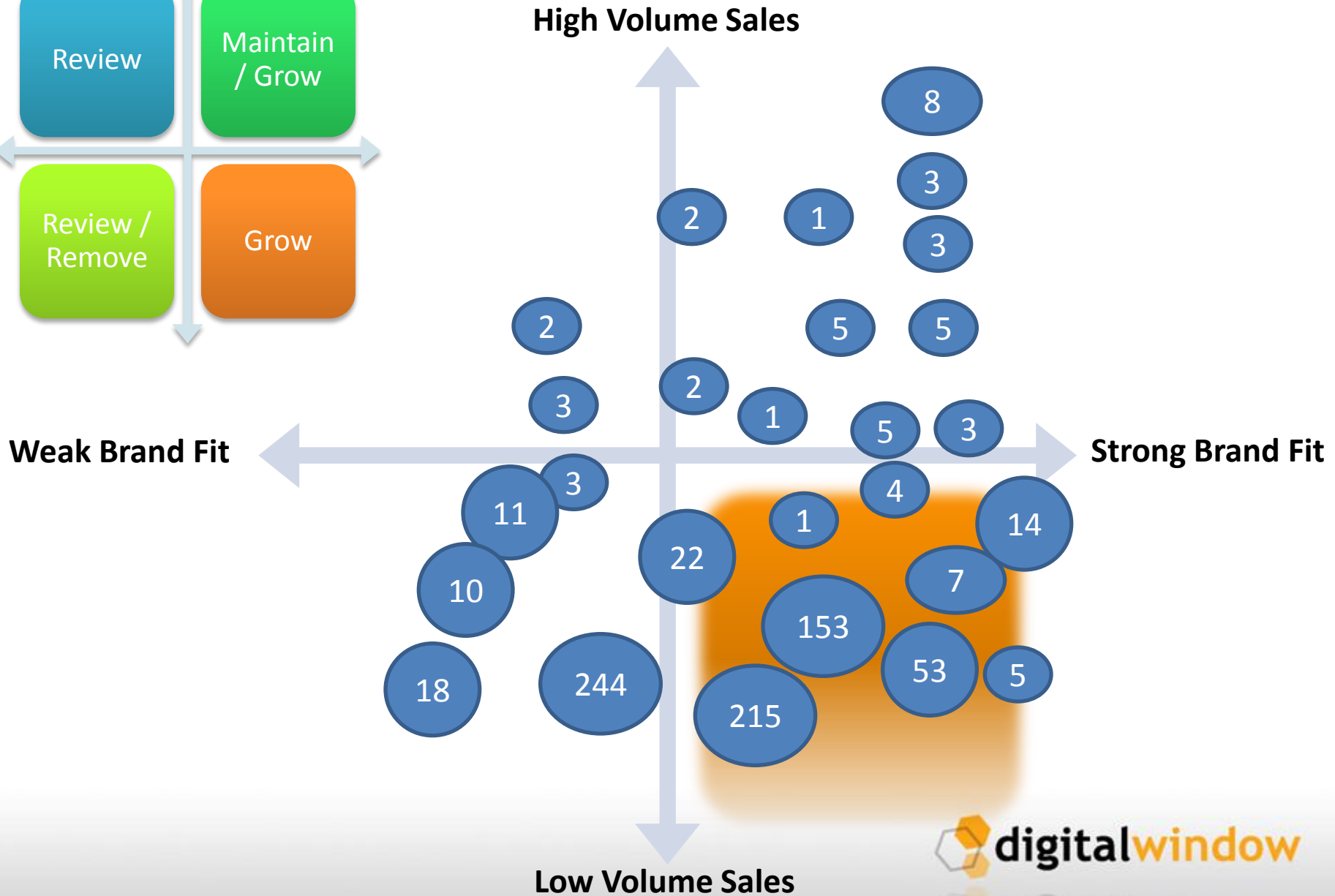
% returning & how often



Average spend & type of product











Making sense of new technologies

10th March 2011

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