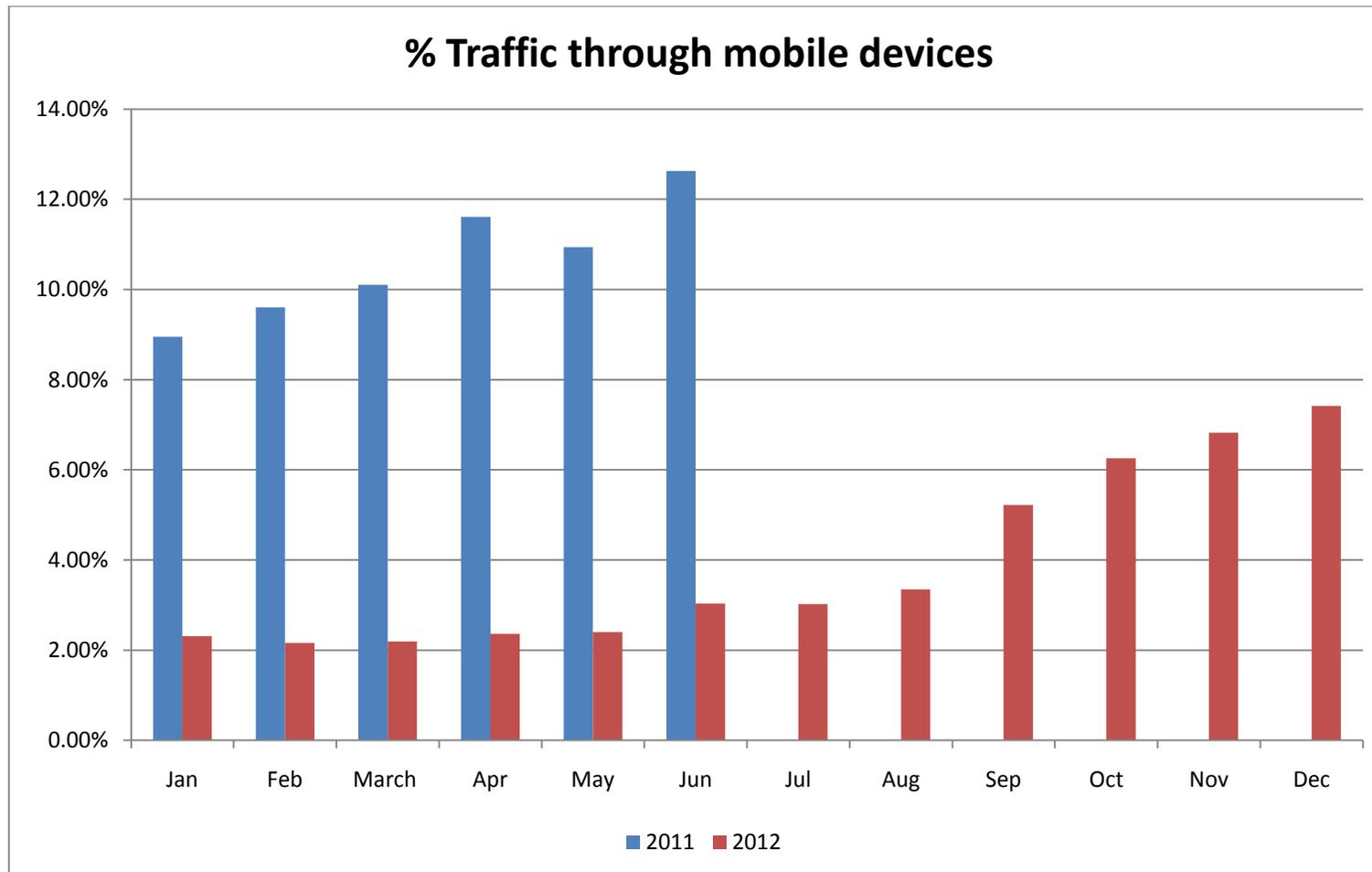


## Mobile - June Update

### Monthly Traffic

In June we saw our share of mobile traffic pick up again after a slight drop off in May. This was a considerable increase to stand at 12.63% of all traffic (vs. 10.94% in May), breaching the 12% marker for the first time.



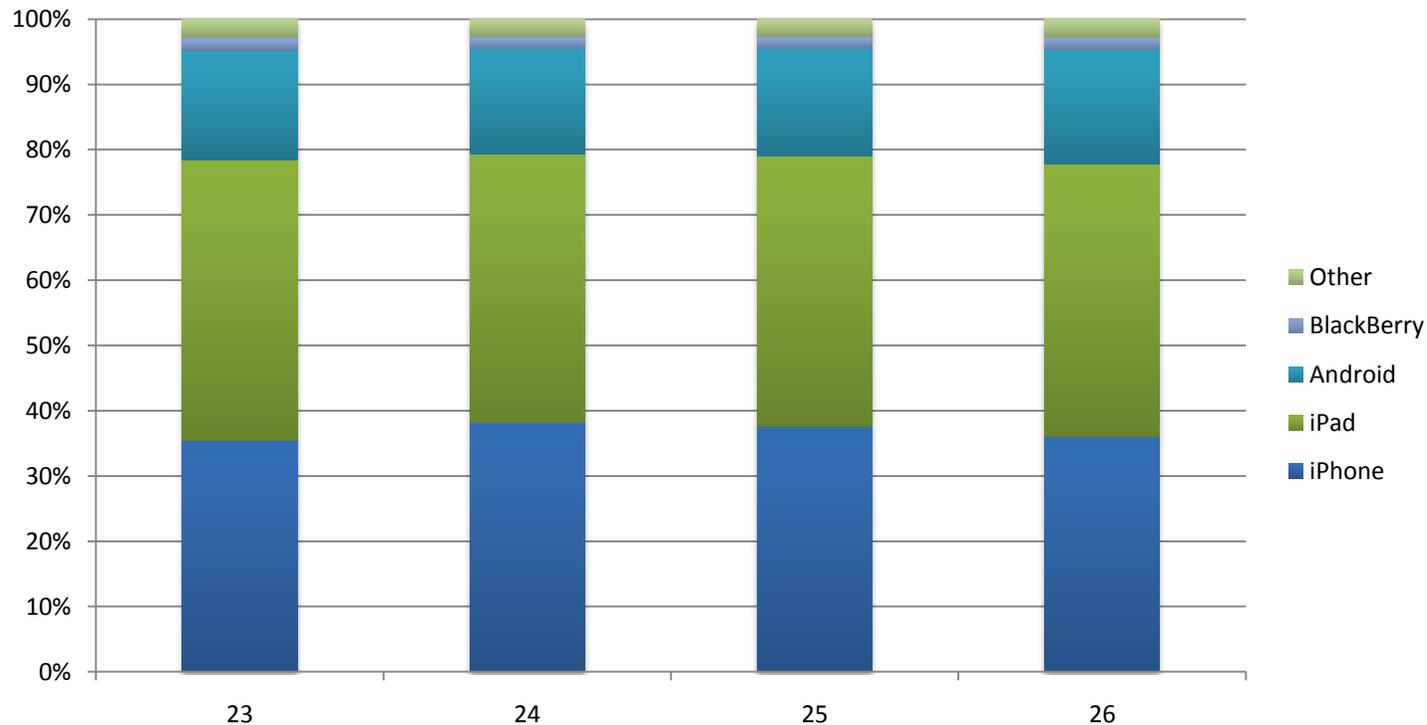
### Device breakdown - past 4 weeks

Unsurprisingly the Apple devices continue to dominate when looking at traffic over the past 4 weeks. However, there has been a bit of movement in the share of traffic through the Apple devices. The iPhone peaked at just over 38% of traffic in week 24, while the iPad dropped to a low of 41% in the same week.

We have seen Android traffic increase again, peaking at 17.5% in week 26. We expect to see Androids share of traffic increase further as they continue to drive smartphone adoption.

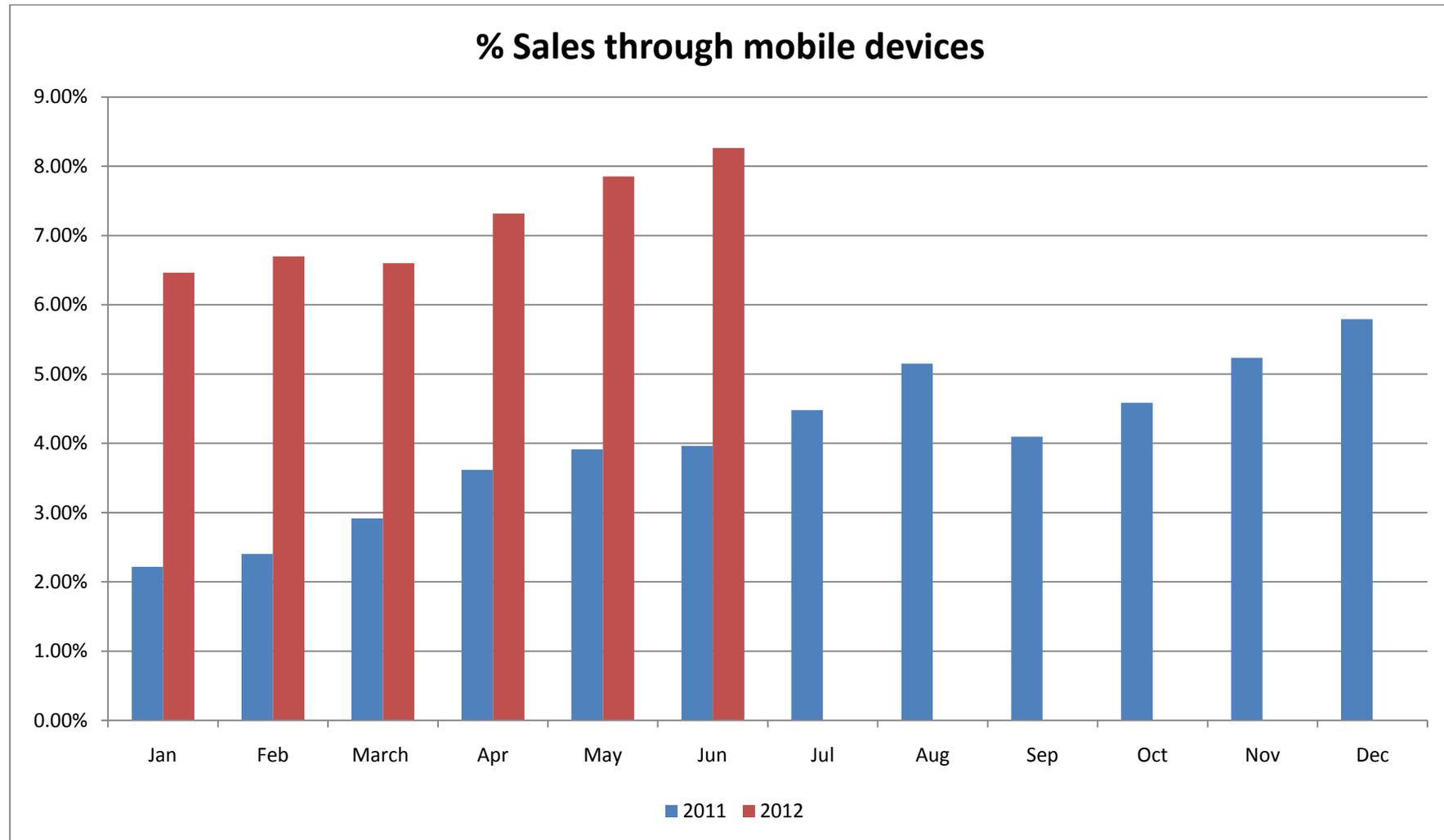
BlackBerry and 'Other Devices' have remained fairly constant with 1.8%-2% and 2.6% -2.8% respectively.

### Clicks



## Sales

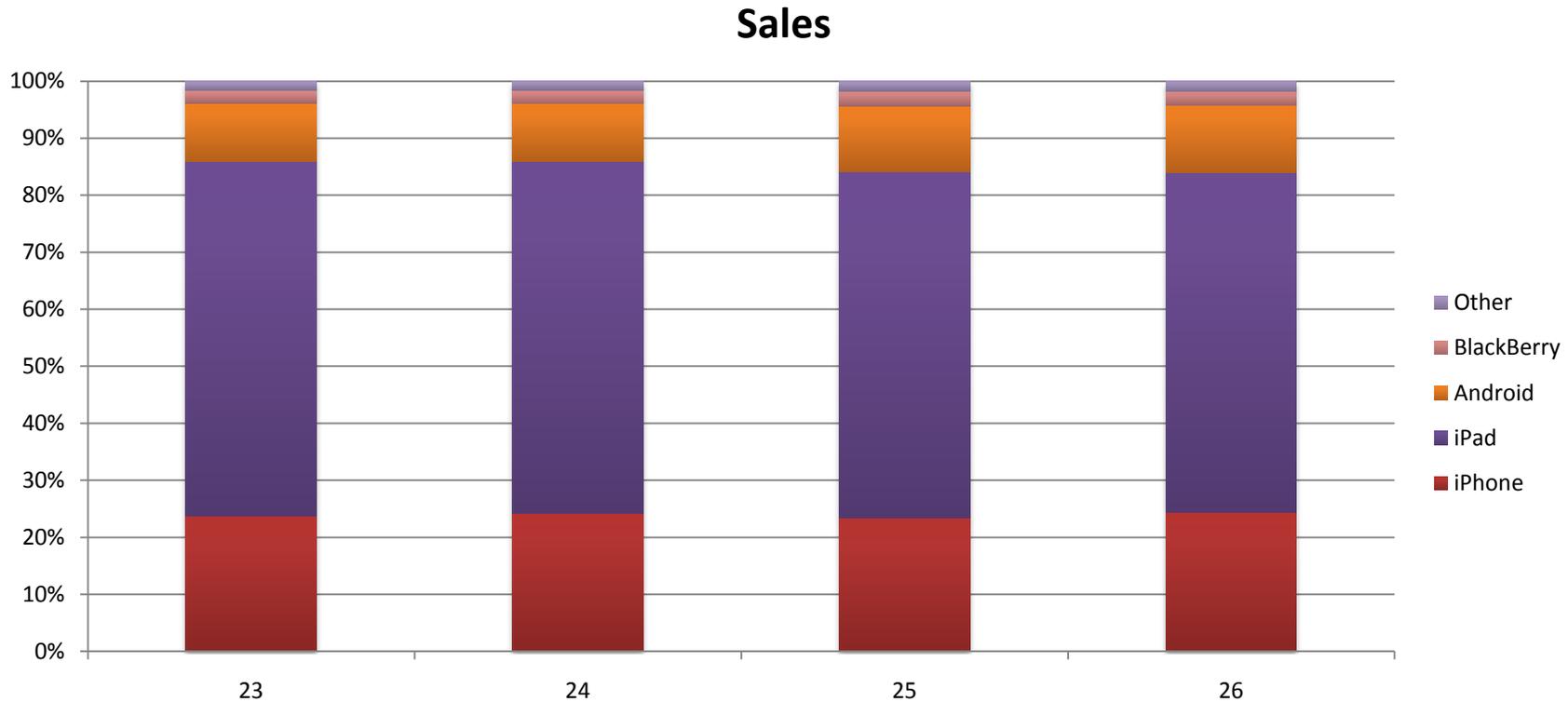
The share of sales through mobile devices has increased again. Just as we have seen traffic break the 12% marker for the first time, sales breached 8% for the first time in June. With sales not accelerating at the same pace as traffic in June, it is indicative that we have seen a drop off in conversion rates through mobile devices this month.



### 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 seen a decrease in the percentage of sales coming through the device week on week. In week 23 it stood at 62.2% but had dropped to 59.5% by week 26. It is important to note however that despite a drop in the percentage share of sales, sales volumes have increased - just not at as significantly as through smartphones.

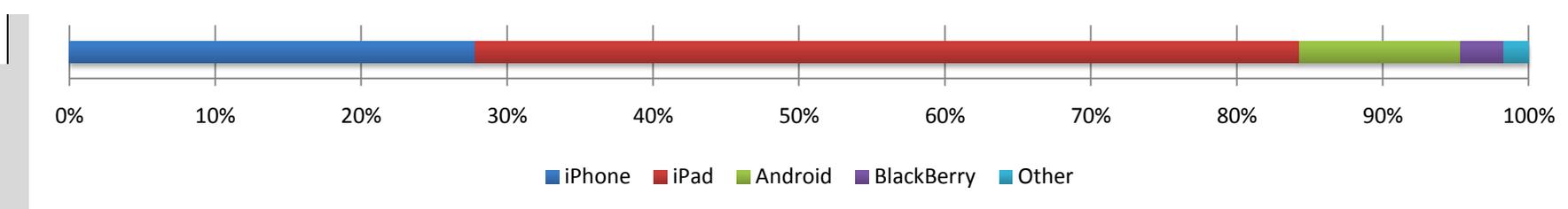
The drop in share of the iPad has seen each of the other devices increase their share of mobile sales. This was predominantly seen by the iPhone (peaking at 24.4%) and Android (11.8%).



### 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.

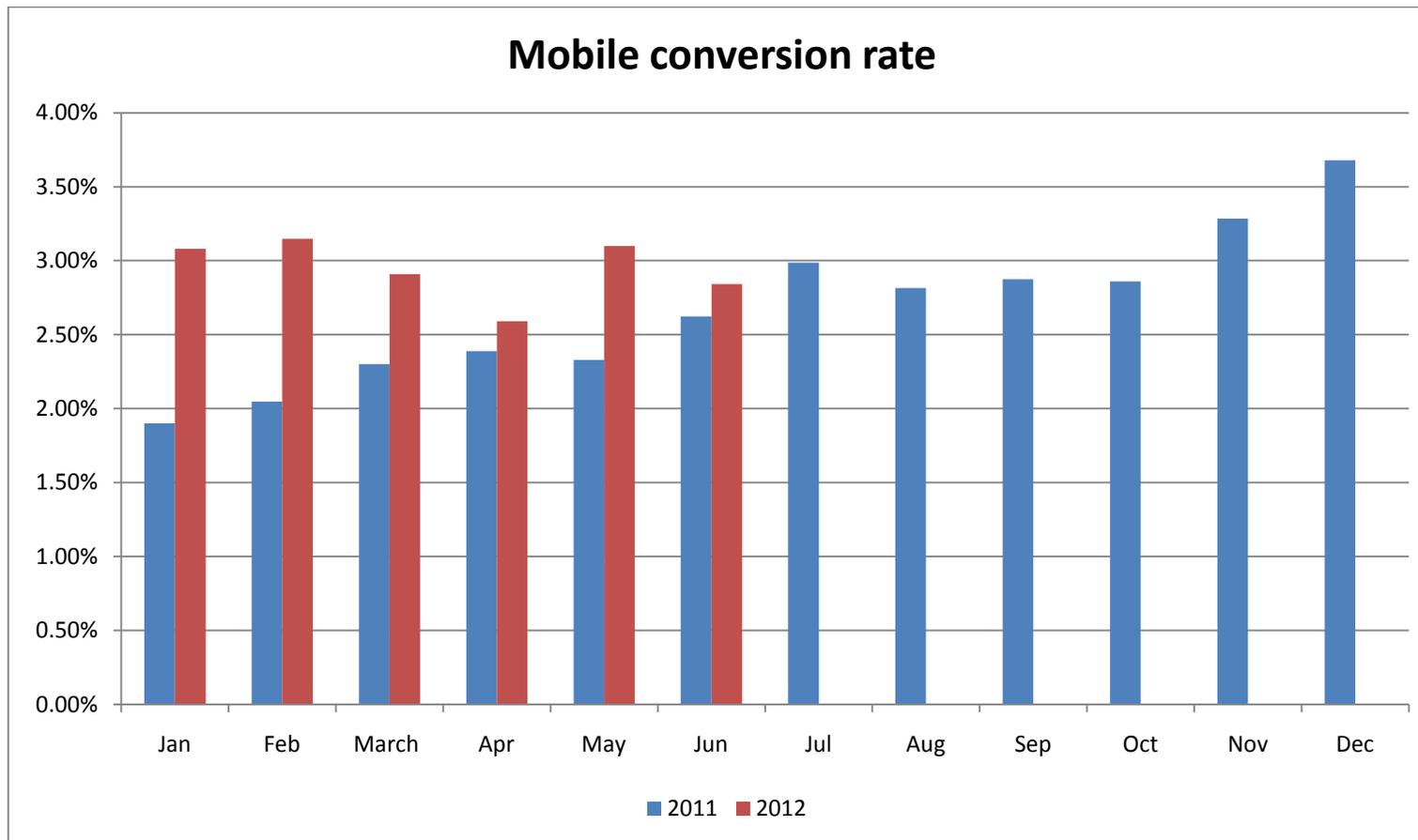
	iPhone	iPad	Android	BlackBerry	Other	
<b>YTD</b>	<b>28%</b>	<b>56%</b>	<b>11%</b>	<b>3%</b>	<b>2%</b>	<b>The percentage of mobile device sales generated by particular devices.</b>



## Conversion Rates

Having seen conversion rates through mobile devices pick up for the first time since February last month, in June we experienced another drop off. Mobile traffic converted at 2.84% compared to 3.1% in May.

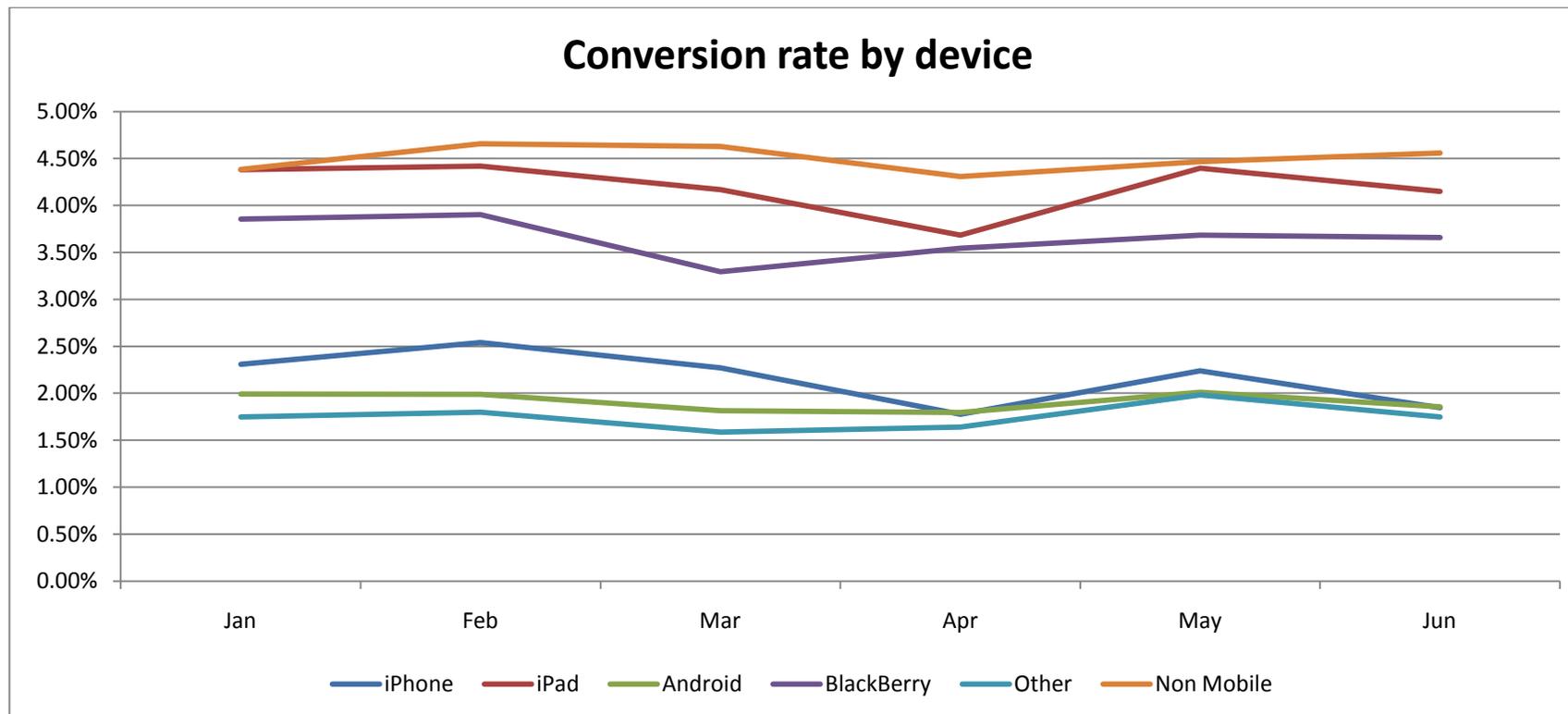
As we continue to see increased volumes of traffic coming through mobile devices it is becoming even more important to add affiliate tracking. Affiliates will be losing out on significant amounts of commission where tracking is not in place on sites optimised for mobile devices. To really take advantage of opportunities through the affiliate channel it is imperative for advertisers to ensure this is in place.



## 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.

We continue to see desktop traffic convert at the highest rate. In June we saw this increase slightly to just over 4.5%. In contrast, each of the mobile devices had a drop off in conversion after experiencing a considerable increase in the traffic volumes seen through mobile 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.

## 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	3295	Feather & Black
645	A1Gifts.co.uk	2150	feelunique.com
3220	Advanced Headphones	2832	Footasylum
361	Advanced MP3 Players	3506	For Runners By Runners
2920	Argento	2287	Furniture Village
2834	Asda Groceries	3351	Gap
3201	Atlantic Shopping	3603	Gifted.com
483	B & Q	3341	Golf Store Europe
3352	Banana Republic	1613	Green People
3318	Brandosa	2891	Groupon
273	Buyagift	1672	Halfords
3463	Camping World	4320	Harveys Furniture Store
3379	Christies Direct	3617	Hotels.com
2805	Coast	1969	Interflora
3825	Daniel Footwear	1202	Iwantoneofthose.com
2194	Debenhams	2992	Jack Wills
1302	Evans Cycles	2068	Life and Looks

Merchant ID	Advertiser
3735	Lyncmeup.com
1546	Majestic Wine
3340	Menarys.com
3135	Menkind
3996	Muddy Puddles
1152	Mymemory
1946	New Look
3864	Pasttimes
2362	Protect Your Bubble
1310	Quiz
2044	Schuh
2165	Schuh Ireland
964	Serenata Flowers
2592	Skatehut
1487	Sky Digital
2638	Spartoo.co.uk
3057	Surfmountain.com
2547	TheHut
2186	Thorntons
1465	TruffleShuffle.com
3382	Ugg Australia
1109	Virgin Experience Days
3509	Wallpaperdirect
1857	Wiggle Online Cycle Shop
2258	Wynsors
2549	Zavvi