



#### Mobile Stats - April 2014

Having recently launched our new reporting suite in our interface, we have revamped our mobile reporting. It has allowed us to accurately attribute clicks and sales to the correct devices. Previously this data was collated in a different way which was not as accurate, so you will see some of our mobile data reporting higher figures than previously.

This document looks at the mobile stats across the network for the year. 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. For the first time our new reporting has now enabled us to look at average order values by device too.

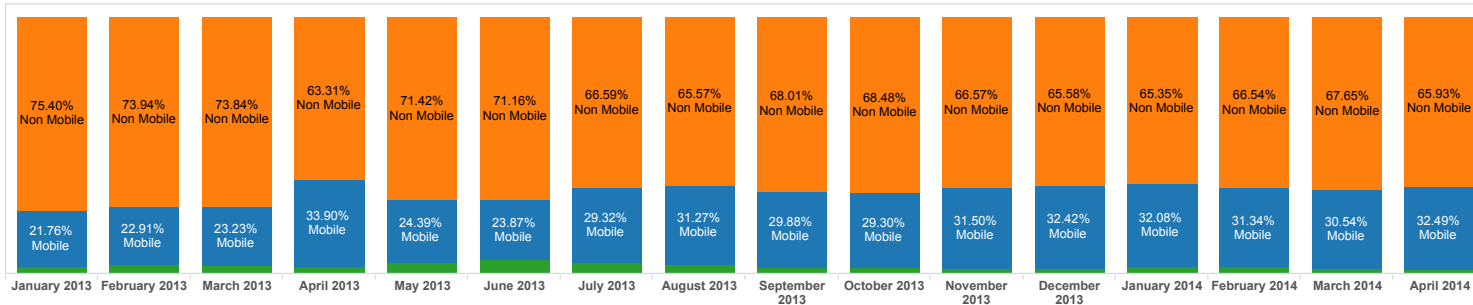
#### April Highlights

- 21,400 sales each day originated from a mobile device (smartphone and tablet)
- 7,600 of these were through a smartphone
- 354 clicks originated from a mobile device every minute
- 320 sales were generated through a smartphone each hour
- £1 in every £4 of revenue generated for our advertisers in April was through a mobile device

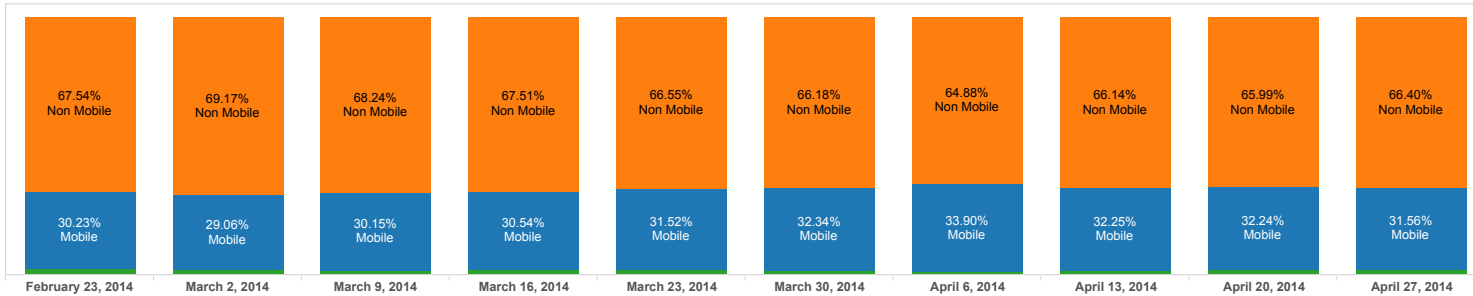


### Mobile vs Non Mobile Traffic

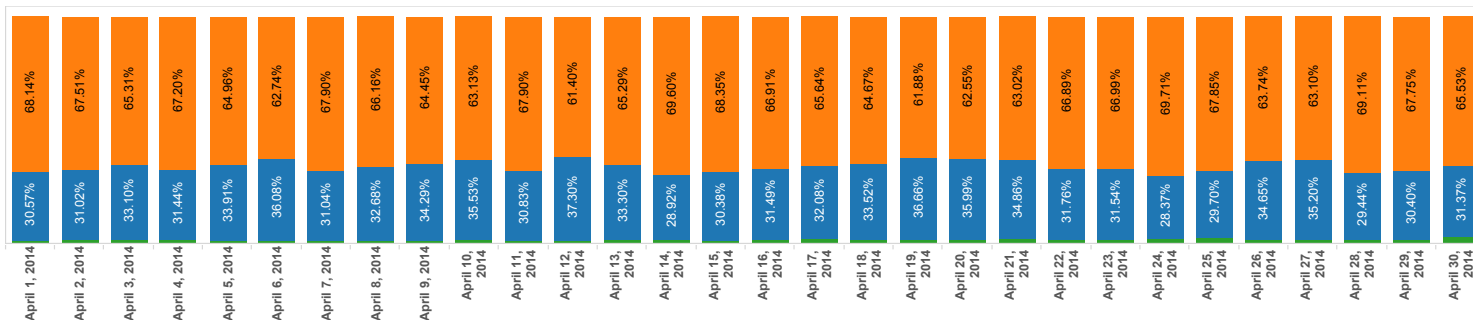
Monthly



Weekly



Daily



**Mobile vs Non Mobile**

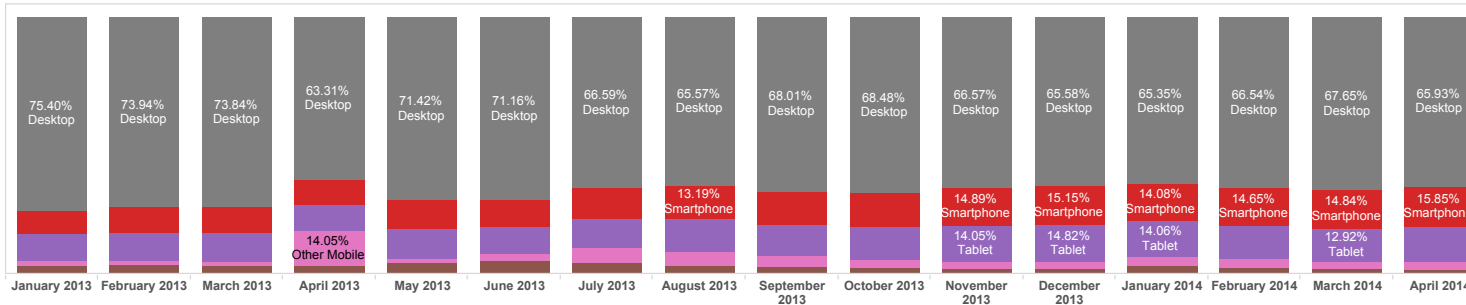
- We saw an increase in the share of mobile traffic in April. 32.49% of traffic originated from a mobile device (up from 30.54% in March).
- Mobile traffic peaked at 33.90% week commencing 6th April
- Saturday 12th April saw 37.3% of traffic originate from a mobile device

**Device Category**  
■ Non Mobile  
■ Mobile  
■ Other



### Traffic Breakdown by Device Type

Monthly



#### Traffic Breakdown by Device Type

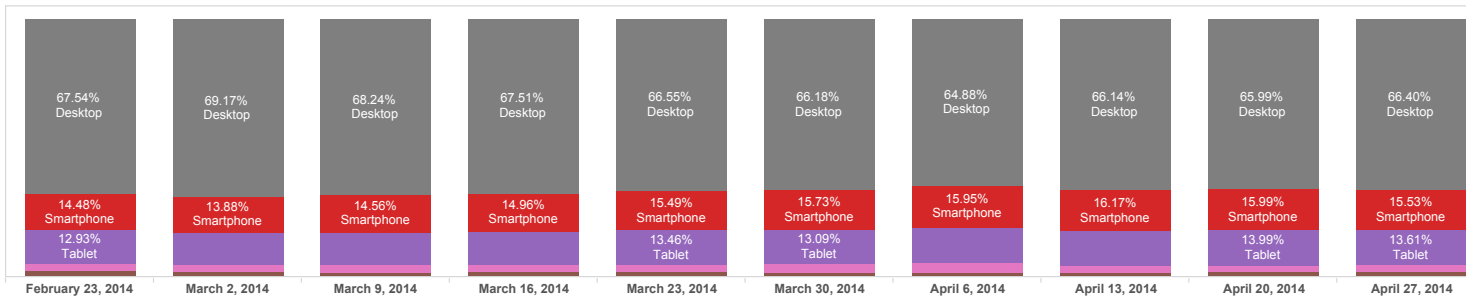
- Both smartphone and tablet traffic increased in April, at 15.85% and 13.47% respectively

- Smartphone traffic peaked at 16.17% week commencing 13th April

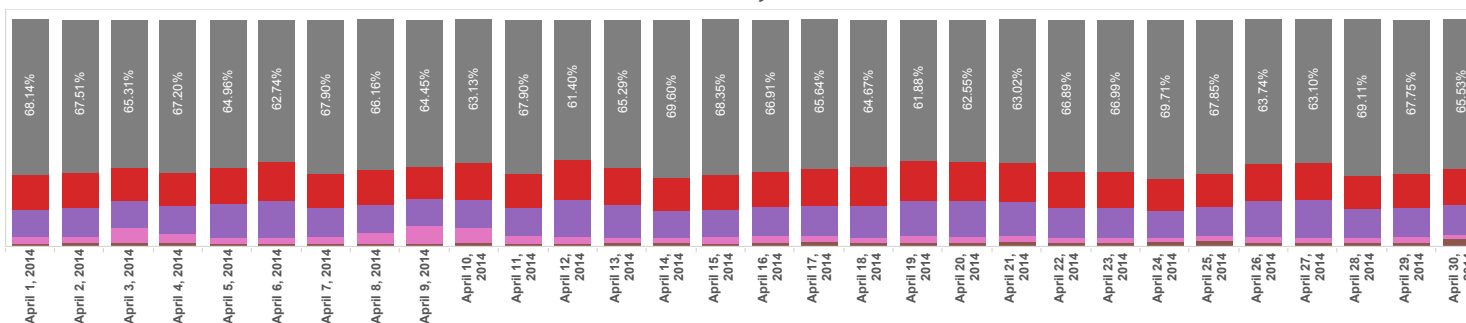
- Smartphone traffic peaked at 18.19% on Sunday 19th April

- Tablet traffic peaked at the following weekend with 16.52% of traffic on Sunday 27th April

Weekly



Daily

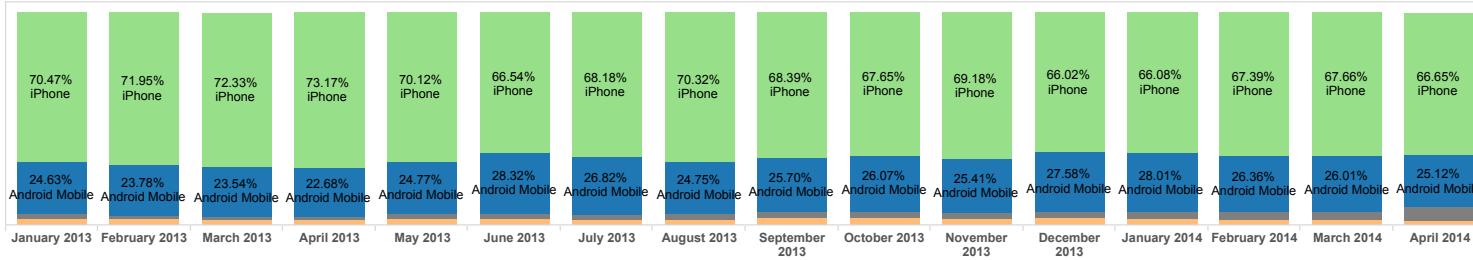


- Device Type**
- Desktop
  - Smartphone
  - Tablet
  - Other Mobile
  - Unknown
  - Games Console



### Smartphone Traffic Breakdown

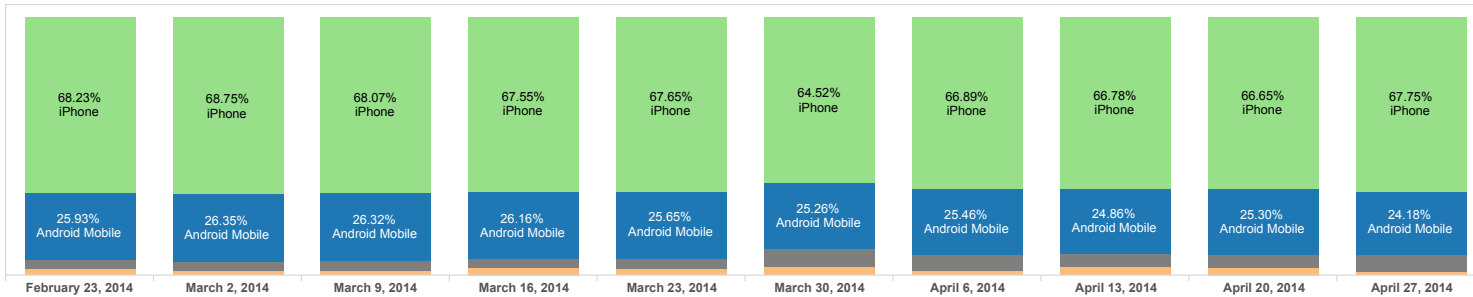
Monthly



Smartphone Traffic Breakdown

- The share of Android smartphone traffic dropped slightly again in April. Down to 25.12% from 26.01%
- iPhone also saw a decrease in the share of traffic - do to 66.55%
- Windows Phone increased its share of traffic to 5.78% in April
- Windows Phone peaked at 8.64% on the first of April
- iPhone traffic experienced a low of 62.51% on the 1st April and a high of 68.81% on 30th April

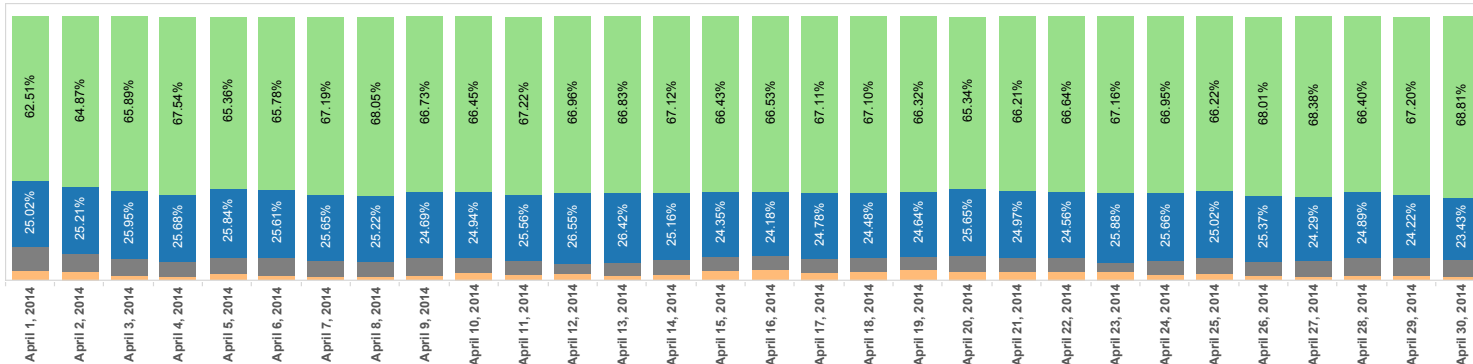
Weekly



Device Name

- iPhone
- Android Mobile
- Windows Phone
- Blackberry

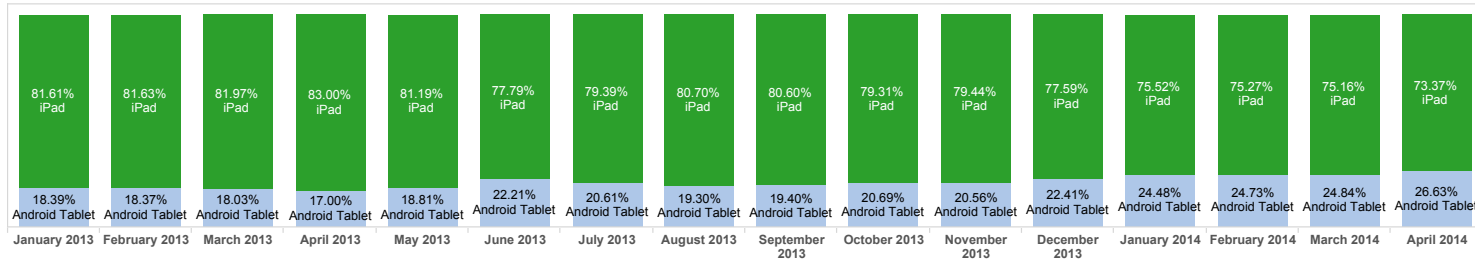
Daily





### Tablet Traffic Breakdown

Monthly

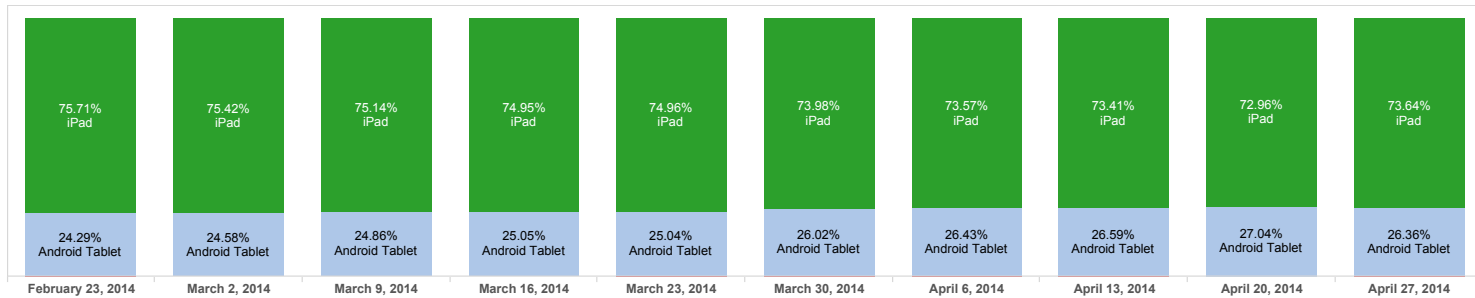


#### Tablet Traffic Breakdown

- Android Tablet continued its slow but steady increase in traffic, up to 26.63% in March.

- This peaked week commencing 20th April with 27.04% of tablet traffic originating from an Android device

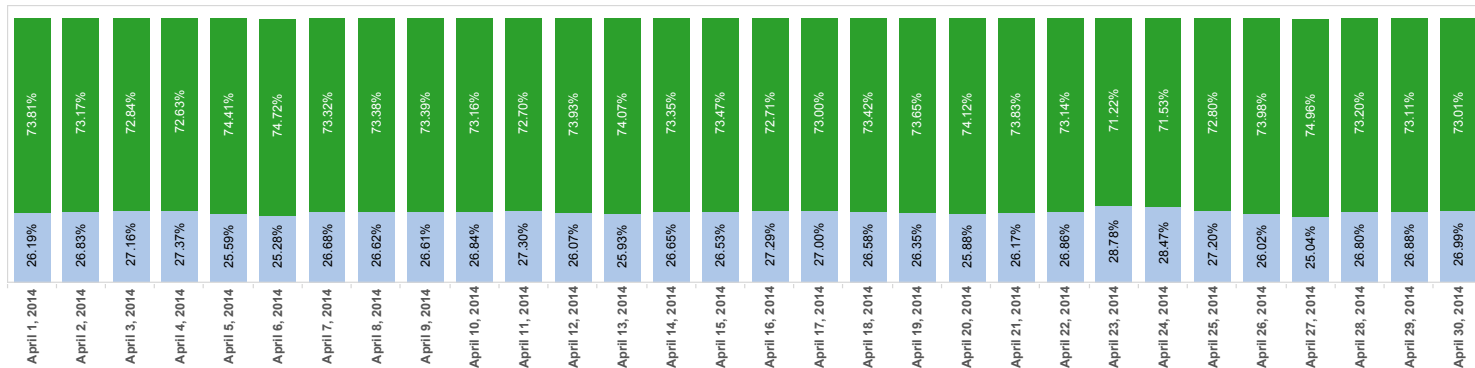
Weekly



Device Name

- iPad
- Android Tablet
- Kindle
- Kindle Fire

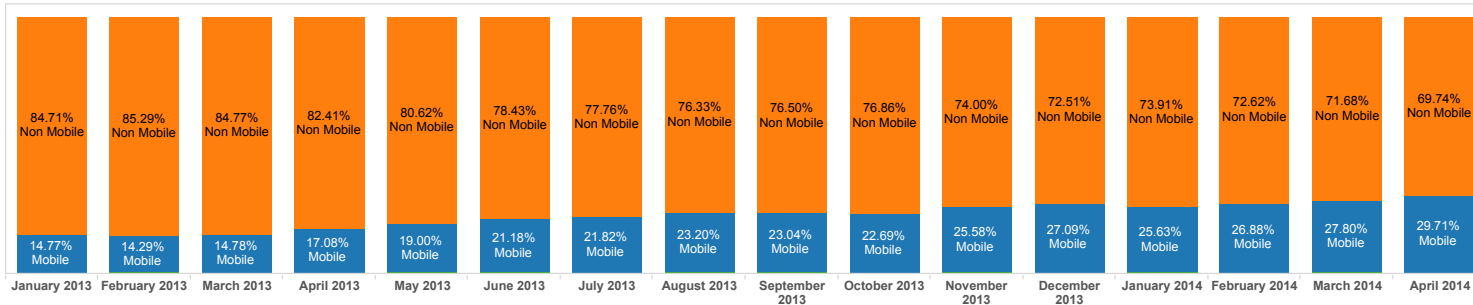
Daily





### Mobile vs Non Mobile Sales

Monthly



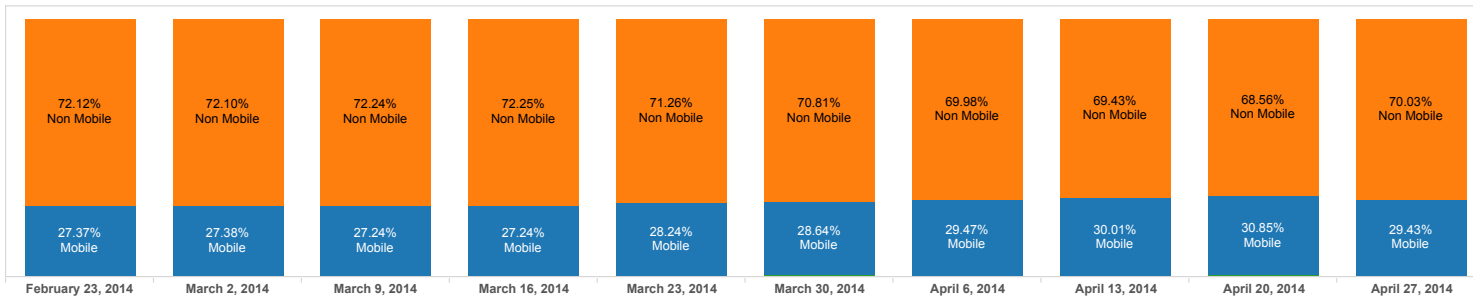
**Mobile vs Non Mobile**

- We also saw an increase in the share of sales originating from a mobile device - 29.71%

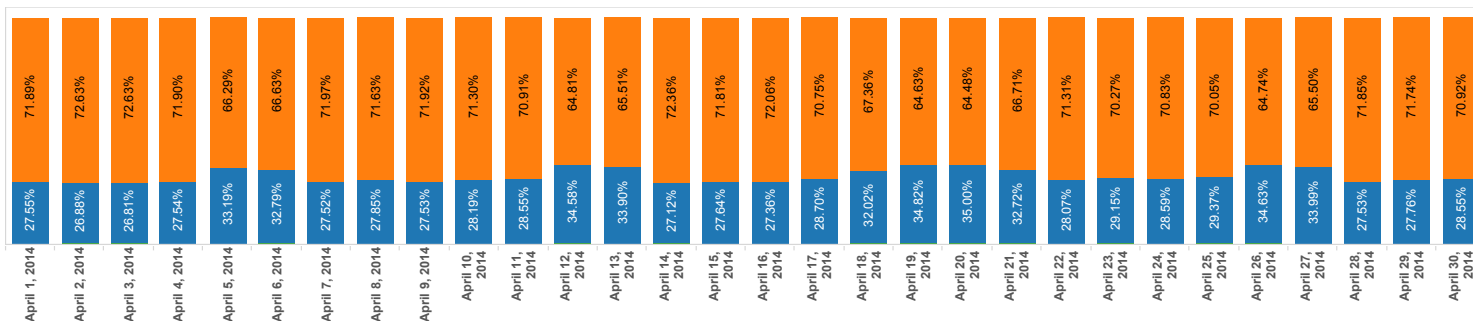
- Share of sales through mobile devices peaked week commencing 20th April with 30.85% of sales originating from a mobile device

- Weekends continue to see the greatest share of sales through mobile devices. Mobile sales peaked at 35% on Sunday 20th April

Weekly



Daily

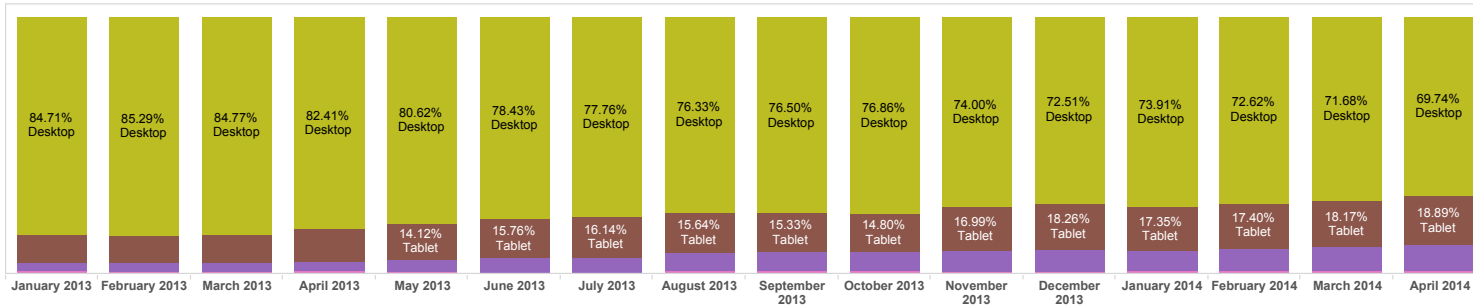


Device Category  
■ Non Mobile  
■ Mobile  
■ Other



### Sales Breakdown by Device Type

Monthly



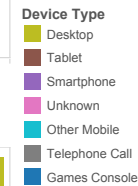
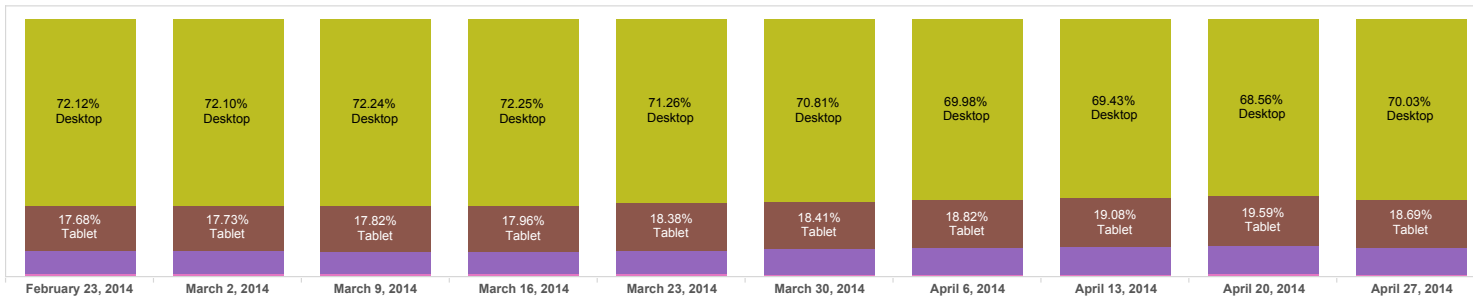
#### Sales Breakdown by Device Type

- Tablet devices continue to drive the majority of mobile sales

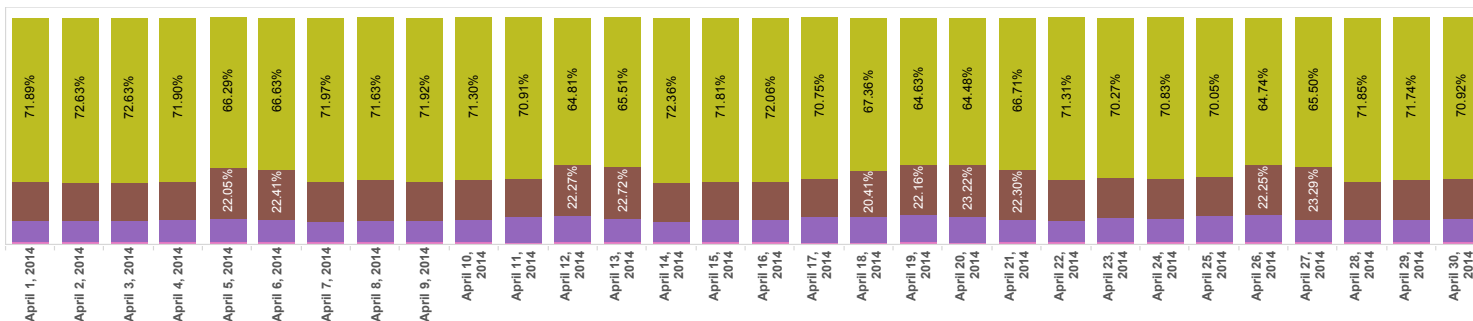
- The share of sales through both smartphones and tablets increased in April with 10.41% and 18.89% respectively

-The share of tablet sales peaked at 23.29% on Sunday 27th April

Weekly



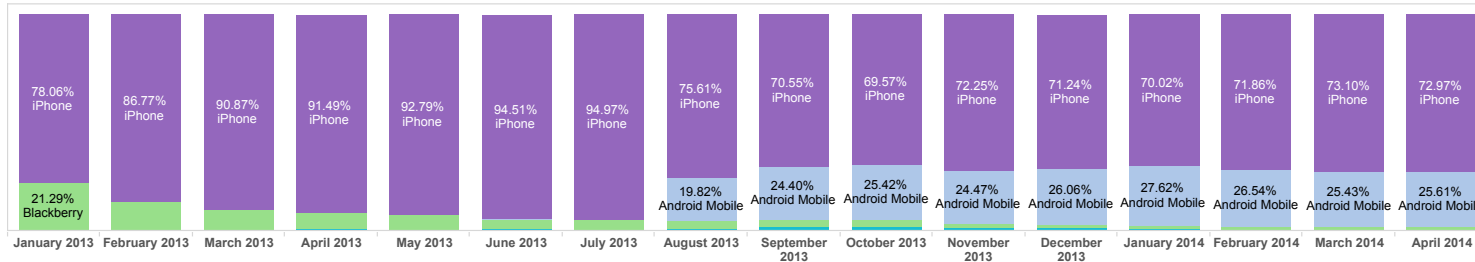
Daily





### Smartphone Sales Breakdown

Monthly



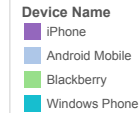
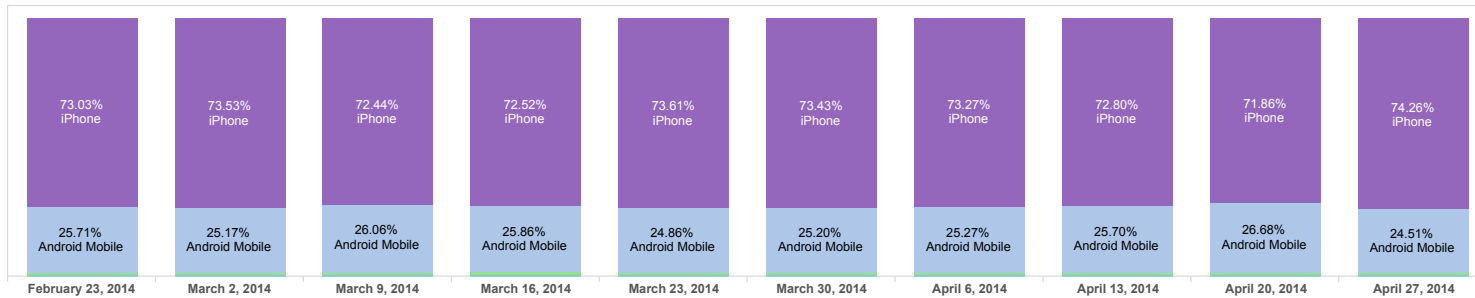
#### Smartphone Sales Breakdown

- Despite seeing a drop off in the share of Android smartphone traffic, the share of sales increased to 25.61%

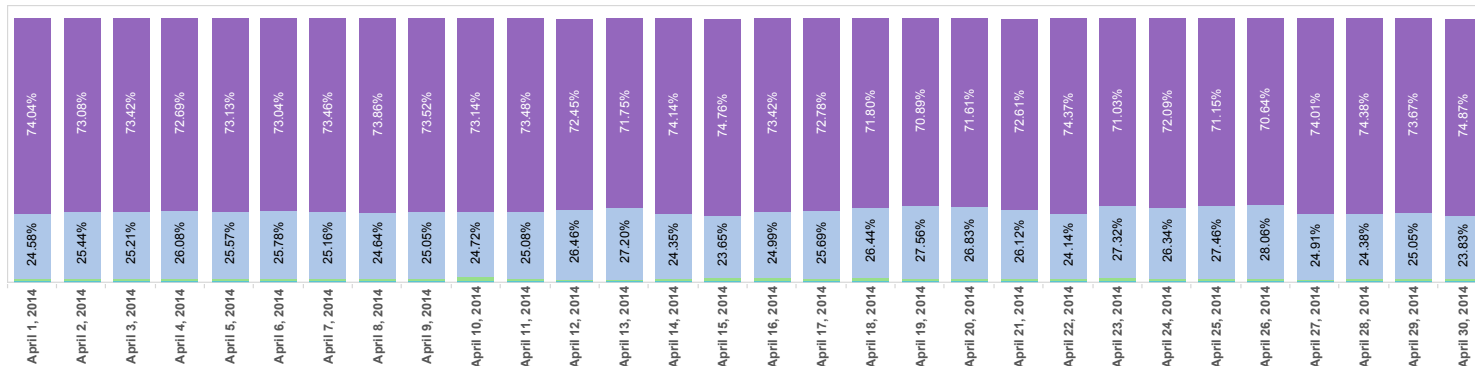
- Apple had a 72.97% share of smartphone sales in April

- Despite an increase in traffic for both the Windows Phone and Blackberry, the share of sales remained minimal. Indicative of a poor conversion rate for these devices

Weekly



Daily

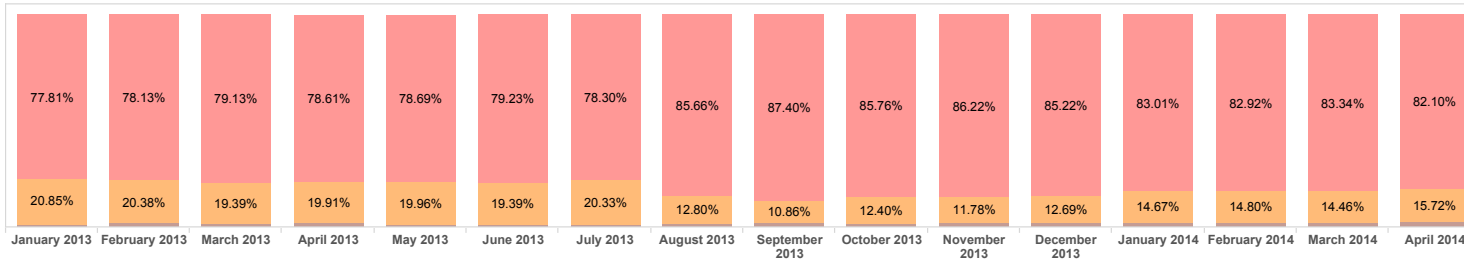






### Tablet Sales Breakdown

Monthly



Tablet Sales Breakdown

- Sales through Android tablets increased to 15.72% in April

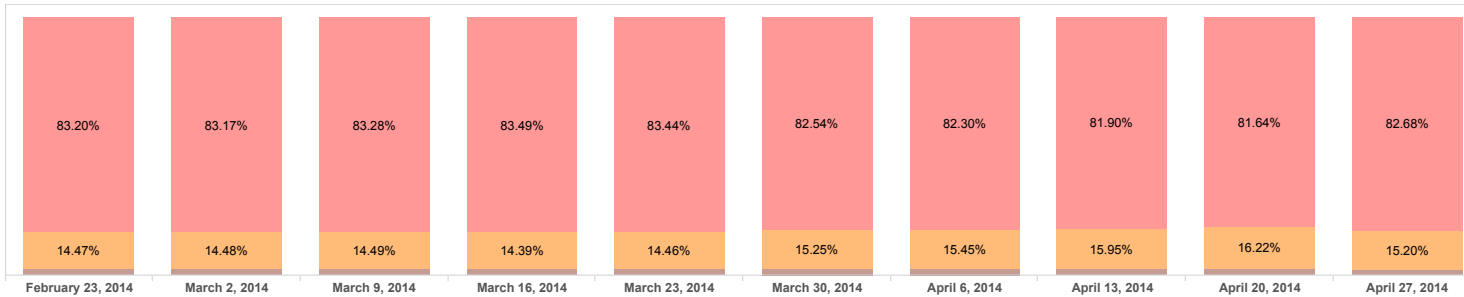
- Despite the number of Android tablet devices being sold increasing rapidly, we are not seeing their share of sales across the network grow significantly

- The lower share of sales compared to share of traffic is indicative that Android users are browsing but less inclined to purchase

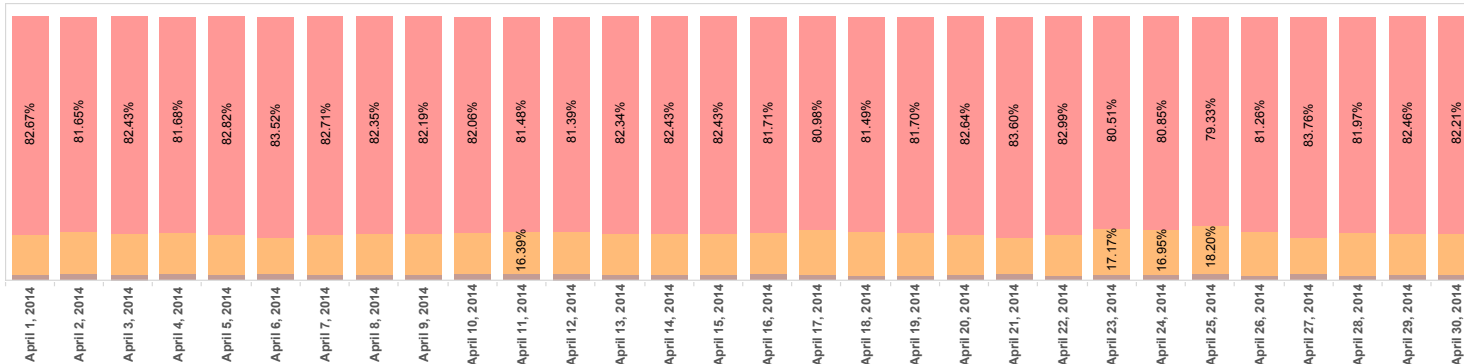
Device Name

- iPad
- Android Tablet
- Kindle Fire
- Kindle

Weekly

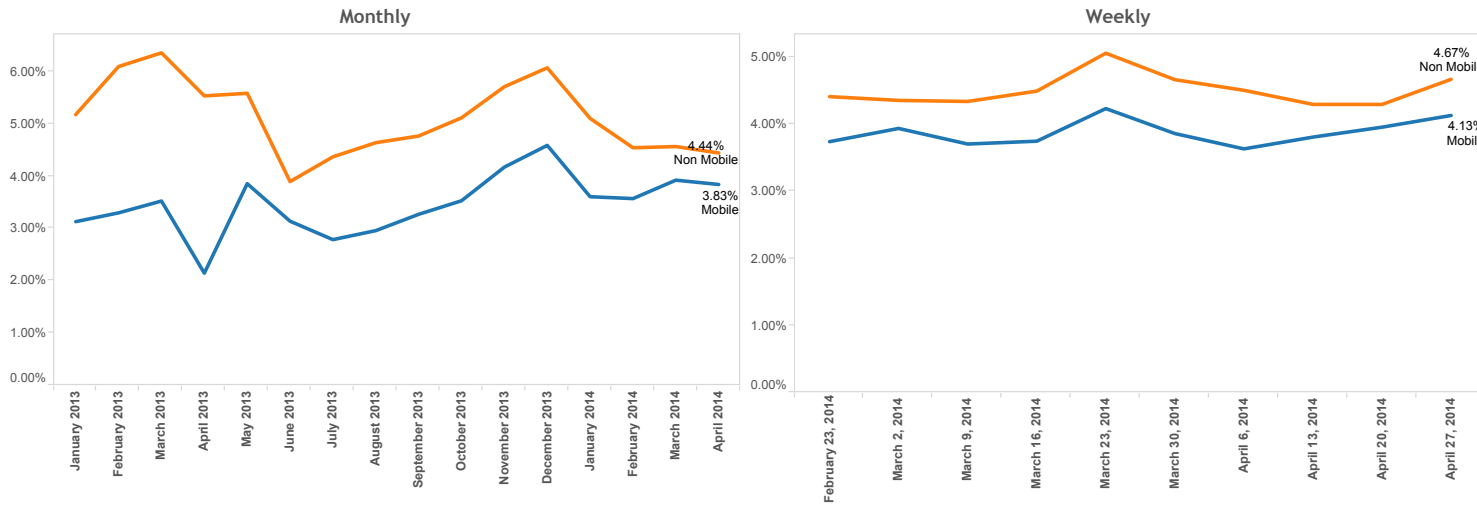


Daily



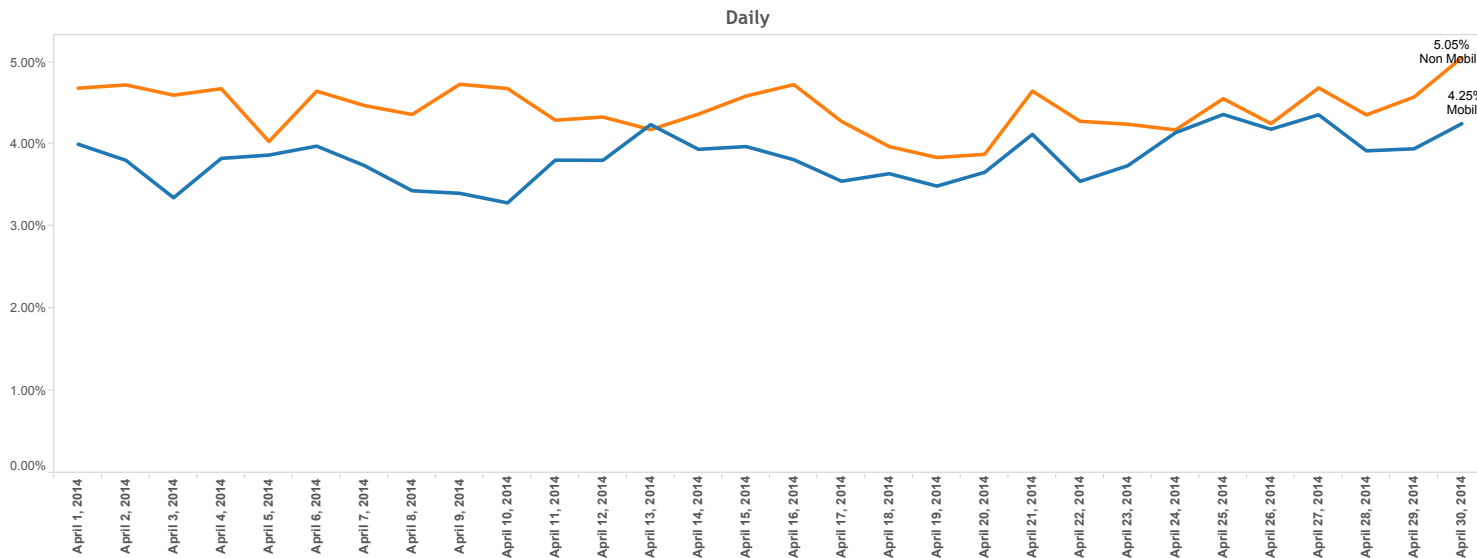


### Conversion Rate Mobile vs Non Mobile



#### Conversion Rate Mobile vs Non Mobile

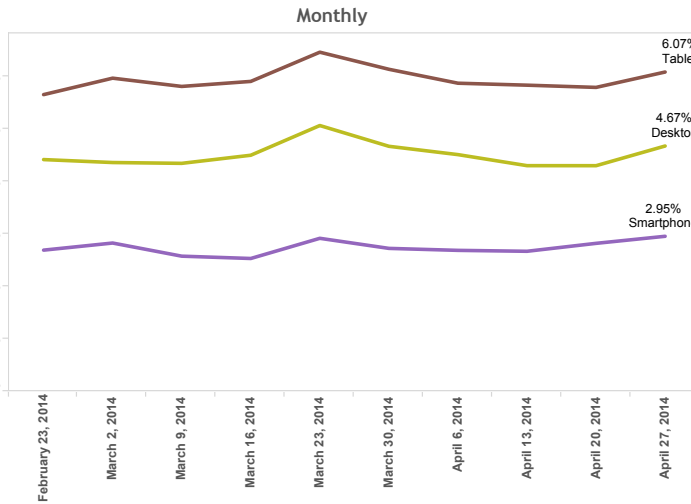
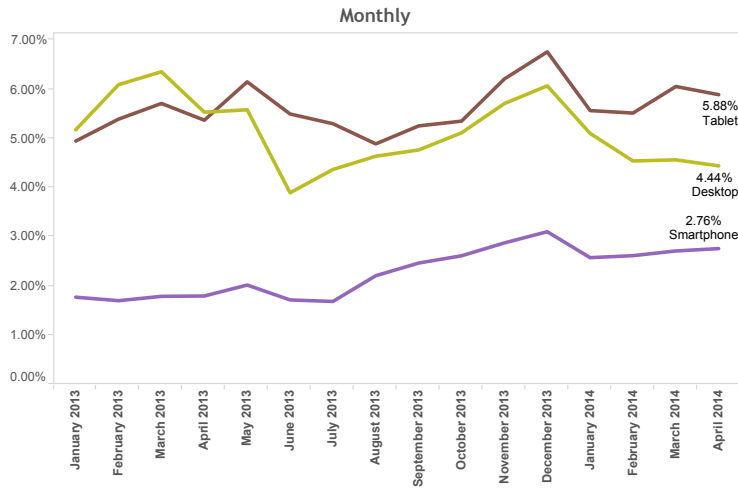
- Non mobile traffic saw a decrease in conversion rate to 4.44% in April (down from 4.56%)
- Mobile conversion rates also saw a decrease, dropping to 3.92%. This is down from 3.92% in March
- Mobile conversion rates hit a high of 4.36% on Sunday 27th April



Device Category  
■ Mobile  
■ Non Mobile



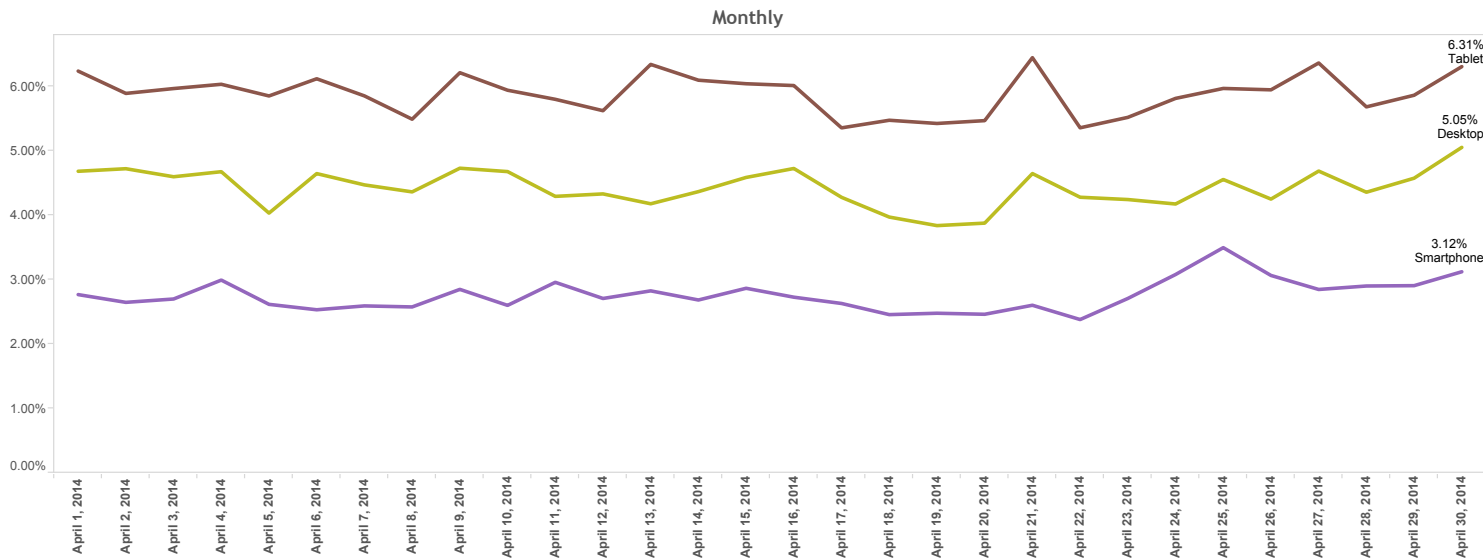
### Conversion Rate Breakdown by Device Type



#### Conversion Rate Breakdown by Device Type

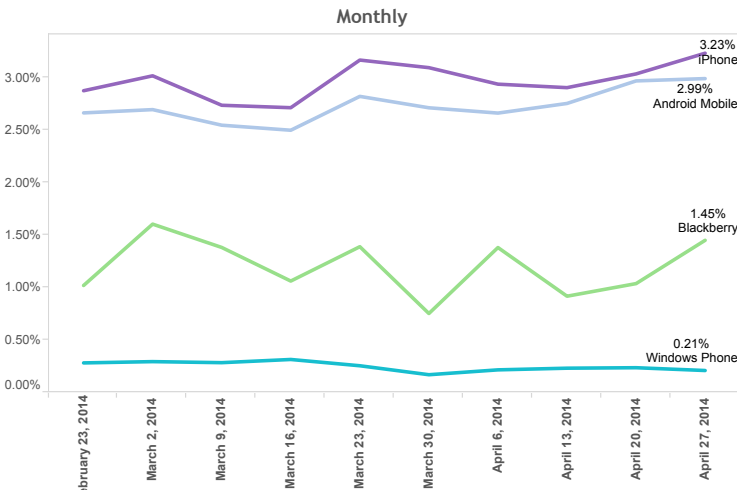
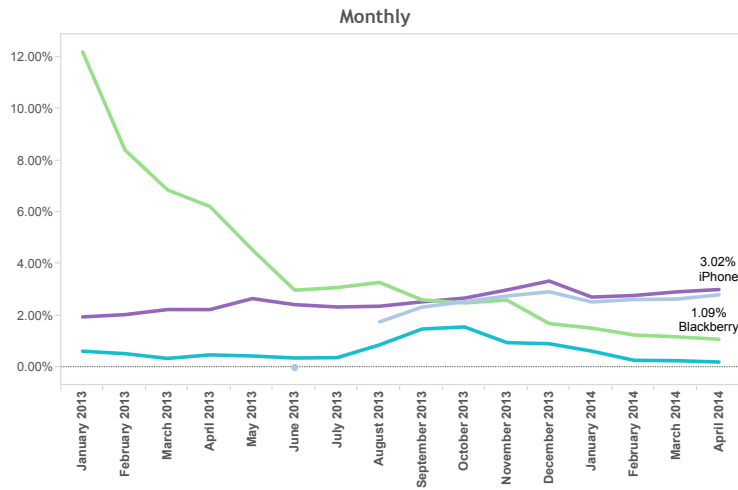
- Tablet devices dropped to 5.88% (down from 6.05% in March) but continue to be the best converting device.
- Smartphone conversion rate increased again slightly to 2.76%
- Desktop conversion rate also dropped slightly in April to 4.44%

**Device Type**  
■ Desktop  
■ Smartphone  
■ Tablet



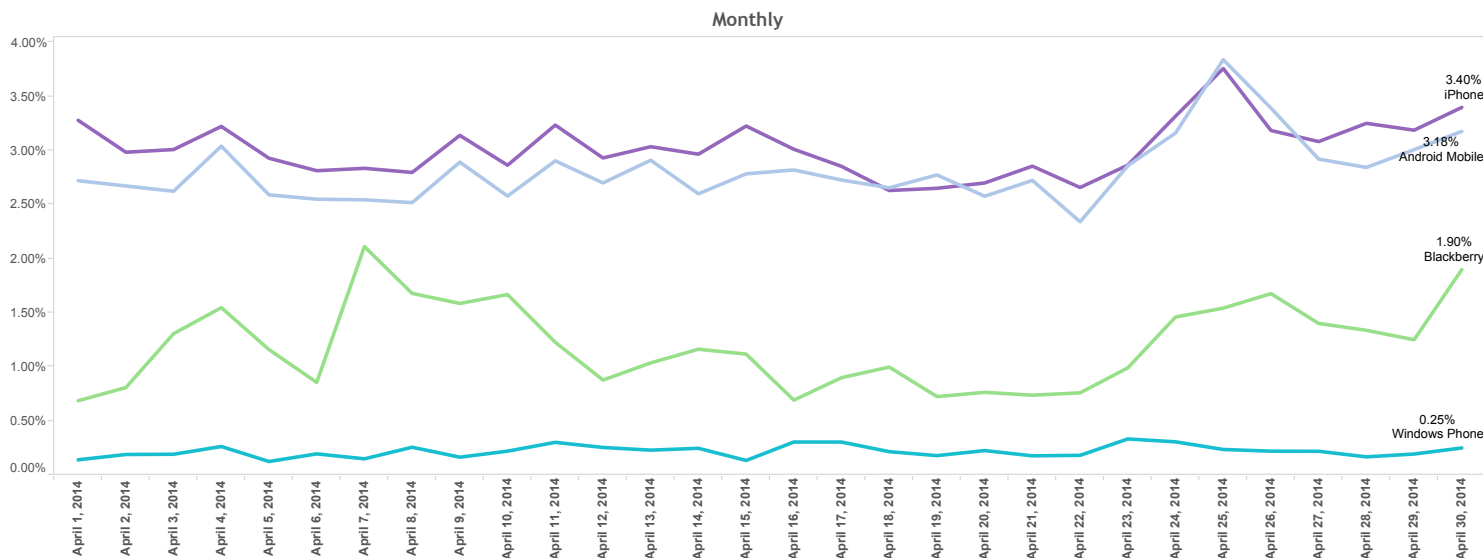


### Conversion Rate Breakdown by Smartphone



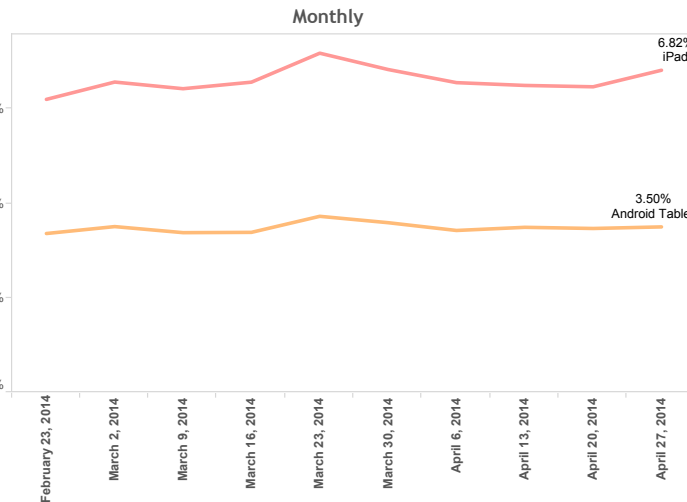
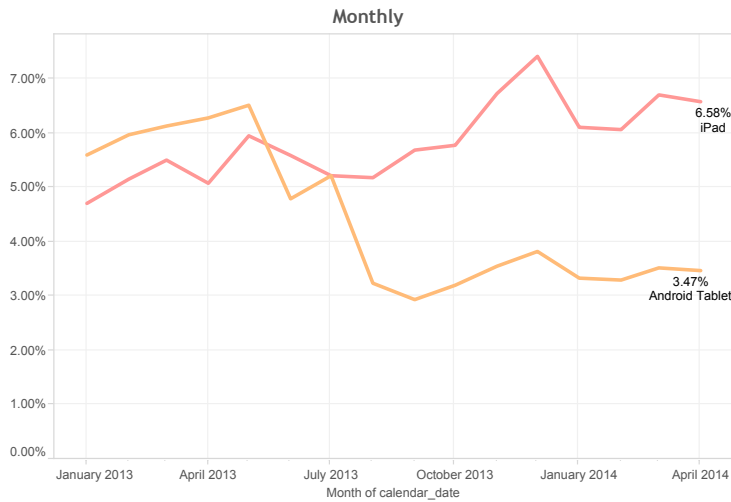
#### Conversion Rate Breakdown by Smartphone

- iPhone and Android smartphones continue to convert at a similar rate (3.02% and 2.81% respectively)
- Both devices tend to follow similar trends throughout the month
- Blackberry again saw its conversion rate fluctuate throughout the month. This is based on a significantly lower volume of traffic than the iPhone and Android devices though
- Windows phone continues to convert at the lowest rate. Despite the share of traffic increasing, the poor conversion rate is responsible for not seeing an improvement in the share of sales for the device



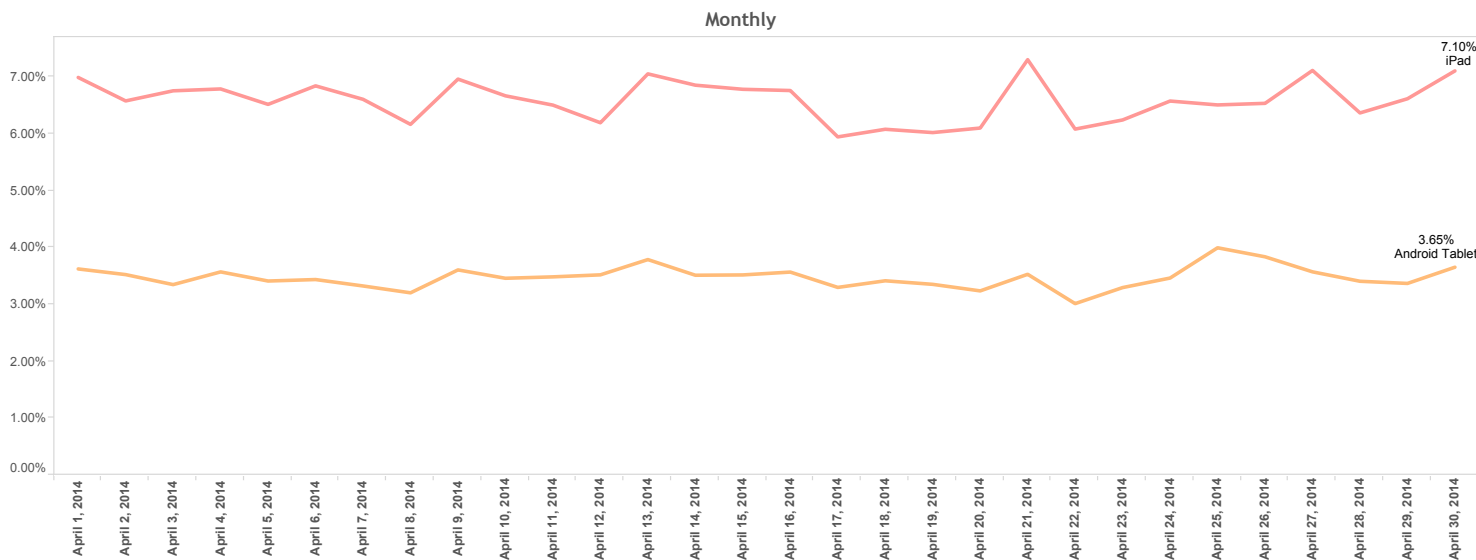


### Conversion Rate Breakdown by Tablet



#### Conversion Rate Breakdown by Tablet

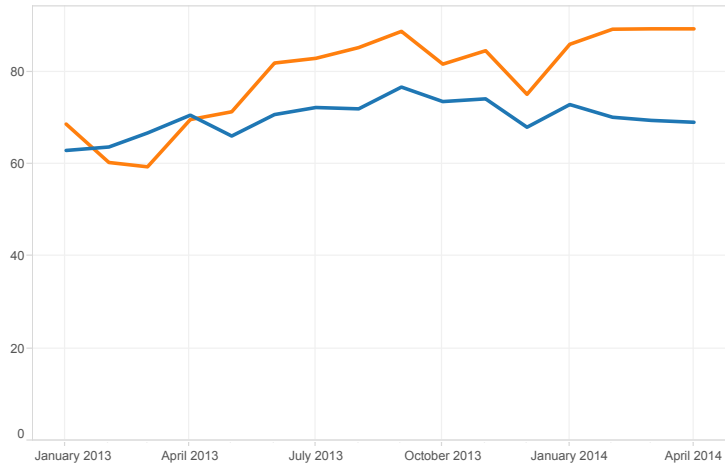
- Both the iPad and Android tablets saw a slight drop in conversion rate in April
- The iPad remains the best converting device with a 6.58% conversion rate
- iPad conversion peaked at 7.3% on Sunday 23rd March



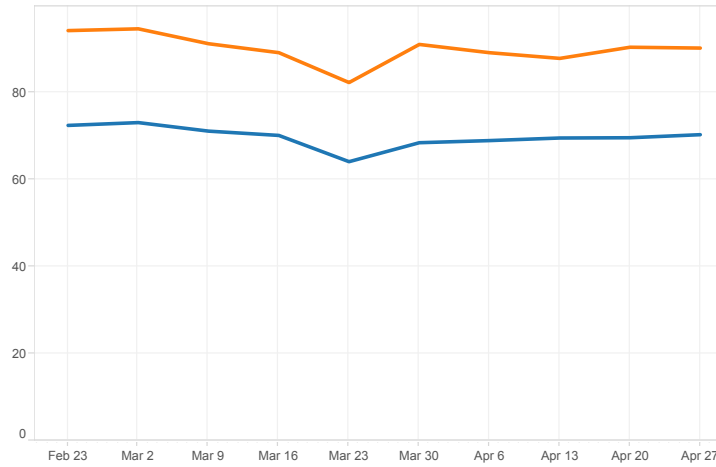


### Average Order Value Mobile vs Non Mobile

Monthly



Weekly



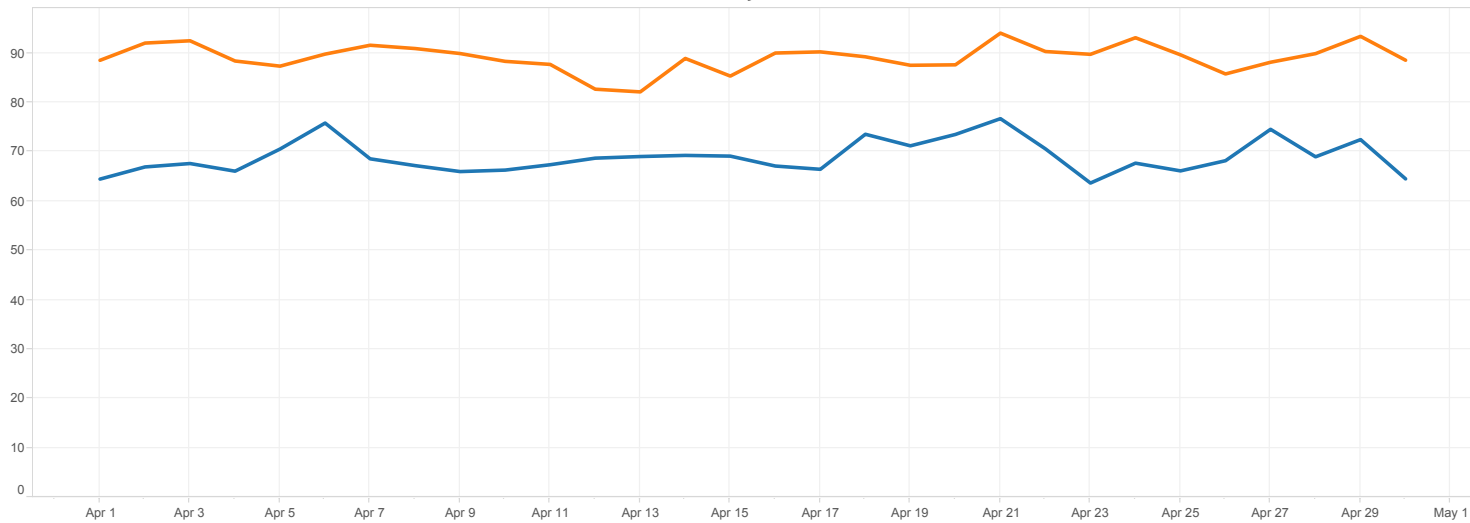
Average Order Value Mobile vs Non Mobile

- Non mobile AOV remained the same as last month at £89.29
- Mobile AOV decreased again to £69.03 in March
- Mobile AOV peaked at £76.73 on 21st April

Device Category

- Mobile
- Non Mobile

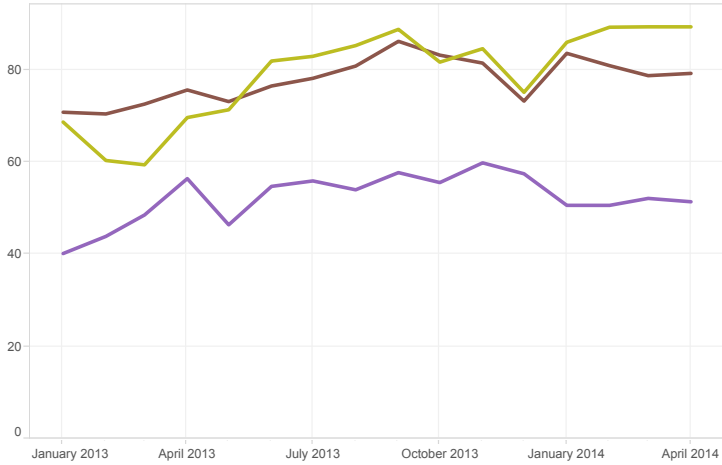
Daily



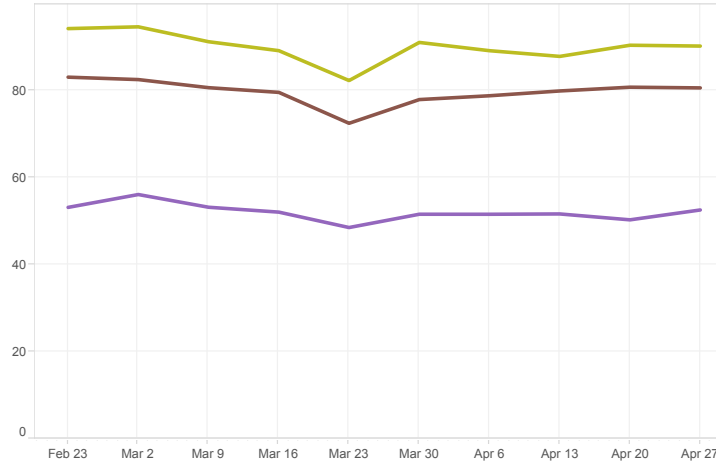


### Average Order Value by Device Type

Monthly



Weekly

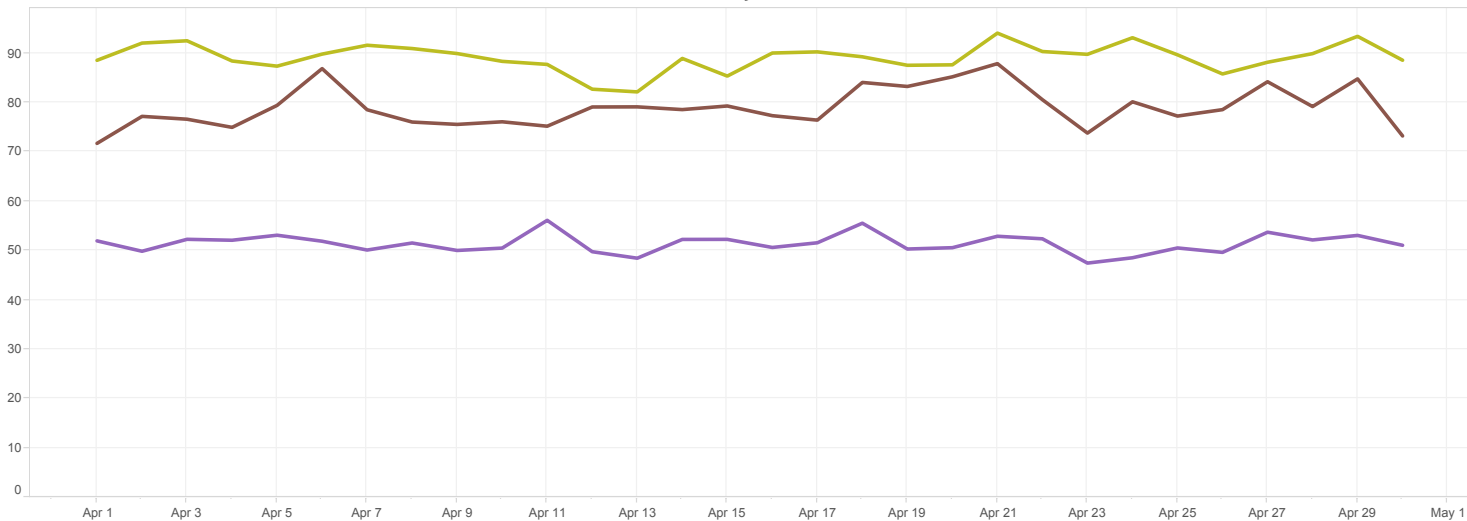


Average Order Value by Device Type

- Desktop AOV remained at £89.29 in April
- Tablet AOV increased slightly to £79.19
- Smartphone AOV decreased slightly to £51.36

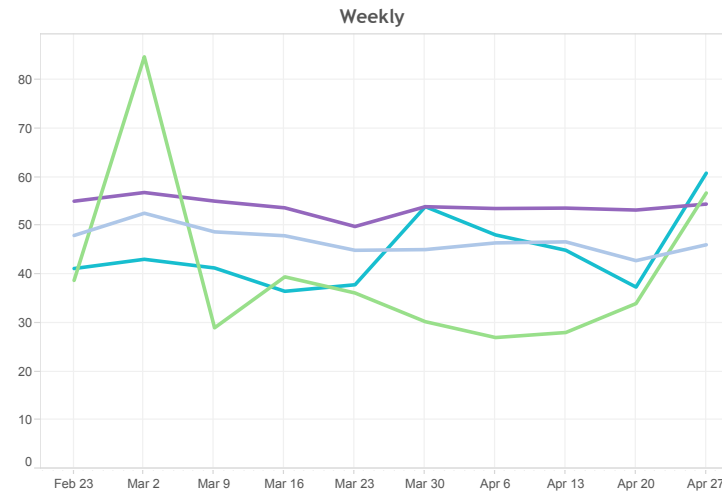
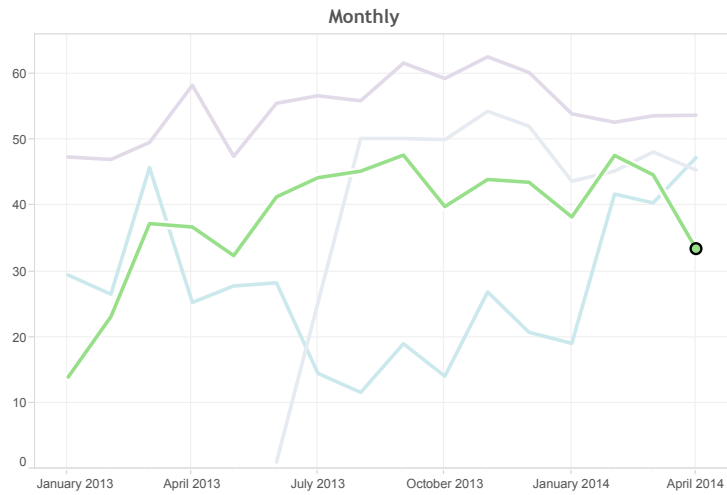
Device Type  
■ Desktop  
■ Smartphone  
■ Tablet

Daily





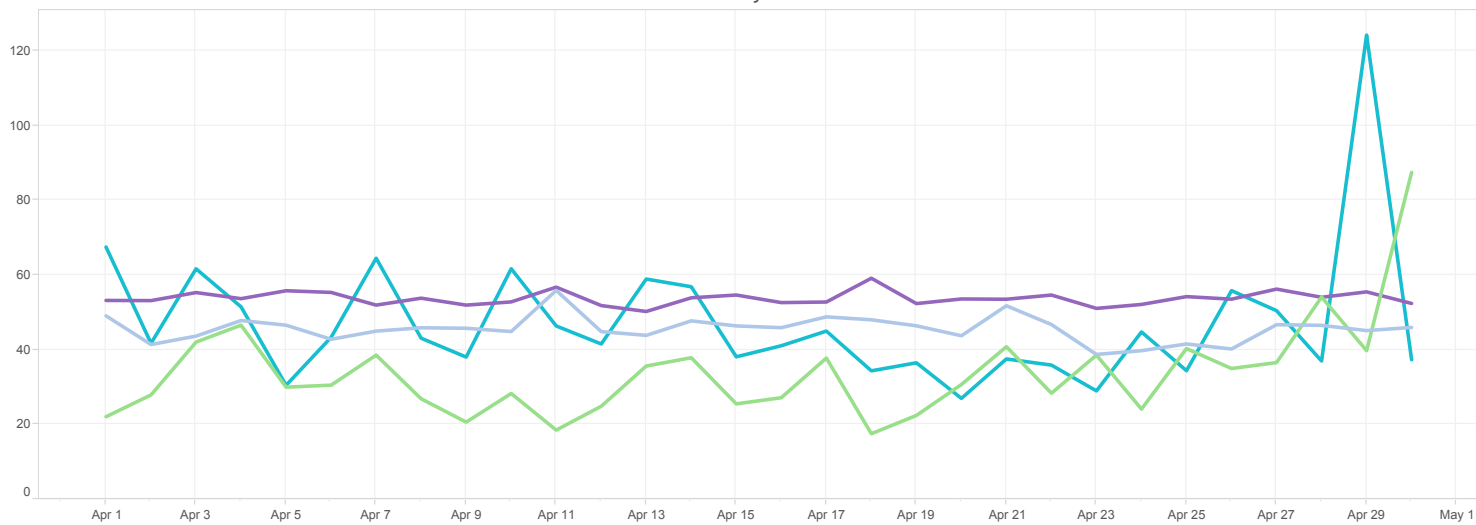
### Average Order Value by Smartphone



#### Average Order Value by Smartphone

- iPhone users continue to spend more on average and AOV increased to £53.71 in April
- Android saw AOV drop in April to £45.39
- Blackberry saw the biggest drop in AOV, down to £33.44
- Windows Phone saw the biggest increase to £47.27 - up from £40.39 in April

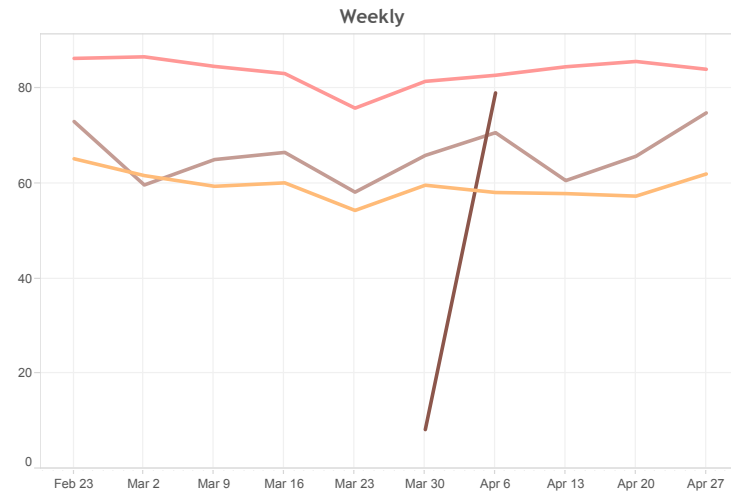
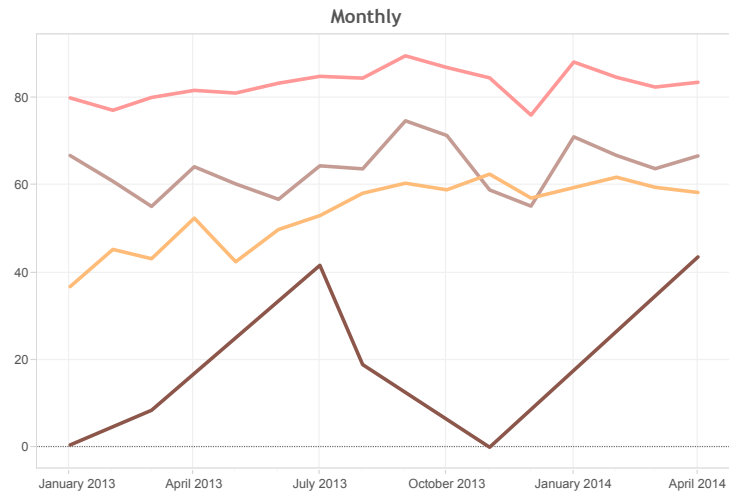
#### Daily







### Average Order Value by Tablet



**Average Order Value by Tablet**

- AOV through the iPad increased to £83.52
- Android tablets saw AOV decrease to £58.34
- As with smartphones, consumers using Apple devices are consistently spending more than their Android counterparts

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

