

Mobile Stats - April 2014

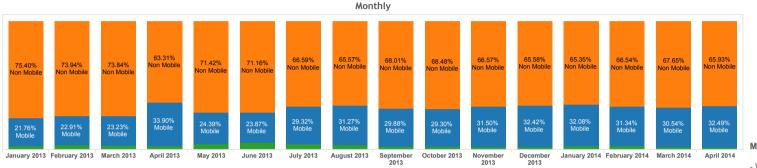
Having recently launched our new reporting suite in our interface, we have revamped our mobile reporting. It has allowed us to accurately attribute clicks and sales to the correct devices. Previously this data was collated in a different way which was not as accurate, so you will see some of our mobile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

Mobile vs Non Mobile

65.99% Non Mobile

> 32.24% Mobile

April 20, 2014

66.40%

Non Mobile

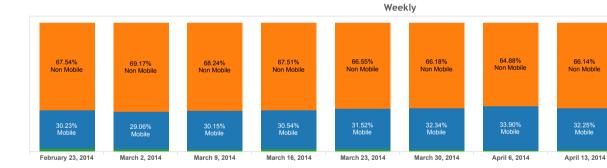
31.56% Mobile

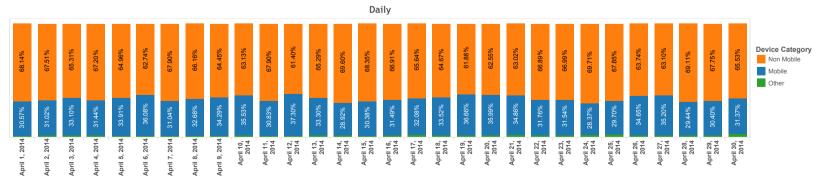
April 27, 2014

- 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).

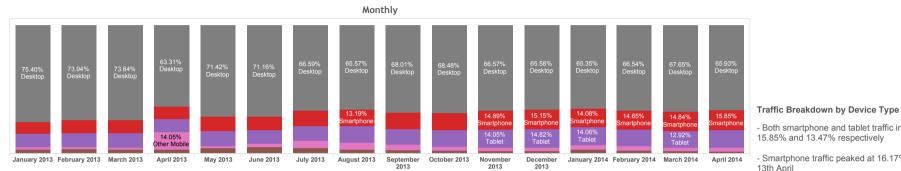
- Mobile traffic peaked at 33.90% week commencing 6th April

- Saturday 12th April saw 37.3% of traffic originate from a mobile device

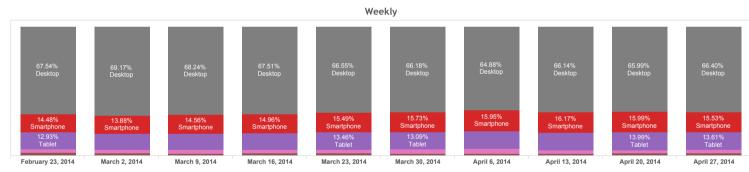












- Both smartphone and tablet traffic increased in April. at 15.85% and 13.47% respectively

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

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

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

Daily Device Type Desktop Smartphone Tablet Other Mobile Unknown Games Console April 1, 2014 April 8, 2014 April 9, 2014 April 14, 2014 April 17, 2014 4, 2014 6, 2014 April 10, 2014 April 11, 2014 April 12, 2014 April 13, 2014 April 15, 2014 April 16, 2014 April 18, 2014 April 19, 2014 April 20, 2014 April 21, 2014 April 22, 2014 April 23, 2014 April 24, 2014 April 25, 2014 April 26, 2014 April 27, 2014 2014 2014 2014 April 7, 2014 April 28, 2014 April 29, 2014 April 30, 2014 ŝ ŝ Ñ April April April April April





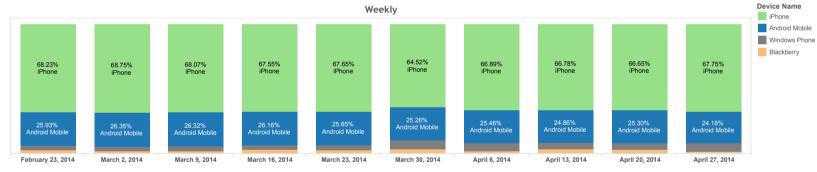
Smartphone Traffic Breakdown

- The share of Android smartphone traffic dropped slightly again in April. Down to 25.12% from 26.01%
- iPhone also saw a decrase 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



	Daily																												
62.51%	64.87%	65.89%	67.54%	65.36%	65.78%	67.19%	68.05%	66.73%	66.45%	67.22%	66.96%	66.83%	67.12%	66.43%	66.53%	67.11%	67.10%	66.32%	65.34%	66.21%	66.64%	67.16%	66.95%	66.22%	68.01%	68.38%	66.40%	67.20%	68.81%
25.02%	25.21%	25.95%	25.68%	25.84%	25.61%	25.65%	25.22%	24.69%	24.94%	25.56%	26.55%	26.42%	25.16%	24.35%	24.18%	24.78%	24.48%	24.64%	25.65%	24.97%	24.56%	25.88%	25.66%	25.02%	25.37%	24.29%	24.89%	24.22%	23.43%
April 1, 2014	April 2, 2014	April 3, 2014	April 4, 2014	April 5, 2014	April 6, 2014	April 7, 2014	April 8, 2014	April 9, 2014	April 10, 2014	April 11, 2014	April 12, 2014	April 13, 2014	April 14, 2014	April 15, 2014	April 16, 2014	April 17, 2014	April 18, 2014	April 19, 2014	April 20, 2014	April 21, 2014	April 22, 2014	April 23, 2014	April 24, 2014	April 25, 2014	April 26, 2014	April 27, 2014	April 28, 2014	April 29, 2014	April 30, 2014



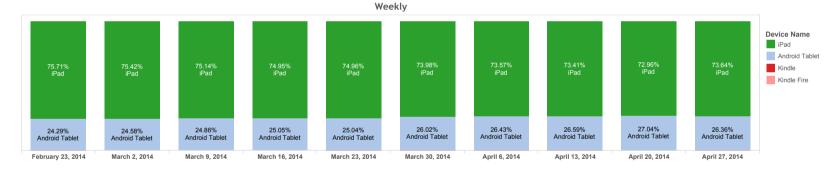
Tablet Traffic Breakdown

Monthly 75.52% iPad 75.27% iPad 75.16% iPad 73.37% iPad 77.79% iPad 79.44% iPad 77.59% iPad 81.19% iPad 80.70% iPad 80.60% iPad 81.61% iPad 81.63% iPad 81.97% iPad 24.73% Android Tablet 26.63% Android Tablet 20.61% Android Tablet 22.41% 24.48% 24.84% 22.21% 19.30% Android Tablet 19.40% Android Tablet 20.56% 18.81% 20.69% 18.39% 18.37% 18.03% 17.00% Android Tablet Android Tablet ndroid Tablet Android Table Android Table August 2013 January 2013 February 2013 March 2013 April 2013 May 2013 June 2013 July 2013 September October 2013 December January 2014 February 2014 March 2014 April 2014 November 2013 2013 2013

Tablet Traffic Breakdown

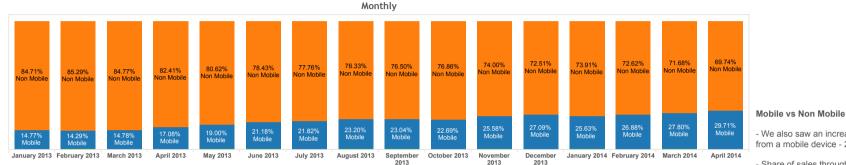
- Android Tablet continued its slow but steady increase in traffic, up to 26.63% in March.

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



	Daily																												
73.81%	73.17%	72.84%	72.63%	74.41%	74.72%	73.32%	73.38%	73.39%	73.16%	72.70%	73.93%	74.07%	73.35%	73.47%	72.71%	73.00%	73.42%	73.65%	74.12%	73.83%	73.14%	71.22%	71.53%	72.80%	73.98%	74.96%	73.20%	73.11%	73.01%
26.19%	26.83%	27.16%	27.37%	25.59%	25.28%	26.68%	26.62%	26.61%	26.84%	27.30%	26.07%	25.93%	26.65%	26.53%	27.29%	27.00%	26.58%	26.35%	25.88%	26.17%	26.86%	28.78%	28.47%	27.20%	26.02%	25.04%	26.80%	26.88%	26.99%
April 1, 2014	April 2, 2014	April 3, 2014	April 4, 2014	April 5, 2014	April 6, 2014	April 7, 2014	April 8, 2014	April 9, 2014	April 10, 2014	April 11, 2014	April 12, 2014	April 13, 2014	April 14, 2014	April 15, 2014	April 16, 2014	April 17, 2014	April 18, 2014	April 19, 2014	April 20, 2014	April 21, 2014	April 22, 2014	April 23, 2014	April 24, 2014	April 25, 2014	April 26, 2014	April 27, 2014	April 28, 2014	April 29, 2014	April 30, 2014





Weekly

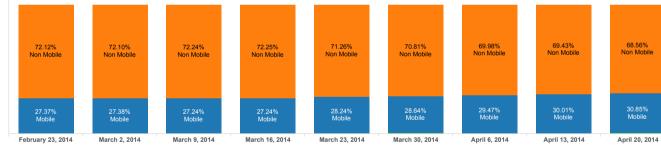
Mobile vs Non Mobile Sales

- 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

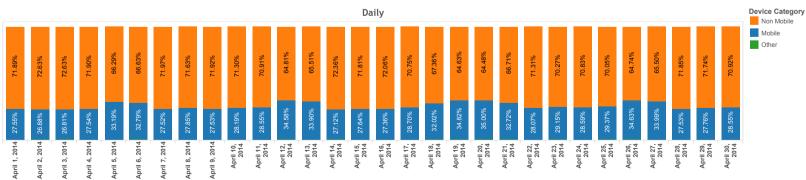
commencing 20th April with 30.85% of sales originating from a mobile device

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

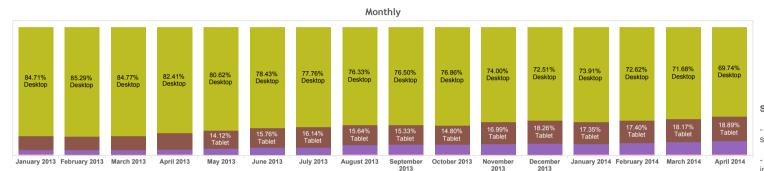




April 27, 2014







Sales Breakdown by Device Type

68.56% Desktop

19.59% Tablet

April 20, 2014

70.03% Desktop

18.69% Tablet

April 27, 2014

Device Type Desktop Tablet

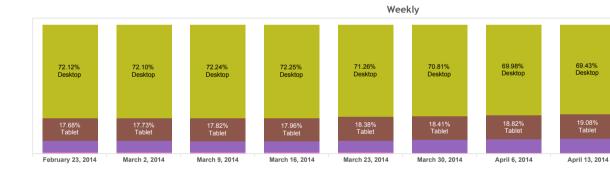
Smartphone

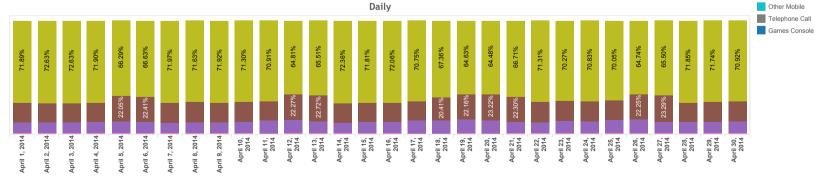
Sales Breakdown by Device Type

- Tablet devices continue to drive the majority of mobile sales

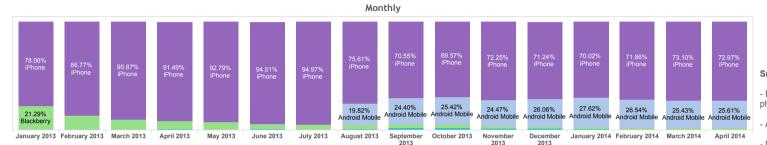
- The share of sales through both smartphones and tablets increased in April with 10.41% and 18.89% respectively

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









Weekly

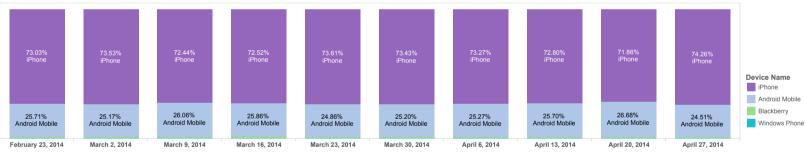
Smartphone Sales Breakdown

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

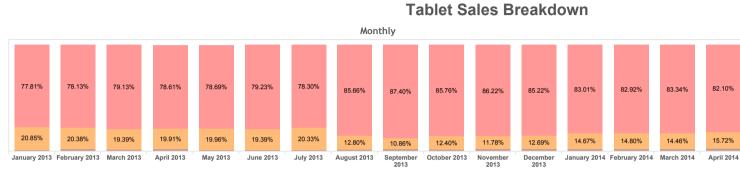
- Despite an increase in traffic for both the Windows Phone and Blackberry, the share of sales remained minimal. Indicative of a poor conversion rate for these devices



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74.04%	73.08%	73.42%	72.69%	73.13%	73.04%	73.46%	73.86%	73.52%	73.14%	73.48%	72.45%	71.75%	74.14%	74.76%	73.42%	72.78%	71.80%	70.89%	71.61%	72.61%	74.37%	71.03%	72.09%	71.15%	70.64%	74.01%	74.38%	73.67%	74.87%
24.58%	25.44%	25.21%	26.08%	25.57%	25.78%	25.16%	24.64%	25.05%	24.72%	25.08%	26.46%	27.20%	24.35%	23.65%	24.99%	25.69%	26.44%	27.56%	26.83%	26.12%	24.14%	27.32%	26.34%	27.46%	28.06%	24.91%	24.38%	25.05%	23.83%
April 1, 2014	April 2, 2014	April 3, 2014	April 4, 2014	April 5, 2014	April 6, 2014	April 7, 2014	April 8, 2014	April 9, 2014	April 10, 2014	April 11, 2014	April 12, 2014	April 13, 2014	April 14, 2014	April 15, 2014	April 16, 2014	April 17, 2014	April 18, 2014	April 19, 2014	April 20, 2014	April 21, 2014	April 22, 2014	April 23, 2014	April 24, 2014	April 25, 2014	April 26, 2014	April 27, 2014	April 28, 2014	April 29, 2014	April 30, 2014

Daily





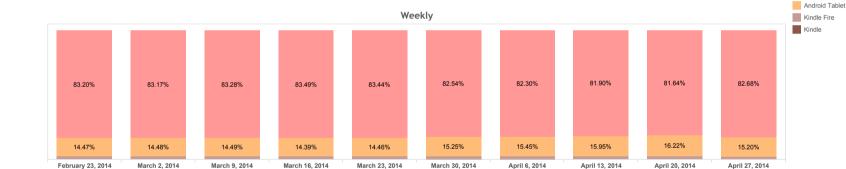
Tablet Sales Breakdown

- 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

iPad



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82.67%	81.65%	82.43%	81.68%	82.82%	83.52%	82.71%	82.35%	82.19%	82.06%	16.39% 81.48%	81.39%	82.34%	82.43%	82.43%	81.71%	80.98%	81.49%	81.70%	82.64%	83.60%	82.99%	17.17% 80.51%	16.95% 80.85%	18.20% 79.33%	81.26%	83.76%	81.97%	82.46%	82.21%
April 1, 2014	April 2, 2014	April 3, 2014	April 4, 2014	April 5, 2014	April 6, 2014	April 7, 2014	April 8, 2014	April 9, 2014	April 10, 2014	April 11, 2014	April 12, 2014	April 13, 2014	April 14, 2014	April 15, 2014	April 16, 2014	April 17, 2014	April 18, 2014	April 19, 2014	April 20, 2014	April 21, 2014	April 22, 2014	April 23, 2014	April 24, 2014	April 25, 2014	April 26, 2014	April 27, 2014	April 28, 2014	April 29, 2014	April 30, 2014



Conversion Rate Mobile vs Non Mobile Monthly Weekly 4.67% 5.00% Non Mobile 6.00% 5.00% 4.00% 4.13% 4.44% Non Mobile Mobile 4.00% **Conversion Rate Mobile vs Non Mobile** 3.00% 3.83% Mobile - Non mobile traffic saw a decrease in conversion rate to 3.00% 4.44% in April (down from 4.56%) 2.00% 2.00% - Mobile conversion rates also saw a decrease, dropping to 3.92%. This is down from 3.92% in March 1.00% 1.00% - Mobile conversion rates hit a high of 4.36% on Sunday 27th April 0.00% 0.00% June 2013 ebruary 2013 March 2013 April 2013 May 2013 July 2013 nber 2013 ber 2013 April 2014 bruary 2014 March 2014 January 2013 August 2013 January 2014 rch 2, 2014 ober 201: April 20, 2014 ther 201 uary 23, 201 April 27, 2014 arch 30, 201 April 6, 201 April 13, 201 ch 9, 201 arch 23, 201 arch 16, 20 to C Mar Daily 5.05% Device Category Non Mobile 5.00% Mobile Non Mobile 4.25% Mobile 4.00% 3.00% 2.00% 1.00% 0.00% April 29, 2014 April 13, 2014 15, 2014 16, 2014 18, 2014 April 27, 2014

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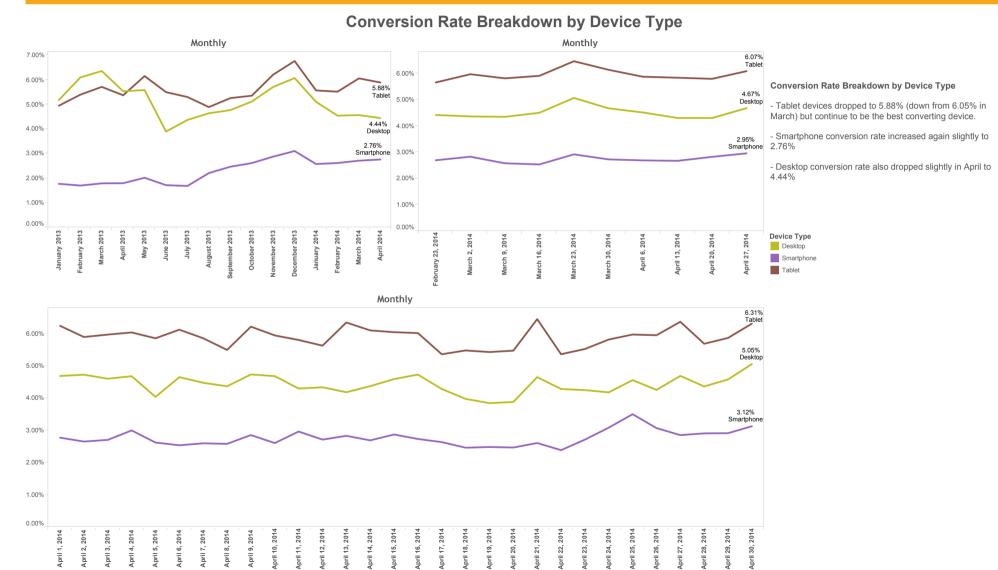
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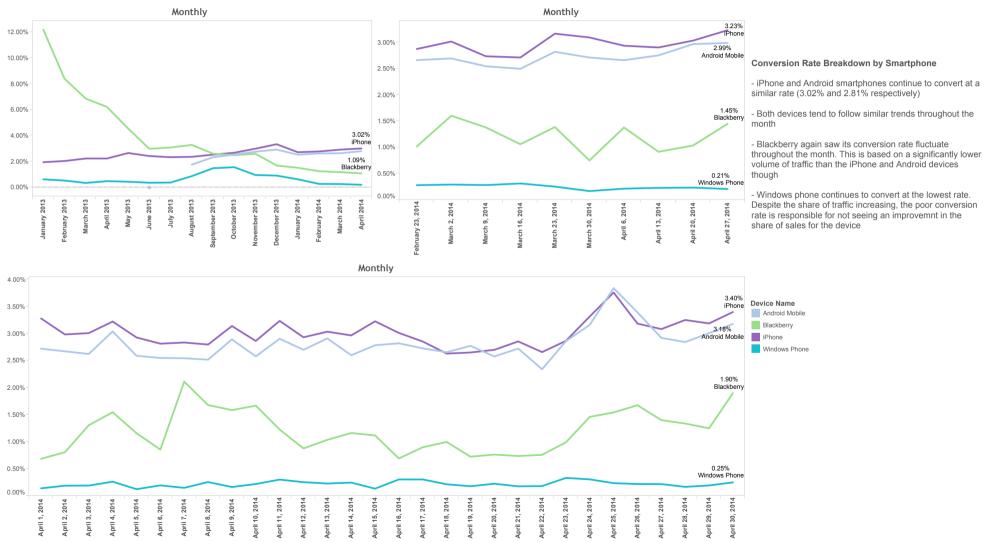
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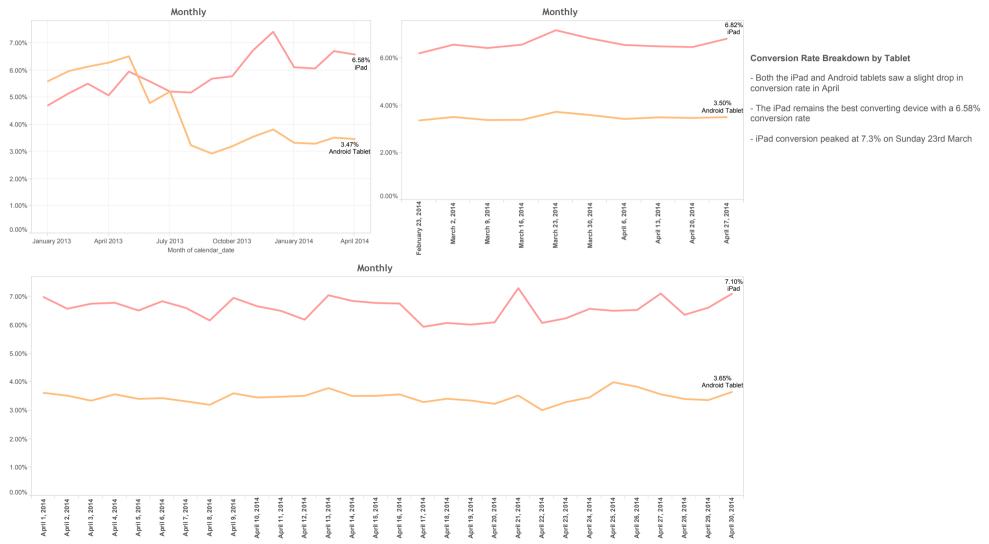




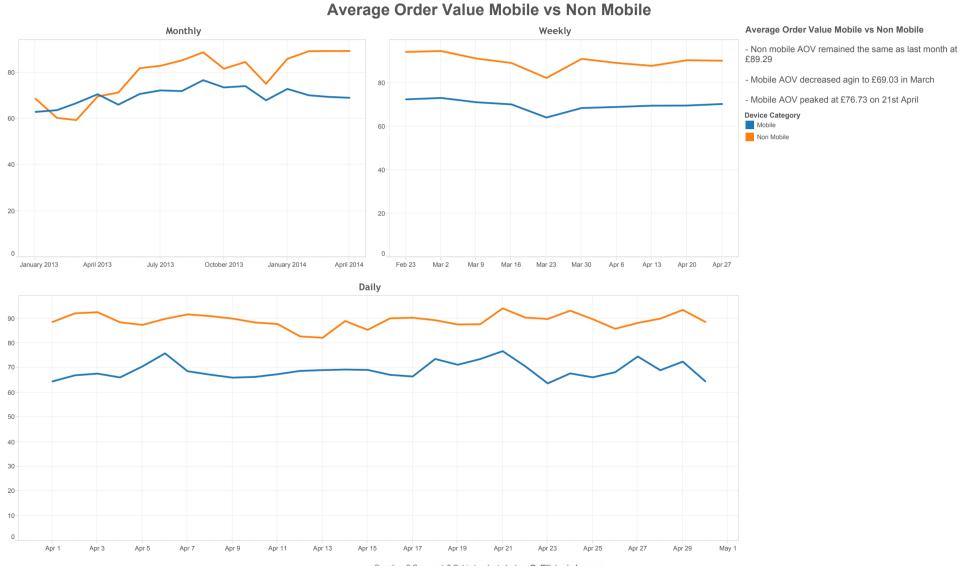




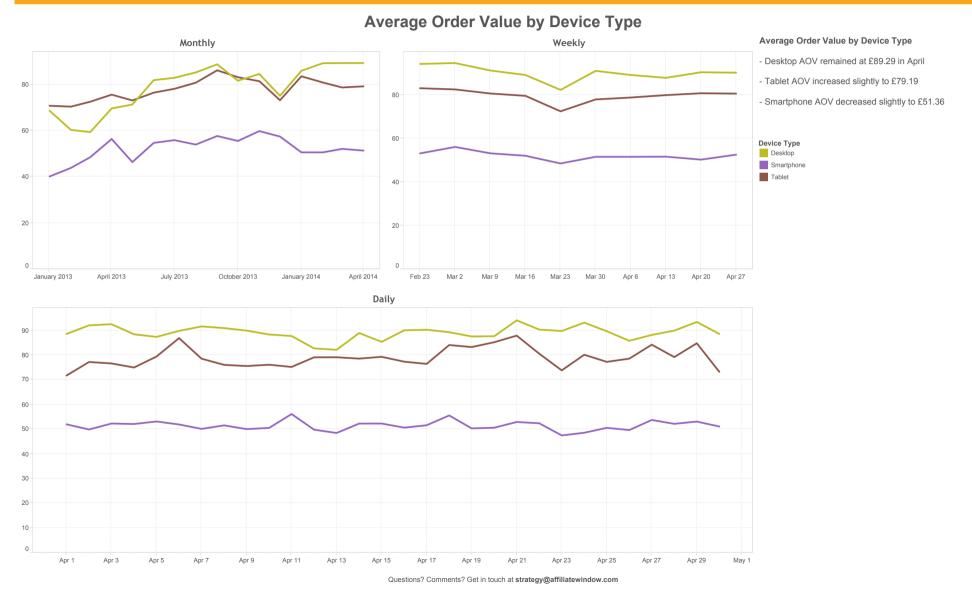
Conversion Rate Breakdown by Tablet













Average Order Value by Smartphone Monthly Weekly 60 80 70 50 60 40 50 Average Order Value by Smartphone - iPhone users continue to spend more on average and 30 40 AOV increased to £53.71 in April 30 - Android saw AOV drop in April to £45.39 20 - Blackberry saw the biggest drop in AOV, down to £33.44 20 10 - Windows Phone saw the biggest increase to £47.27 - up 10 from £40.39 in April 0 April 2013 July 2013 January 2013 October 2013 January 2014 April 2014 Feb 23 Mar 2 Mar 9 Mar 16 Mar 23 Mar 30 Apr 6 Apr 13 Apr 20 Apr 27 Daily 120 100 Device Name Android Mobile Blackberry 80 iPhone Windows Phone 60 40 20

Apr 21

Apr 23

Apr 25

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