



Mobile Stats – September 2013

This document looks at the mobile stats across the network for the previous year. In this we look at the share of traffic and sales that has 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.

September Highlights

- Android tablet is split out from Android handset for the first time to provide greater insight into each device
- Two in every ten tablet clicks and one in every ten tablet sales originate from an Android device
- On average, 1010 sales were generated through an Android Tablet every day throughout September
- 138 sales were generated through the iPhone every hour throughout August

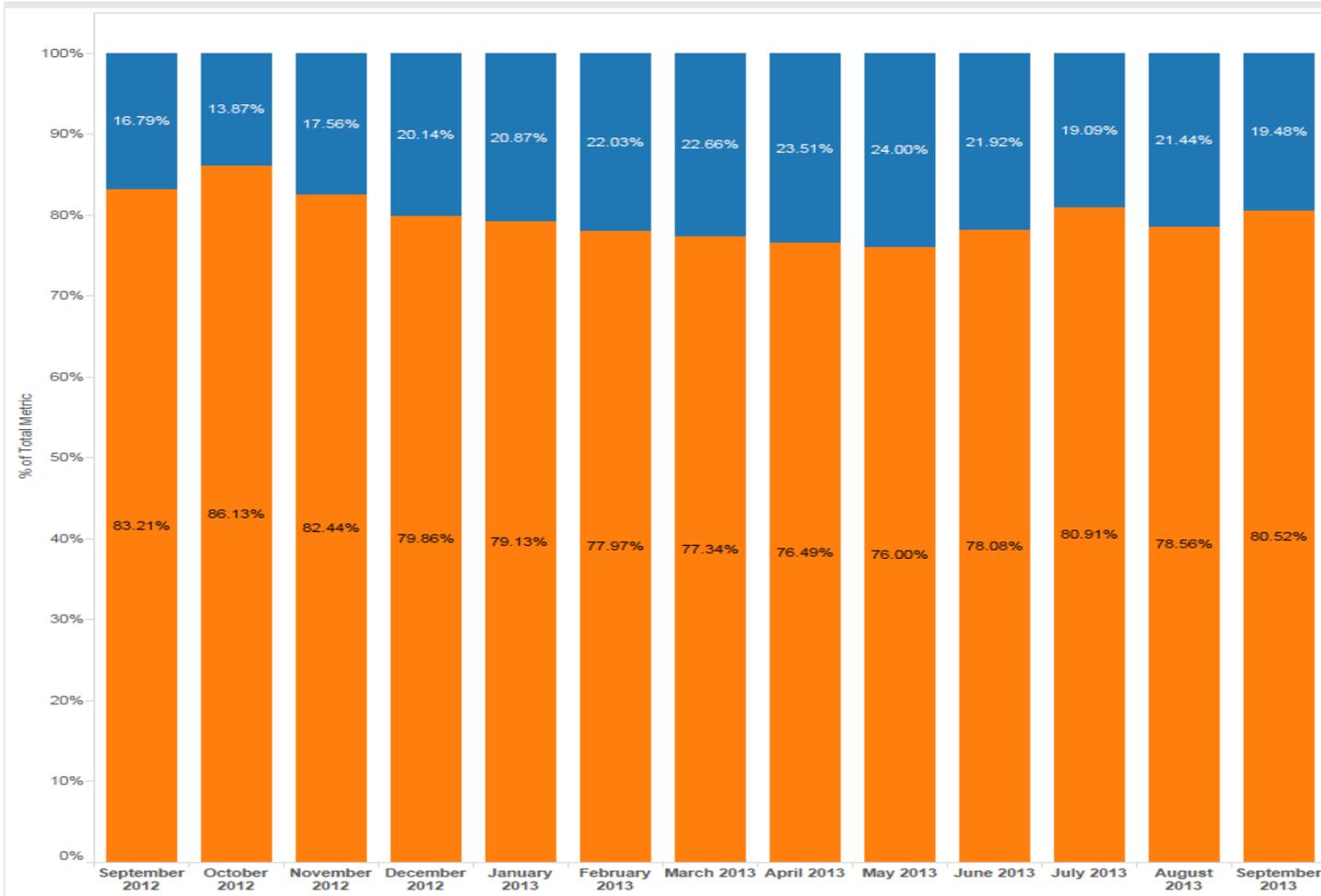
Questions? Comments?

Get in touch at strategy@affiliatewindow.com





Clicks



Mobile vs. Non Mobile

The share of clicks through mobile devices was down in September – standing at 19.48%.

Looking at this data across the year, May saw the highest share of mobile traffic at 24%.

As we approach the Christmas peak, we expect to see the share of mobile traffic increased, as we witnessed during this period last year.

Device Category
■ Mobile Device
■ Non Mobile Device

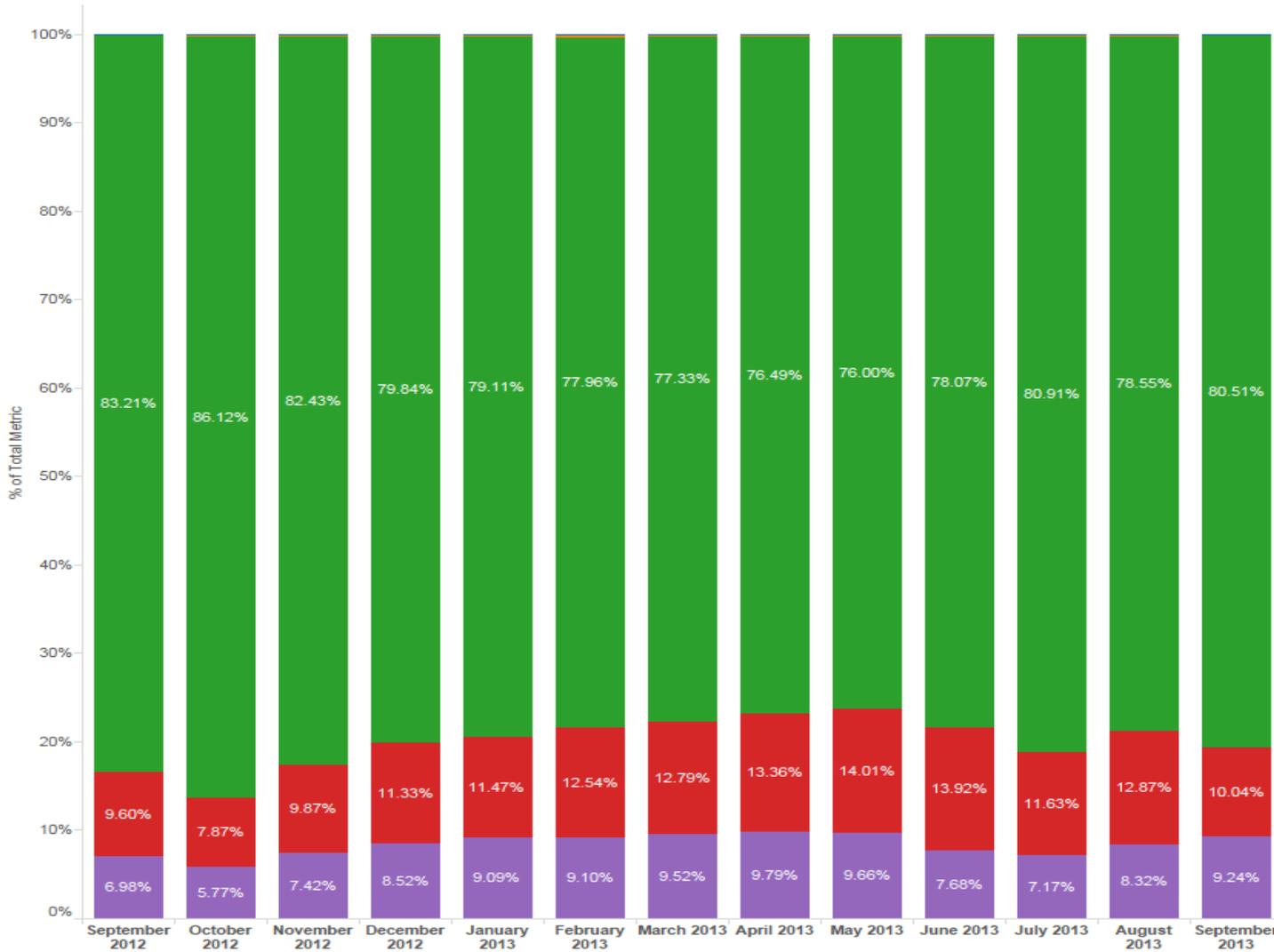
Questions? Comments?

Get in touch at strategy@affiliatewindow.com





Monthly Mobile Stats



Breakdown by Device Type

We can break the click data down further to see the device types that make up this share of traffic.

Mobile handsets continue to be the dominant driver of mobile traffic although this dropped to 10.04% in September.

The drop off in the share of handset traffic can be attributed to us now being able to report more effectively on individual devices. Previously Android tablet information has been included in handset.

This can be seen in greater detail throughout this document.



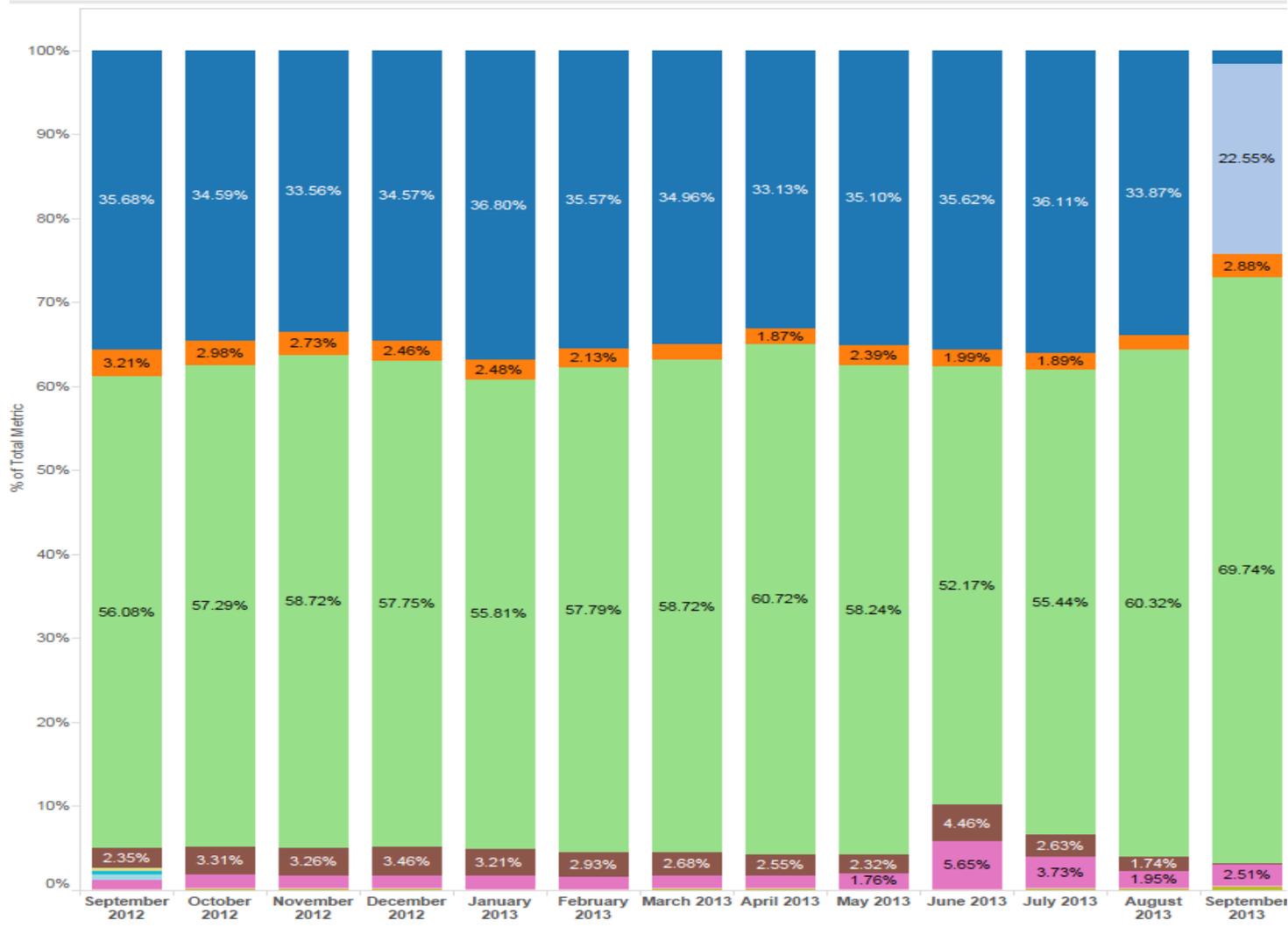
Questions? Comments?

Get in touch at strategy@affiliatewindow.com





Monthly Mobile Stats



Handset Breakdown

As mentioned above, September saw us break down Android devices into handsets and tablets. This has seen the share of Android handset sales we see drop, but is more reflective of the device.

The iPhone remains the dominant handset with 69.74% of all handset traffic and this has increased considerably in September as a result of the further breakdown of Android devices

Blackberry saw 2.88% of handset traffic and Symbian phones 2.51%. Other handset devices saw a minimal share of traffic.

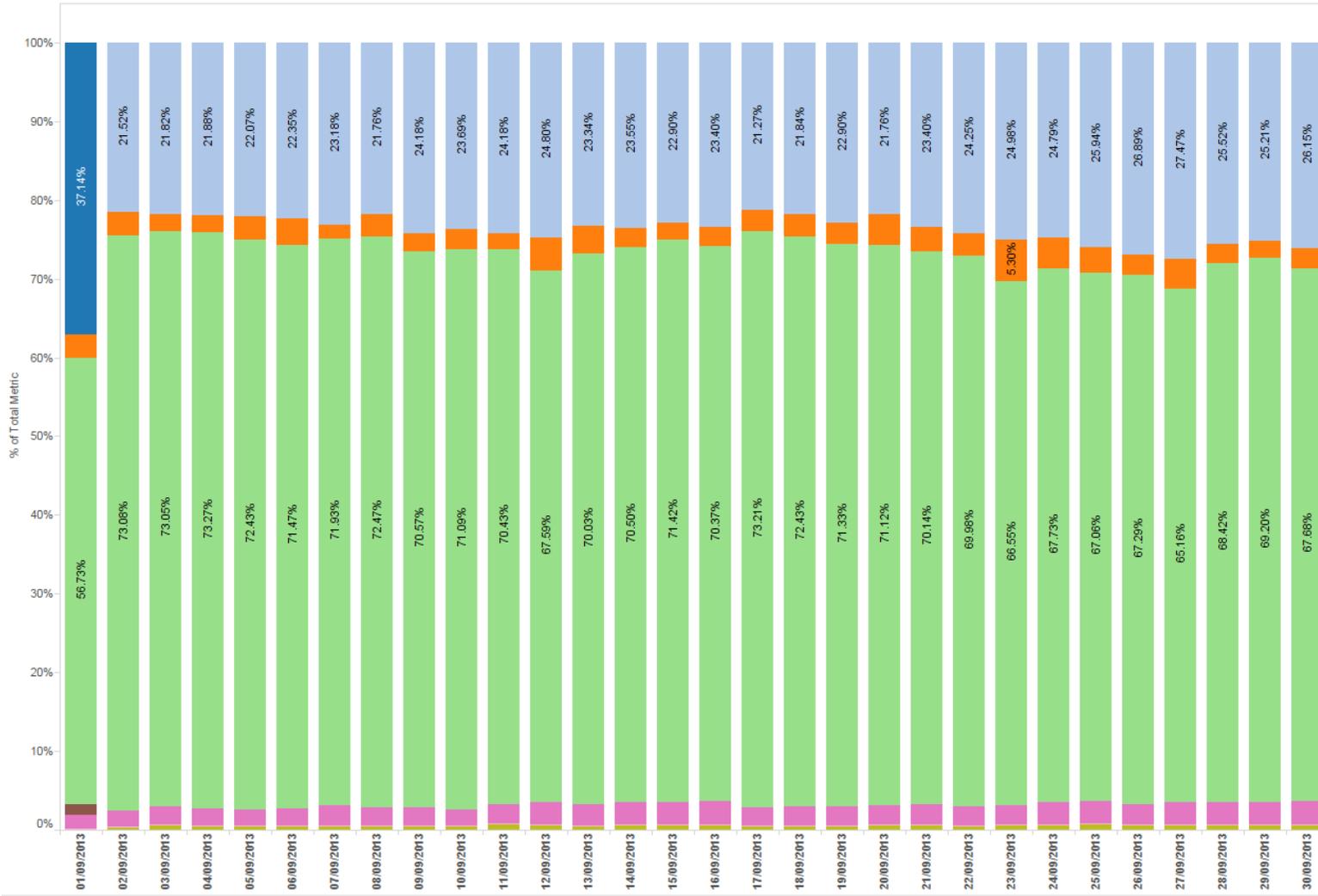


Questions? Comments?
Get in touch at strategy@affiliatewindow.com





Monthly Mobile Stats



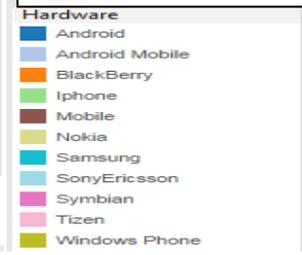
Handset Breakdown - September

It is possible to break the handset data down further to see how this has changed over the month.

We split out Android handset/tablet data on the 2nd September so the impact can be seen here (and later on in the tablet section).

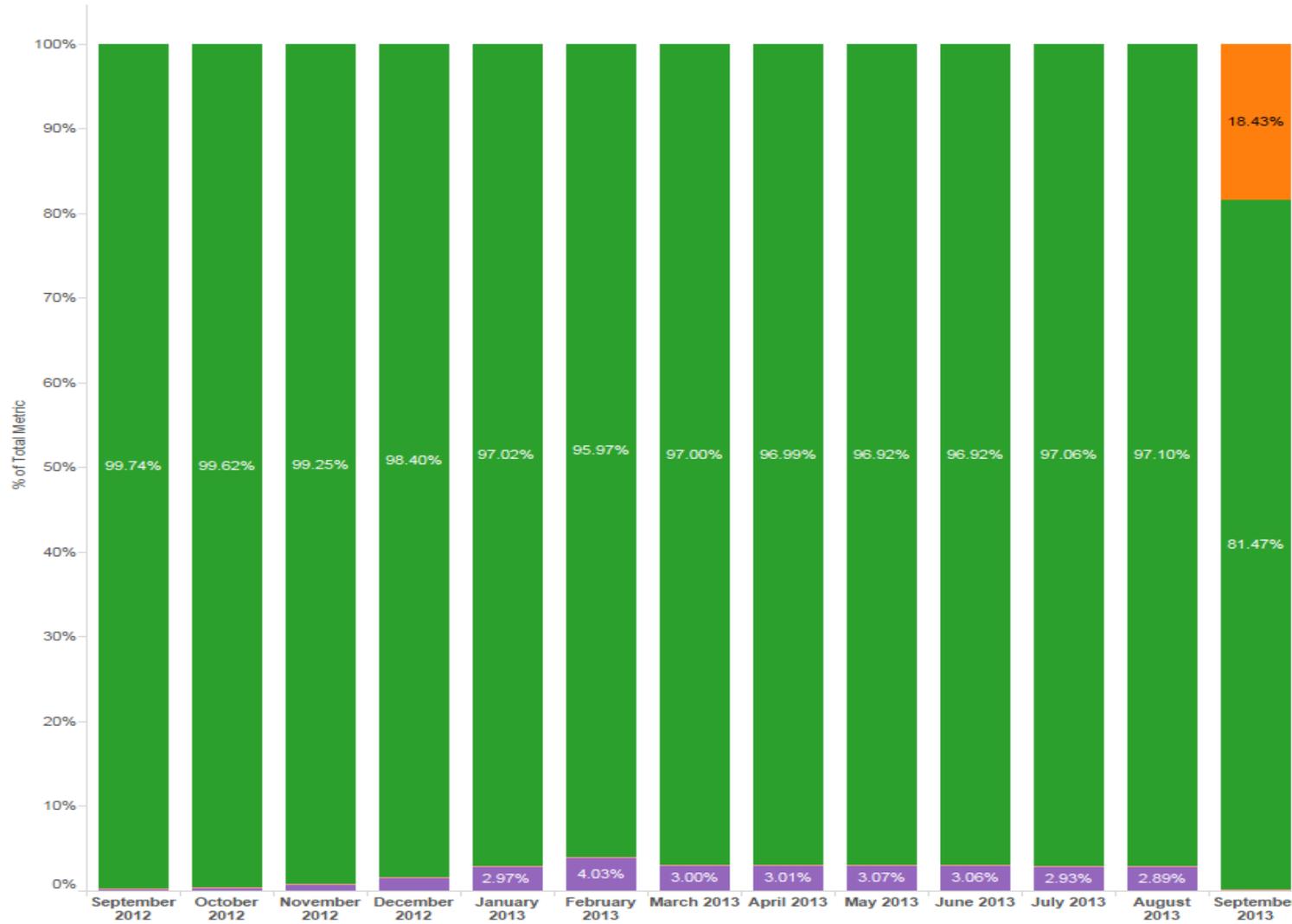
The iPhone has been the dominant handset with typically around 70% of handset traffic throughout the month.

Android typically saw between 20-25% of handset traffic throughout the month while BlackBerry was the 3rd most popular device with Symbian just behind



Questions? Comments?
Get in touch at strategy@affiliatewindow.com





Tablet Breakdown

As mentioned above, Android tablets and handsets were only split out correctly in September. As a result we are unable to provide conclusive trends into the share of tablet traffic by each device.

In September, 18.43% of tablet traffic was through Android devices. The iPad is clearly the dominant device.

This will be an interesting trend to monitor in the coming months, with more Android tablets entering the market.



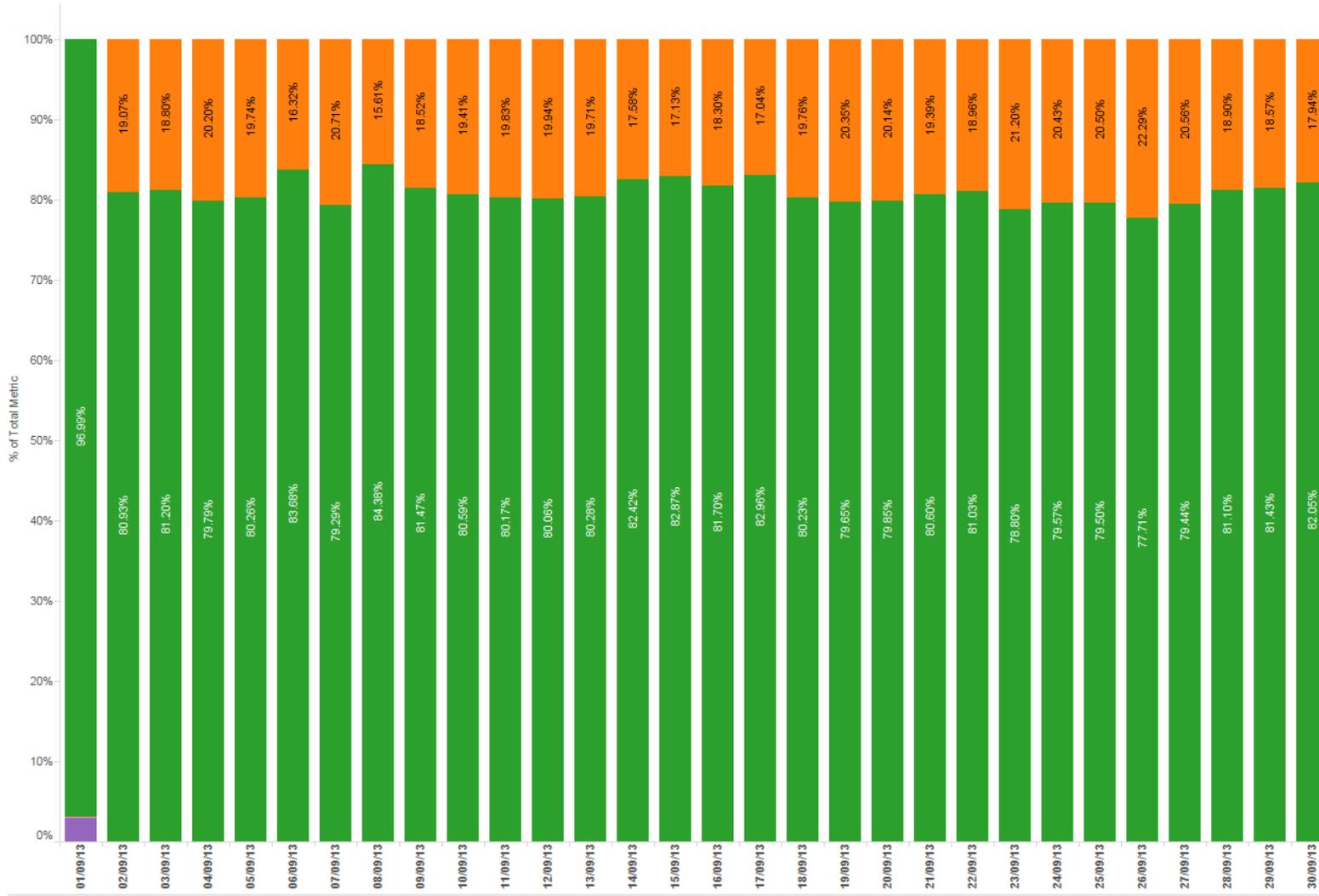
Questions? Comments?

Get in touch at strategy@affiliatewindow.com





Monthly Mobile Stats



Tablet Breakdown - September

As with handset traffic, it has been possible to look at the share of tablet traffic by each device for the month.

The share of Android tablet traffic has ranged from 17-22% throughout the month.

Hardware

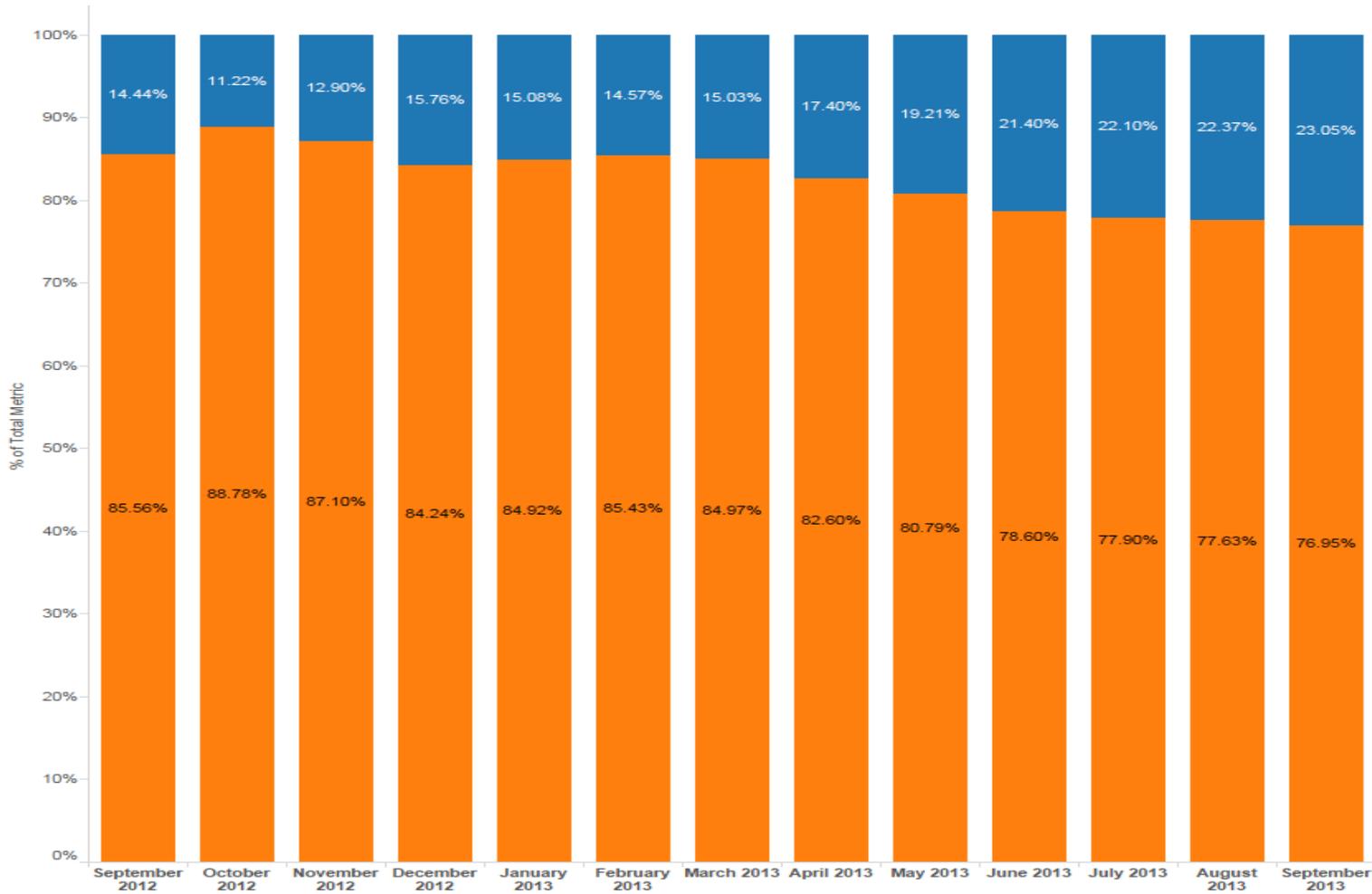
- Android Tablet
- Ipad
- Kindle
- Kindle/Android

Questions? Comments?
Get in touch at strategy@affiliatewindow.com





Sales



Mobile vs. Non Mobile

Despite seeing a drop off in the share of mobile traffic, we saw the share of sales increase again. This was up from 22.37% in August to 23.05% in September.

In the coming months we expect to see around one in four sales originating from a mobile device.

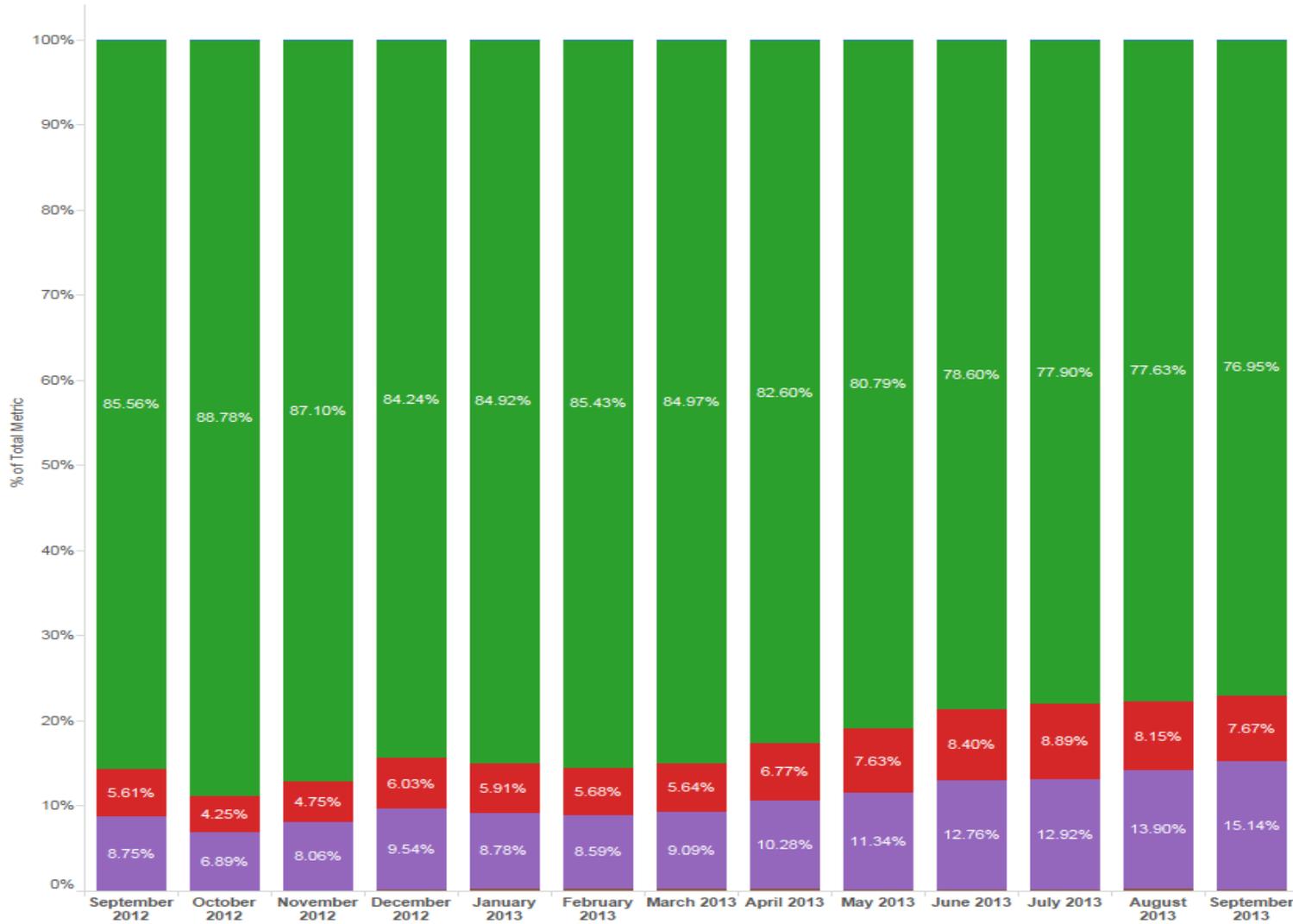
The device trends are covered over the next few pages of this document.



Questions? Comments?

Get in touch at strategy@affiliatewindow.com





Breakdown by Device Type

As with clicks, the share of handset sales is down on what we saw in January while tablets increased. Again, this can be attributed to splitting sales through Android tablets/handsets to the correct device type.

The actual devices generating these sales are covered in greater detail over the next few pages.



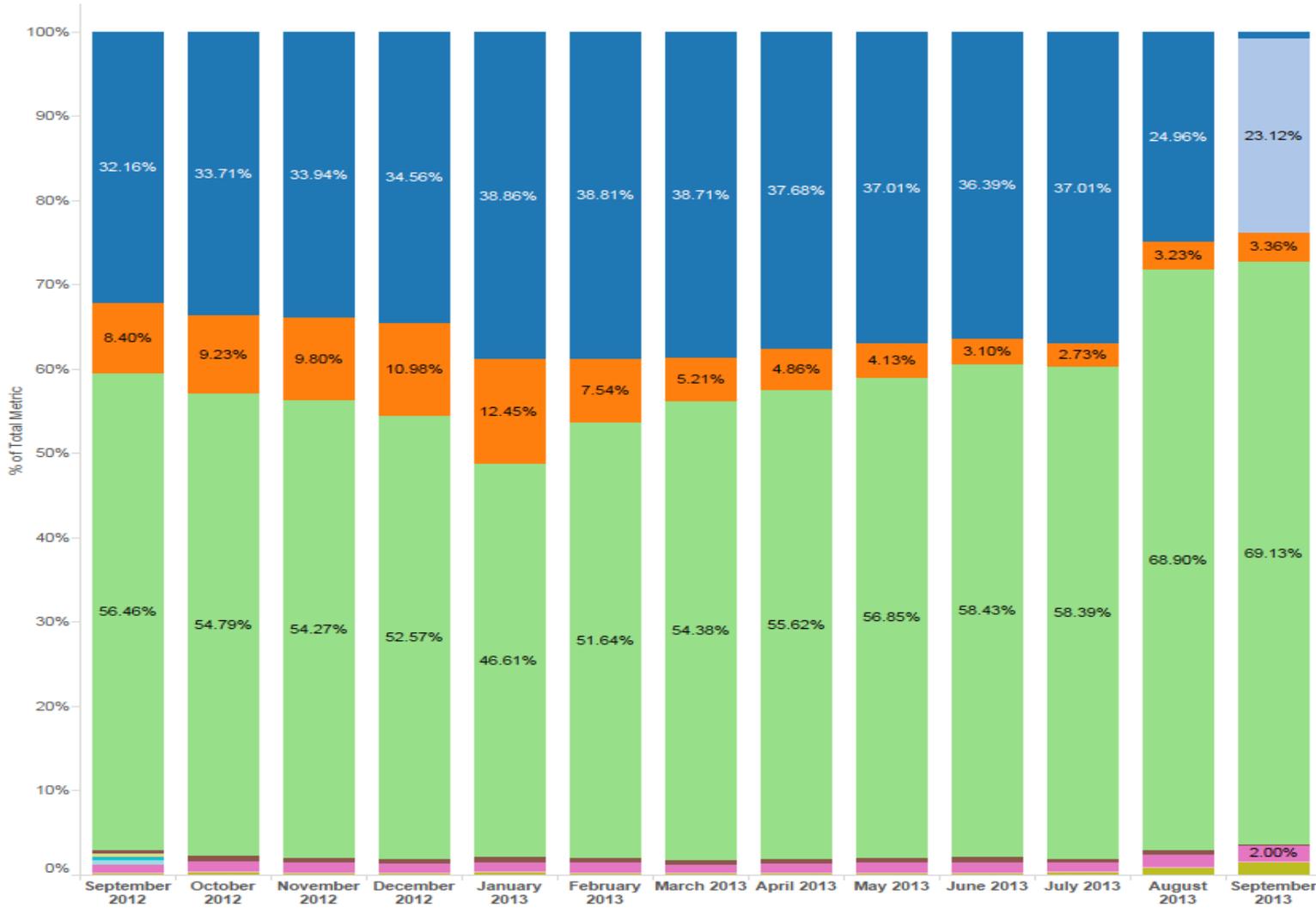
Questions? Comments?

Get in touch at strategy@affiliatewindow.com





Monthly Mobile Stats



Handset Breakdown

The share of sales through device reflects the share of traffic we have seen, with the iPhone unsurprisingly the dominant force.

With Android tablet sales being split out from handset sales, there is a more accurate representation of the split by device.

Blackberry is the third most dominant handset but has seen its share of sales decline over time.

Conversion rates by each device are investigated later in the document.



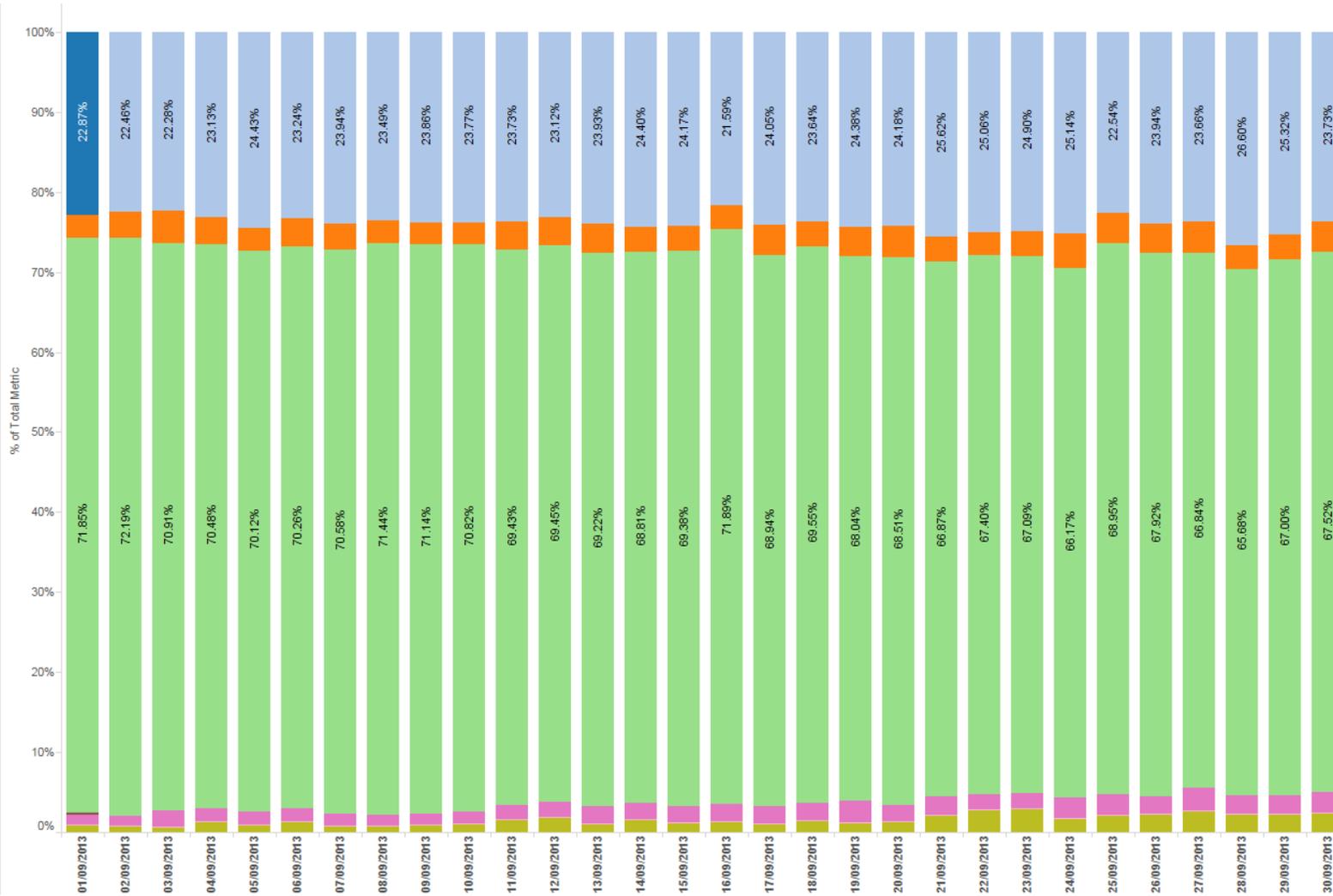
Questions? Comments?

Get in touch at strategy@affiliatewindow.com





Monthly Mobile Stats



Handset Breakdown - September

Again, looking at the share of handset sales throughout the month, the pattern that we saw for clicks is reflected in the sales.

Throughout the month the iPhone generated 69-72% of all handset sales while 20-25% was through Android devices.

Blackberry was the next most popular device followed by Symbian phones then Windows phone.



Questions? Comments?
Get in touch at strategy@affiliatewindow.com





Monthly Mobile Stats



Tablet Breakdown

Again, September was the first month where sales were attributed to Android tablets. 10.66% of tablet sales were through Android devices but we are unable to benchmark this accurately against previous months.

However, we are able to see how each device performed throughout September.

Hardware

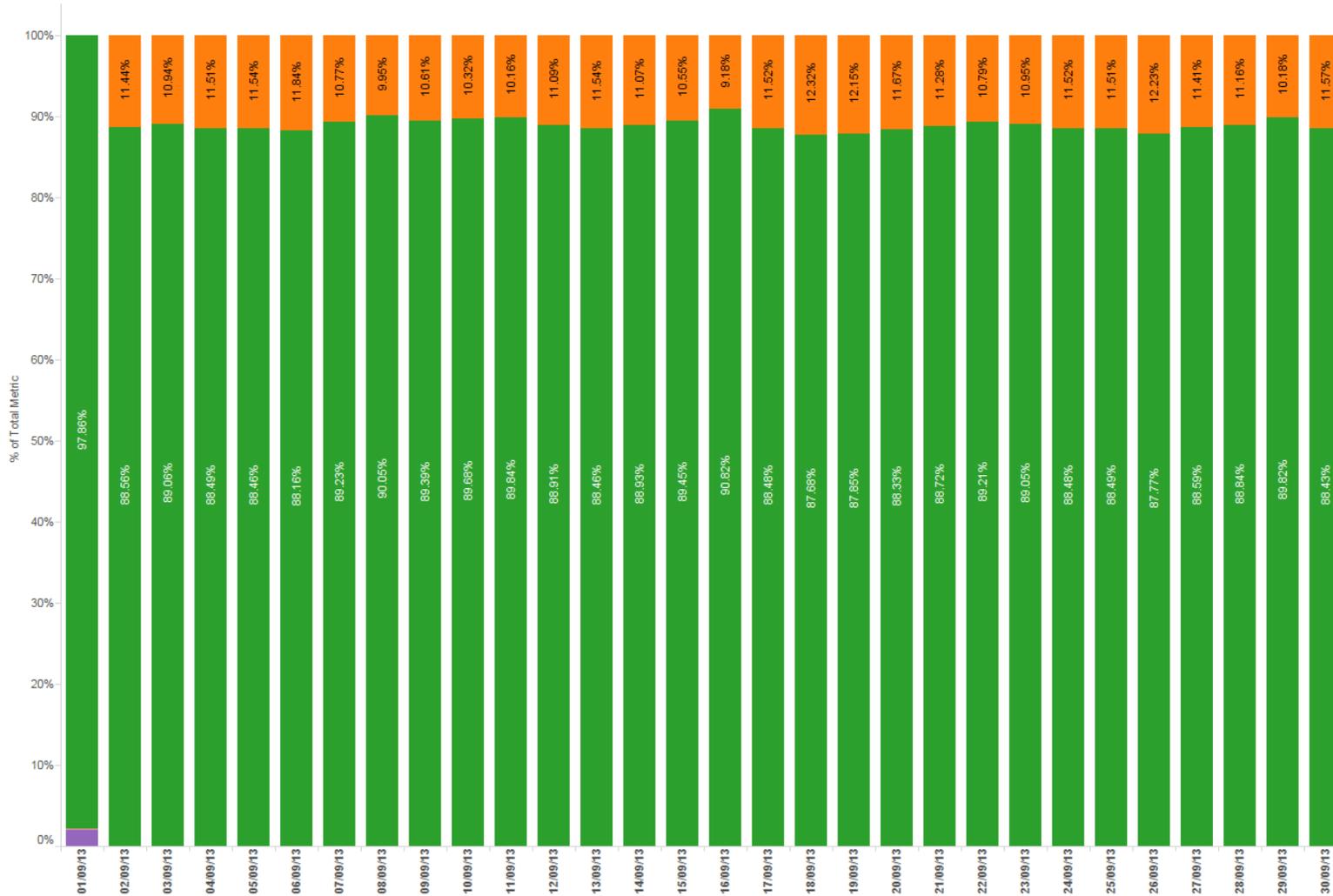
- Android Tablet
- Ipad
- Kindle
- Kindle/Android

Questions? Comments?
Get in touch at strategy@affiliatewindow.com





Monthly Mobile Stats



Tablet Breakdown - September

Despite having a 17-22% share of tablet traffic throughout September, Android tablets only accounted for 10-12% of sales.

This is indicative of a poorer conversion rate than the iPad. This is investigated further later on in this document.

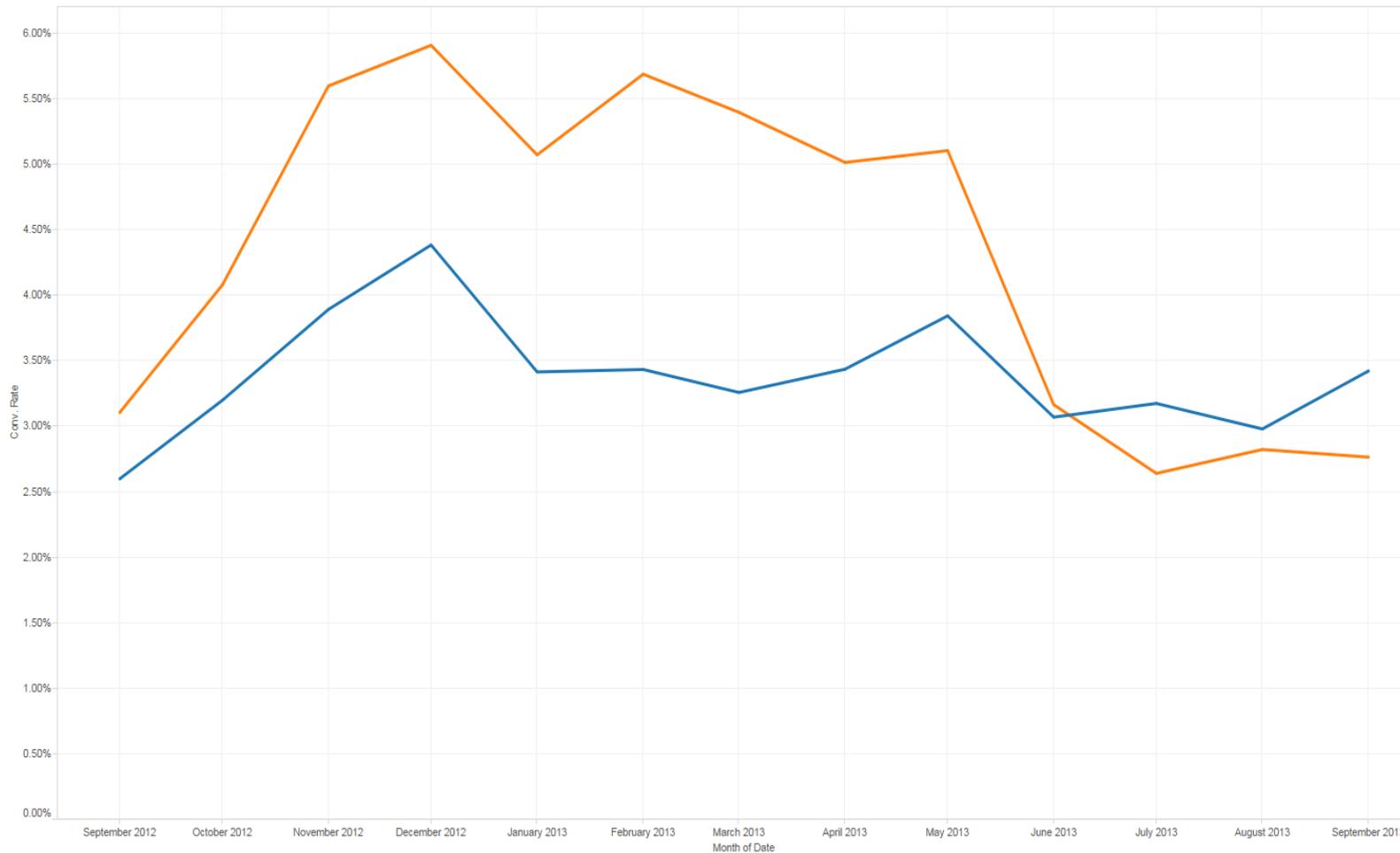


Questions? Comments?
Get in touch at strategy@affiliatewindow.com





Conversion Rate



Mobile vs. Non Mobile

Conversion rates across mobile devices continued to be above desktop for the third month running.

Mobile converted at 3.42% vs. 2.76% for desktop.

The large drop off in desktop conversion rates is due to an increase in traffic that hasn't converted rather than a drop off in sales.

The following pages look at the conversion rate by each individual device to see what is driving mobile conversion rates.

Device Category

- Mobile Device
- Non Mobile Device

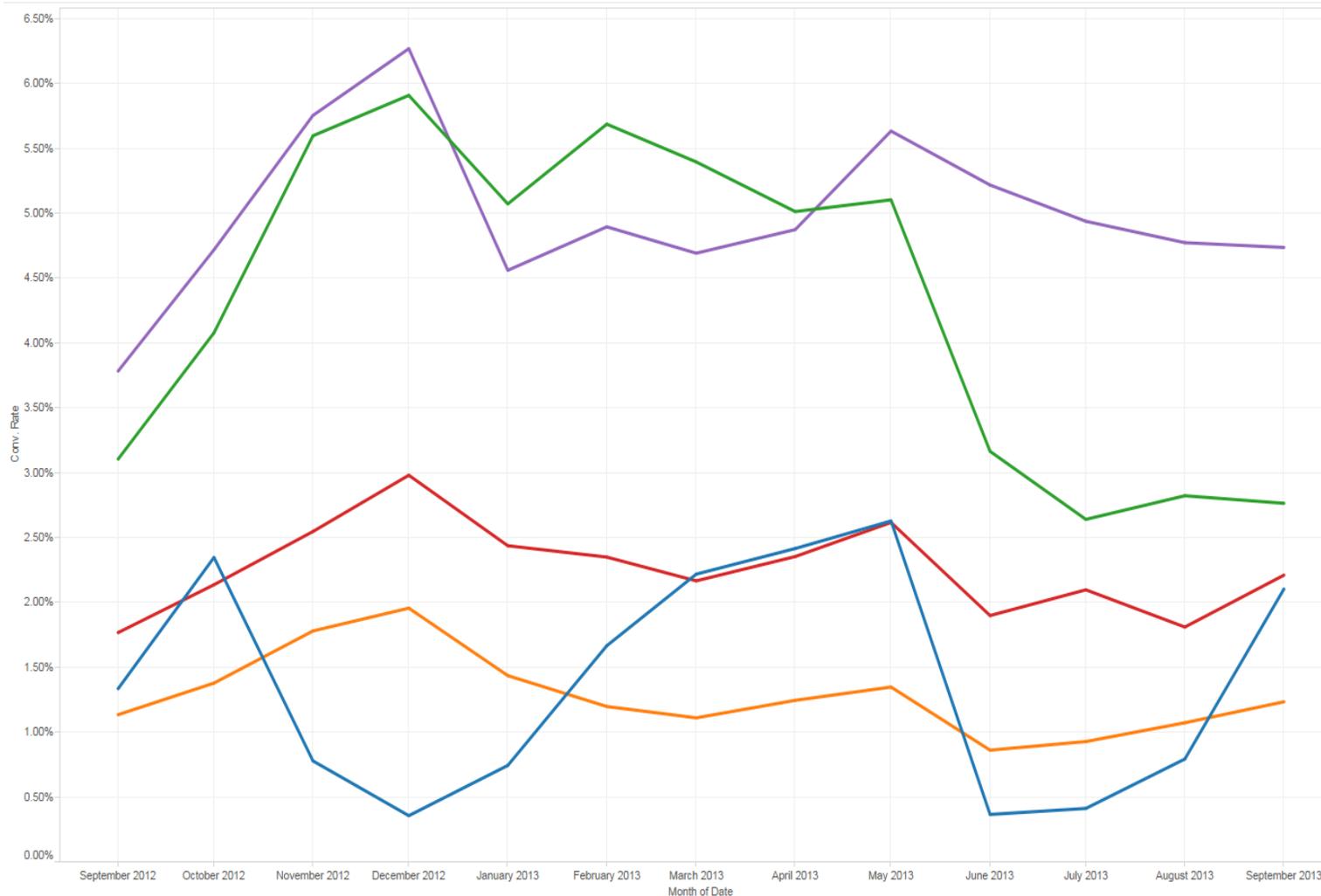
Questions? Comments?

Get in touch at strategy@affiliatewindow.com





Monthly Mobile Stats



Breakdown by Device Type

When broken down by device type, tablet traffic continues to convert at the highest rate. In September tablet traffic converted at 4.74%.

Handset traffic saw an increase in conversion rate from August and converted at 2.10%

Games consoles converted just below handsets, although this was from a minimal amount of traffic.

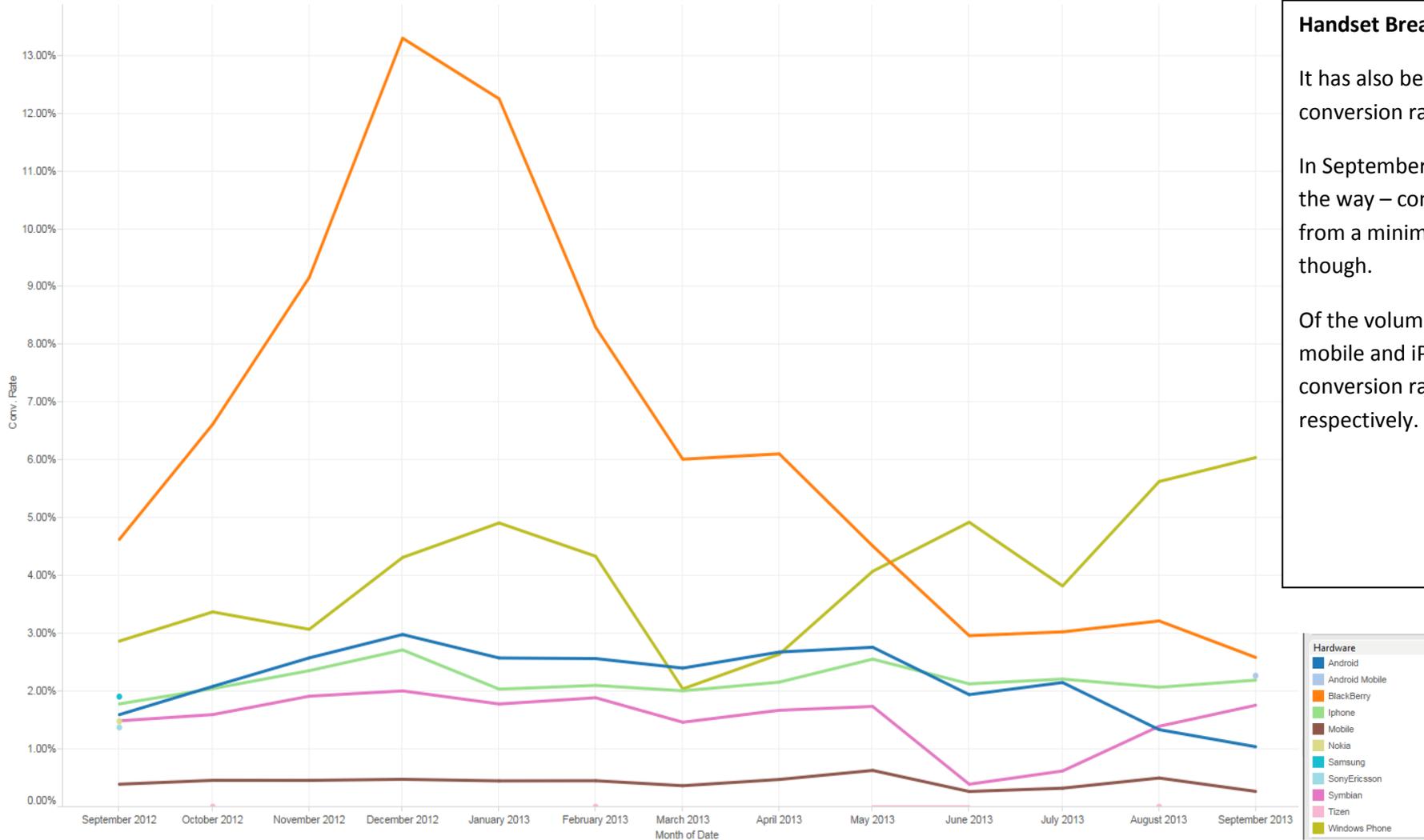
Other mobile devices (e.g. iPod) saw the lowest conversion rate at 1.23% but that was again from minimal traffic.



Questions? Comments?

Get in touch at strategy@affiliatewindow.com





Handset Breakdown

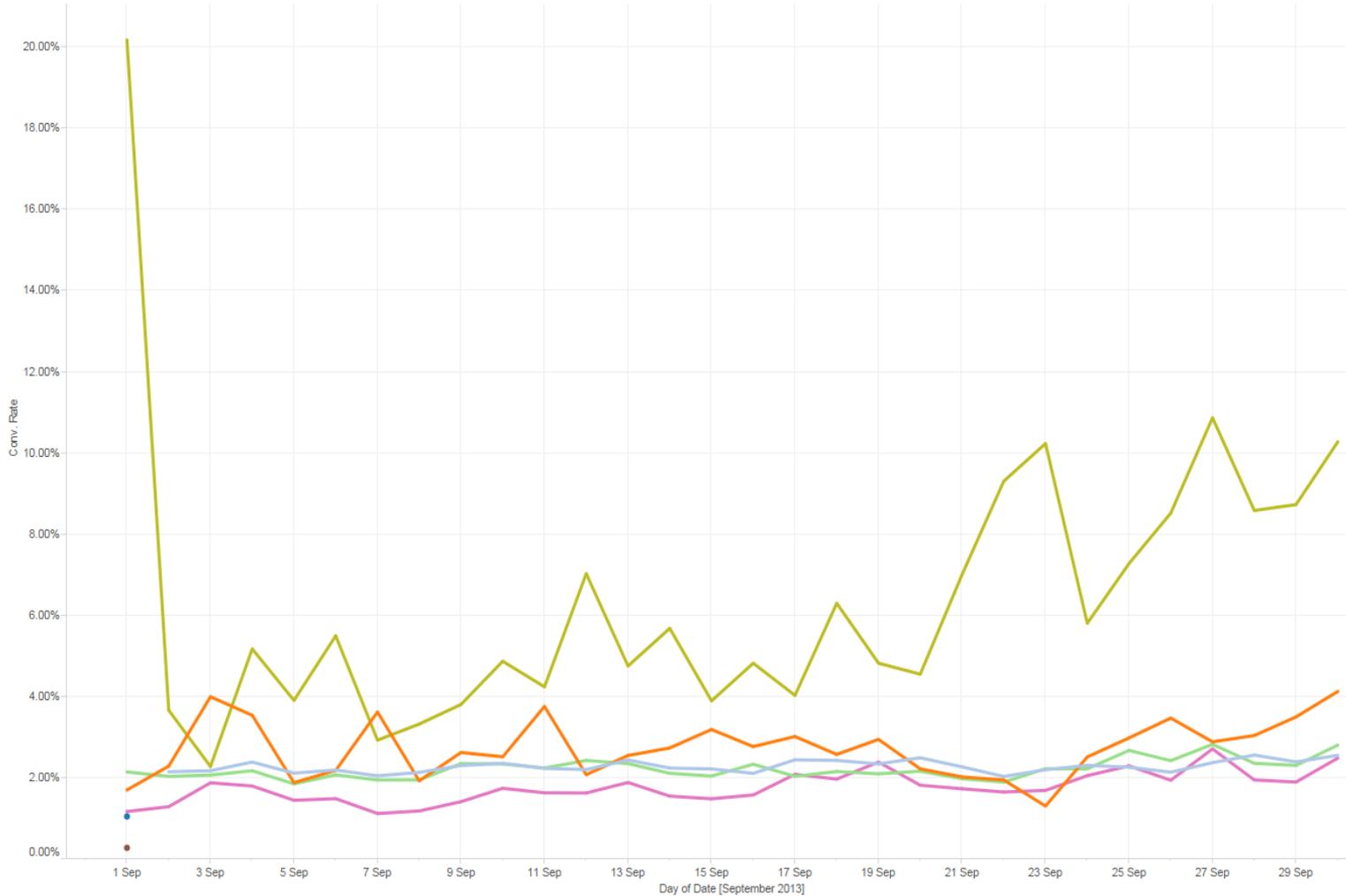
It has also been possible to look at the conversion rate of each handset.

In September the Windows Phone lead the way – converting at 6.04%. This was from a minimal volume of traffic though.

Of the volume driving devices, Android mobile and iPhone had similar conversion rates at 2.27% and 2.19% respectively.

Questions? Comments?
Get in touch at strategy@affiliatewindow.com

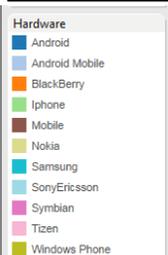




Handset Breakdown - September

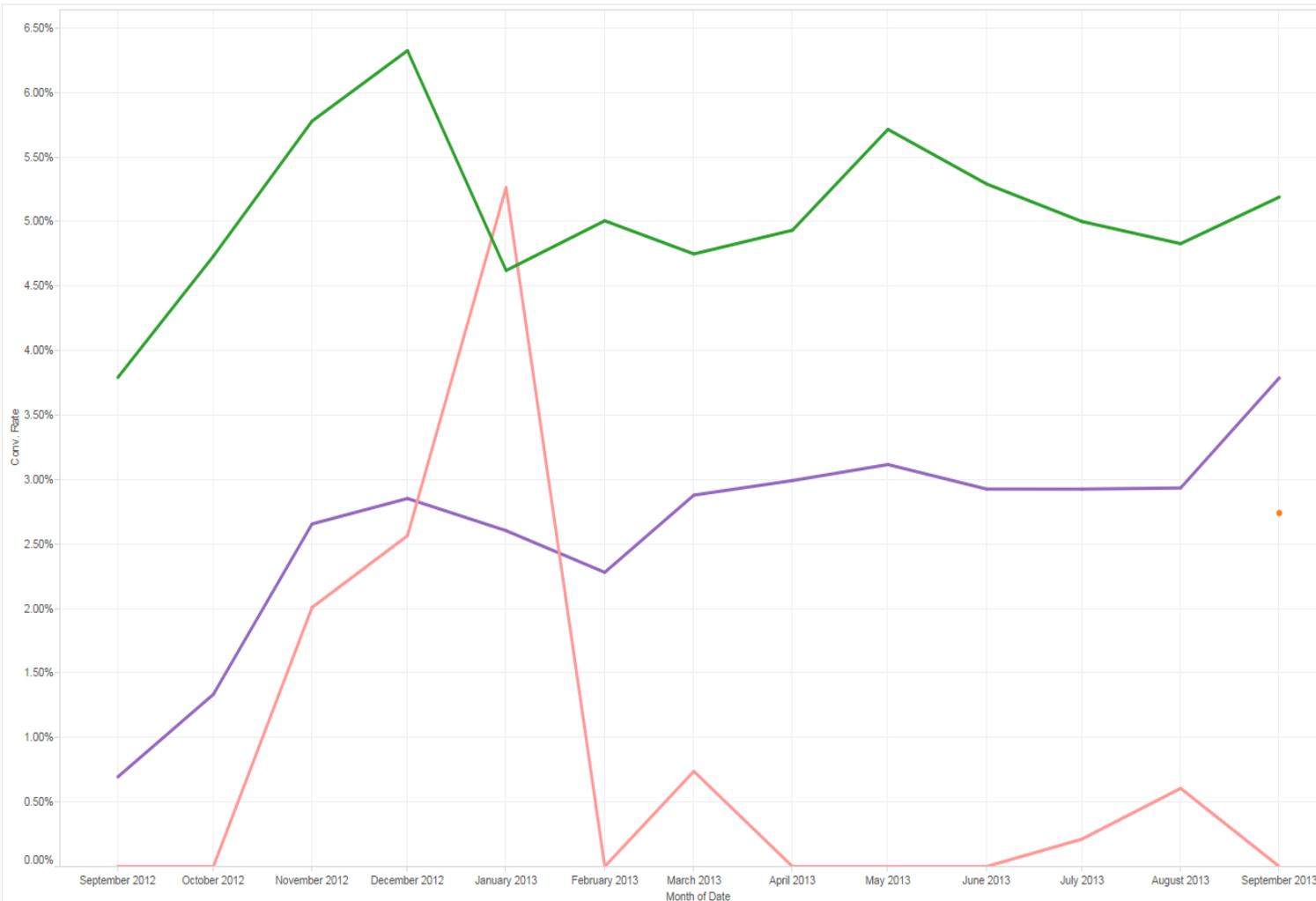
It is also possible to look at each device over the month. Windows Phone is consistently the highest converting but this is disproportionate as it is from such a low base of traffic.

The iPhone and Android devices convert at very similar rates throughout the month while BlackBerry has been sporadic – although this is also from a low volume of traffic.



Questions? Comments?
Get in touch at strategy@affiliatewindow.com





Tablet Breakdown

The monthly breakdown of conversion rates by device is a little skewed due to only just splitting out Android tablet from mobile devices.

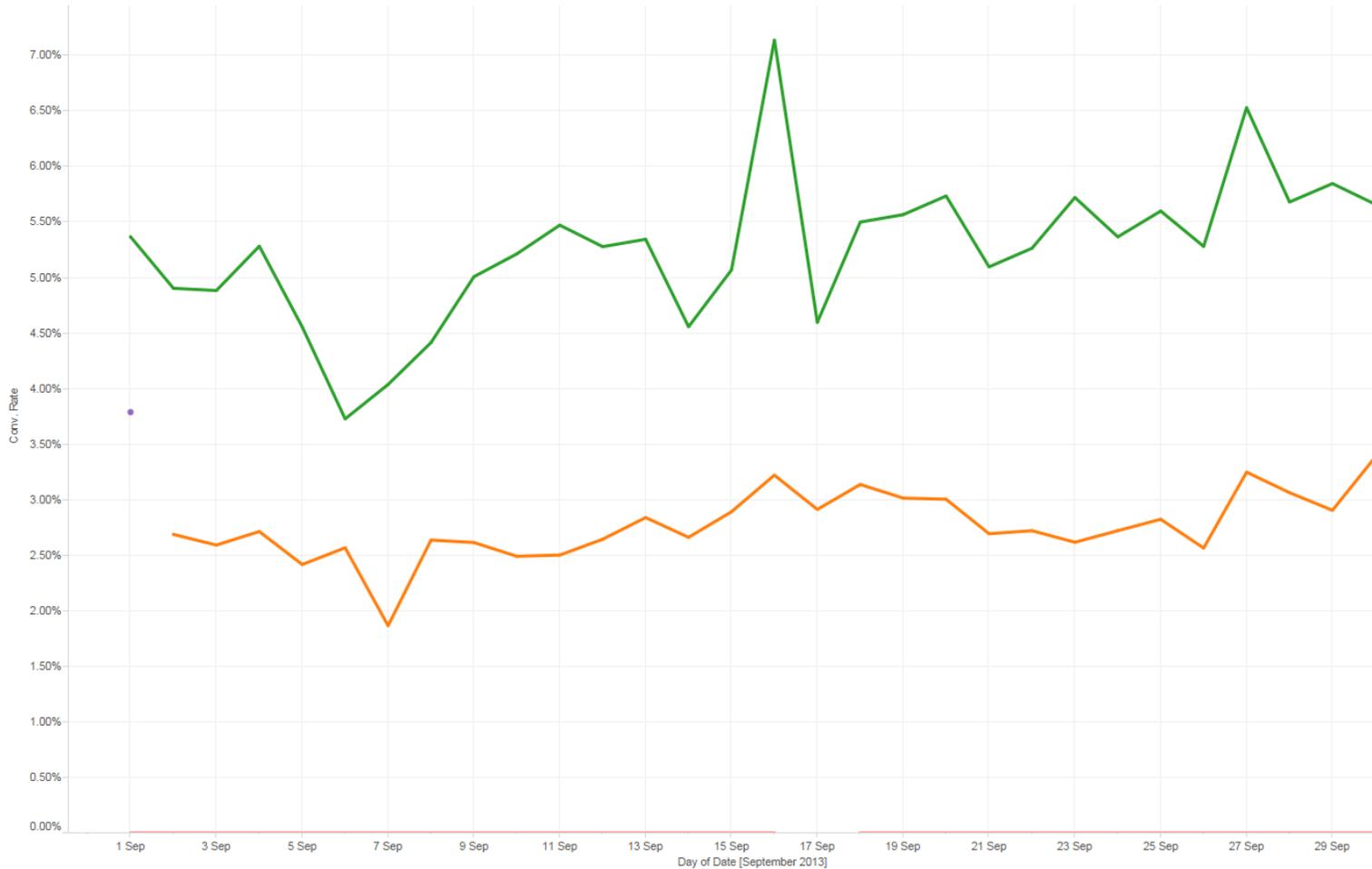
The iPad converted at 5.19% in September while Android tablets were significantly lower at 2.74%.



Questions? Comments?

Get in touch at strategy@affiliatewindow.com





Tablet Breakdown - September

We can gain a clearer understanding of how the conversion rates compare when we look across the whole month.

It is evident that the Ipad has a far superior conversion rate than Android devices. This is reflected in the share of sales through Android devices being a lot lower than the share of traffic.

The iPad peaked at 7.14% while its low of 3.73% was still higher than Androids peak of 3.38%



Questions? Comments?

Get in touch at strategy@affiliatewindow.com

