Mobile Commerce Guide

Mobile commerce has seen incredible growth over the past two years. While there has always been talk of 'the year of the mobile' there is now significant evidence to suggest this has now arrived. With the introduction of the iPhone and subsequent smartphone releases, the way that consumers are able to access the internet has changed significantly. With mobile devices becoming increasingly sophisticated and connectivity issues being overcome, consumers are regularly turning to mobile devices.

With this shift in consumer habits, savvy retailers have been able to take advantage of the opportunities that mobile presents. Additionally the performance marketing channel has provided the platform for publishers to develop their mobile offering, enabling advertisers to provide a true multi channel experience.

During this growth period we have seen the share of our mobile traffic and transactions increase significantly. Our peak has seen 12% of total traffic coming through mobile devices and 9% of sales. It is time for advertisers to ensure they are making the most of this growth trend.

The importance of affiliate tracking

Affiliate tracking is the single most important aspect of running mobile activity through the affiliate channel. Without tracking in place, publishers will not be rewarded for the sales they have generated. An optimised mobile site without affiliate tracking is a severe form of leakage, much as call centre numbers on landing pages are. With the vast amount of affiliate traffic through mobile devices, it is imperative that transactions are trackable. Without tracking in place, publishers will not promote advertisers within their mobile apps/sites.

Potential loss in earnings

We have estimated (based on our current mobile trends) that a staggering £28m of revenue is driven for advertisers without commission being awarded on these transactions. In essence, £2.1m of commission is not being paid to affiliates. (est. 2012)

This can't continue. With affiliate sales remaining untracked, publishers will no longer promote advertisers without mobile tracking and advertisers will lose out on significant revenue.

Mobile traffic by sector

The chart below looks at the volume of mobile traffic we receive for individual sectors. It indicates the sectors that over and under index against the network average of traffic through mobile devices.
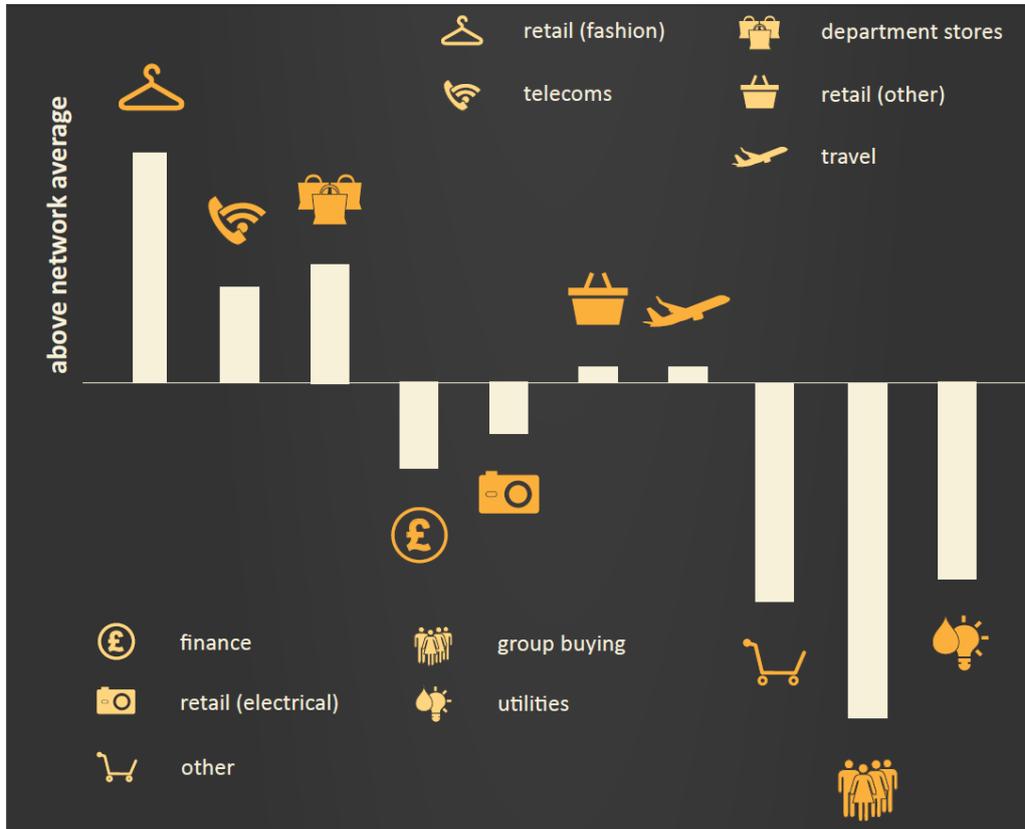
If you are an advertiser in a sector that is overindexing on mobile traffic, it is even more essential that affiliate tracking is in place on your mobile site.

Affiliate Window reporting

With mobile commerce now accounting for a significant proportion of sales, the Affiliate Window reporting system has been designed to give full visibility of mobile activity.

Advertisers that have a mobile optimised site in place complete with affiliate tracking have been flagged in the interface. This allows publishers to see at a glance the advertisers that support mobile tracking. Adding mobile tracking to an optimised mobile site will actively encourage publishers to promote an advertiser's campaign.

Additionally, we report on the individual devices so advertisers can analyse their performance by device. It is possible to see the breakdown of sales, transaction values and average order values by each, as well as the publishers that are driving mobile sales.

Manipulating mobile data

Mobile data can be pulled from the interface from the 'validate pending' and 'archived commission' reports.

Both of these reports can be downloaded in CSV format in order to manipulate the data. It is possible to provide advertiser reports on the following:

- Split of sales by Device
- AOV by Device
- Whether sales came from the mobile optimised version of the site or the desktop version
- Publishers driving sales through mobile devices

Once the data has been pulled from the interface, all of the above information can be extracted by putting together a simple pivot table. If mobile tracking is in place, you will first need to add in whether the sale came through the mobile optimised version of the checkout. By sorting the referrers, anything with a mobile checkout can be marked as such. Typically (as in the example below) a mobile referrer will have an m. before the url – e.g. https://m.clientsite.com

	id	publisher	sale_amo	commissi	clickThrou	date	com_date	type	referer	Mobile Checkout	extra	site_name	ip
2	77165715	86480	30	1.2	########	########	########	5	https://m.clientsite.com	Yes	7.51E+08	Style Com	94.197.127
3	76926350	58994	40	1.6	########	########	########	5	https://m.clientsite.com	yes	7.51E+08	Xexec	90.195.182
4	77199403	65540	62	1.86	########	########	########	5	https://m.clientsite.com	Yes	7.51E+08	NetVouch	92.232.234
5	77050585	65970	20	0.8	########	########	########	5	https://m.clientsite.com	yes	7.51E+08	MyVouch	87.203.104
6	76380020	78888	34.1	1.36	########	########	########	5	https://m.clientsite.com	Yes	7.5E+08	Skimbit	31.52.127.
7	76822583	46407	33	0.99	########	########	########	5	https://m.clientsite.com	yes	7.51E+08	Reward G	212.183.14
8	77511071	123116	26.1	1.04	########	########	########	5	https://m.clientsite.com	Yes	7.51E+08	http://ww	90.218.27.
9	76605991	78888	16.3	0.65	########	########	########	5	https://m.clientsite.com	yes	7.51E+08	Skimbit	86.129.77.
10	77530554	60940	15	0.75	########	########	########	5	https://m.clientsite.com	Yes	7.51E+08	Nectar	213.205.23
11	76715567	75592	24.7	0.99	########	########	########	5	https://m.clientsite.com	yes	7.51E+08	MyBabyC	176.250.64
12	76751971	110241	12.5	0.38	########	########	########	5	https://m.clientsite.com	Yes	7.51E+08	shopping	94.197.127
13	76740987	60940	18.8	0.94	########	########	########	5	https://m.clientsite.com	yes	7.51E+08	Nectar	2.122.159.
14	76036745	60940	18	0.9	########	########	########	5	https://m.clientsite.com	Yes	7.5E+08	Nectar	212.183.12
15	76151446	88025	33.6	1.34	########	########	########	5	https://m.clientsite.com	yes	7.5E+08	FashionHt	92.28.93.2
16	76411348	60940	123.29	6.16	########	########	########	5	https://m.clientsite.com	Yes	7.5E+08	Nectar	78.147.187
17	76405535	65970	2.7	0.11	########	########	########	5	https://m.clientsite.com	yes	7.5E+08	MyVouch	94.0.248.1
18	76497726	78888	36	1.44	########	########	########	5	https://m.clientsite.com	Yes	7.5E+08	Skimbit	90.211.134
19	76404849	60940	13.45	0.67	########	########	########	5	https://m.clientsite.com	yes	7.5E+08	Nectar	94.168.112
20	76450012	107013	31.5	1.26	########	########	########	5	https://m.clientsite.com	Yes	7.5E+08	http://ww	82.47.104.
21	76768612	65970	19.2	0.77	########	########	########	5	https://m.clientsite.com	yes	7.51E+08	MyVouch	31.73.60.2
22	76604037	78309	31.8	0.95	########	########	########	5	https://m.clientsite.com	Yes	7.51E+08	Petoba M	2.24.140.1
23	76456829	108052	31.79	1.27	########	########	########	5	https://m.clientsite.com	yes	7.5E+08	e-tale	92.234.134
24	77539673	92295	103	4.12	########	########	########	5	https://m.clientsite.com	Yes	7.51E+08	Polyvore	188.29.241
25	76123818	81725	14	0.56	########	########	########	5	https://m.clientsite.com	yes	7.5E+08	Tijan	92.40.253.
26	76070707	112005	38	1.52	########	########	########	5	https://m.clientsite.com	Yes	7.5E+08	http://ww	81.137.244
27	77324341	102336	25.6	1.02	########	########	########	5	https://m.clientsite.com	yes	7.51E+08	Marriage	2.29.181.1
28	76871444	32880	10	0.4	########	########	########	5	https://m.clientsite.com	Yes	7.51E+08	Fashionbe	86.173.228
29	75975302	60940	46.67	2.33	########	########	########	5	https://m.clientsite.com	yes	7.5E+08	Nectar	94.3.41.60
30	75974436	60940	65	3.25	########	########	########	5	https://m.clientsite.com	Yes	7.5E+08	Nectar	90.220.178
31	77025943	65970	58	2.32	########	########	########	5	https://m.clientsite.com	yes	7.51E+08	MyVouch	94.192.180
32	77137112	65970	36.55	1.46	########	########	########	5	https://m.clientsite.com	yes	7.51E+08	MyVouch	86.143.83.
33	77361140	65970	89.6	3.58	########	########	########	5	https://m.clientsite.com	yes	7.51E+08	MyVouch	86.182.66.
34	77029441	60940	19.2	0.96	########	########	########	5	https://m.clientsite.com	Yes	7.51E+08	Nectar	86.24.85.1
35	77485738	60940	36	1.8	########	########	########	5	https://m.clientsite.com	yes	7.51E+08	Nectar	146.90.81.
36	76069778	65970	59	2.36	########	########	########	5	https://m.clientsite.com	Yes	7.5E+08	MyVouch	178.100.21
37	76793227	6012	144	5.76	########	########	########	5	https://m.clientsite.com	yes	7.51E+08	ColdSnail	89.194.11.
38	76806776	65970	39.99	1.6	########	########	########	5	https://m.clientsite.com	Yes	7.51E+08	MyVouch	86.163.129

By formatting the pivot table as demonstrated below, you are able to look at the number of sales, sales value and average order values by device. You can also separate sales through mobile devices that have come through a mobile optimised checkout vs. sales that have come through the desktop version of the site via a mobile device.

Row Labels	Count of sale_amount	Sum of sale_amount2	Average of sale_amount3
No	12507	677315.31	54.15489806
0	5	414.26	82.852
Android	17	719.87	42.34529412
Apple Mac	870	53137.44	61.07751724
iPad	1297	74274.16	57.26612182
iPhone	12	638.64	53.22
iPod	1	51.5	51.5
Linux	29	1180.28	40.69931034
Unknown	7	232.15	33.16428571
Windows	10268	546609.01	53.2342238
Windows Phone	1	58	58
Yes	455	21309.23	46.83347253
Android	97	4886.17	50.3728866
Apple Mac	1	32.4	32.4
Blackberry	6	761.53	126.9216667
iPad	1	69.95	69.95
iPhone	330	14593.13	44.22160606
iPod	11	691.76	62.88727273
Symbian	2	94.4	47.2
Windows	7	179.89	25.69857143
(blank)			
(blank)			
Grand Total	12962	698624.54	53.89789693

If you would like to break this down by device type (desktop, tablet, mobile), this will need to be done manually. This will be available from within the interface in the coming months.

Useful documents

Affiliate Window has produced a best practice guide for the IAB Affiliate Marketing Council on the importance of mobile tracking. This document can be seen in full here.

We have produced two mobile commerce white papers to look at mobile trends with a specific focus on the affiliate channel. The first edition can be found here, the most recent one is here.

We produce our latest mobile stats on a monthly basis. The latest data (for July) can be found here. If you would like to receive these regularly, please sign up to our monthly newsletter by contacting the strategy team.

A graphical representation of our latest mobile stats can be seen in our infographic here.

We hope this guide gives you an indication of the importance of having affiliate tracking on your mobile site. If you would like any more information on our mobile trends, or need any assistance in implementing affiliate tracking, please contact strategy@affiliatewindow.com