Affiliate Window Quarterly Mobile Tracker

Mobile Statistics: Q3 2015

Affiliate Window's mobile data is drawn from over 3.5m network transactions each month across 1,600 advertisers spanning the retail, travel and telecoms sectors. Clients we work with include John Lewis, Marks & Spencer, British Telecom and lastminute.com.

Working with around half the top 100 retail brands in the UK as well as over 1,000 SMEs allows us to build a comprehensive picture of the mobile landscape.

Q3 2015 Mobile Performance

- 46.93% of traffic originated from a mobile device - down from 48% in Q2 2015
- 24.48% of traffic came from a smartphone – down from 26.5% in Q2 2015
- 37.19% of sales originated from a mobile device – up from 36.86% in Q2 2015
- 17.81% of sales came from a smartphone – up from 17% in Q2 2015
- Mobile traffic converted at 3.78% - up from 3.6% in Q2 2015
- Mobile Average Order Value (AOV) was £65.04– up from £64.65 in Q2 2015

Q3 2015 Headlines

- 47% of traffic across the network originated from a mobile device
- 37.19% of sales across the network originated from a mobile device
- 35,612 sales came through a mobile device (smartphone and tablet) each day
- 17,052 of these were through a smartphone
- 711 sales were generated through a smartphone each hour
- 655 clicks originated from a mobile device each minute
- 31.3% of revenue generated for our advertisers originated from a mobile device in Q3

As well as the top level data on the share of traffic and transactions by device category, we also provide comprehensive reporting into the individual devices that are driving these trends – from share of mobile activity right down to conversion rate and AOV for each device.

- Android smartphones accounted for 21.37% of smartphone traffic and 21.88% of sales
- Android tablets accounted for 55.33% of tablet traffic but only 29.34% of sales
- iPad AOV continues to perform higher than Android tablets, with £82.97 in Q3 (compared to £56.59 for Android tablets)
- iPads consistently drive a higher conversion rate than Android tablets, with almost a 5 percentage point difference, driving 7.33% and 2.55% respectively this quarter

You can find a full breakdown of Q3 activity here. If you would like to be kept up to date with our monthly mobile stats, please sign up to receive our newsletter.

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

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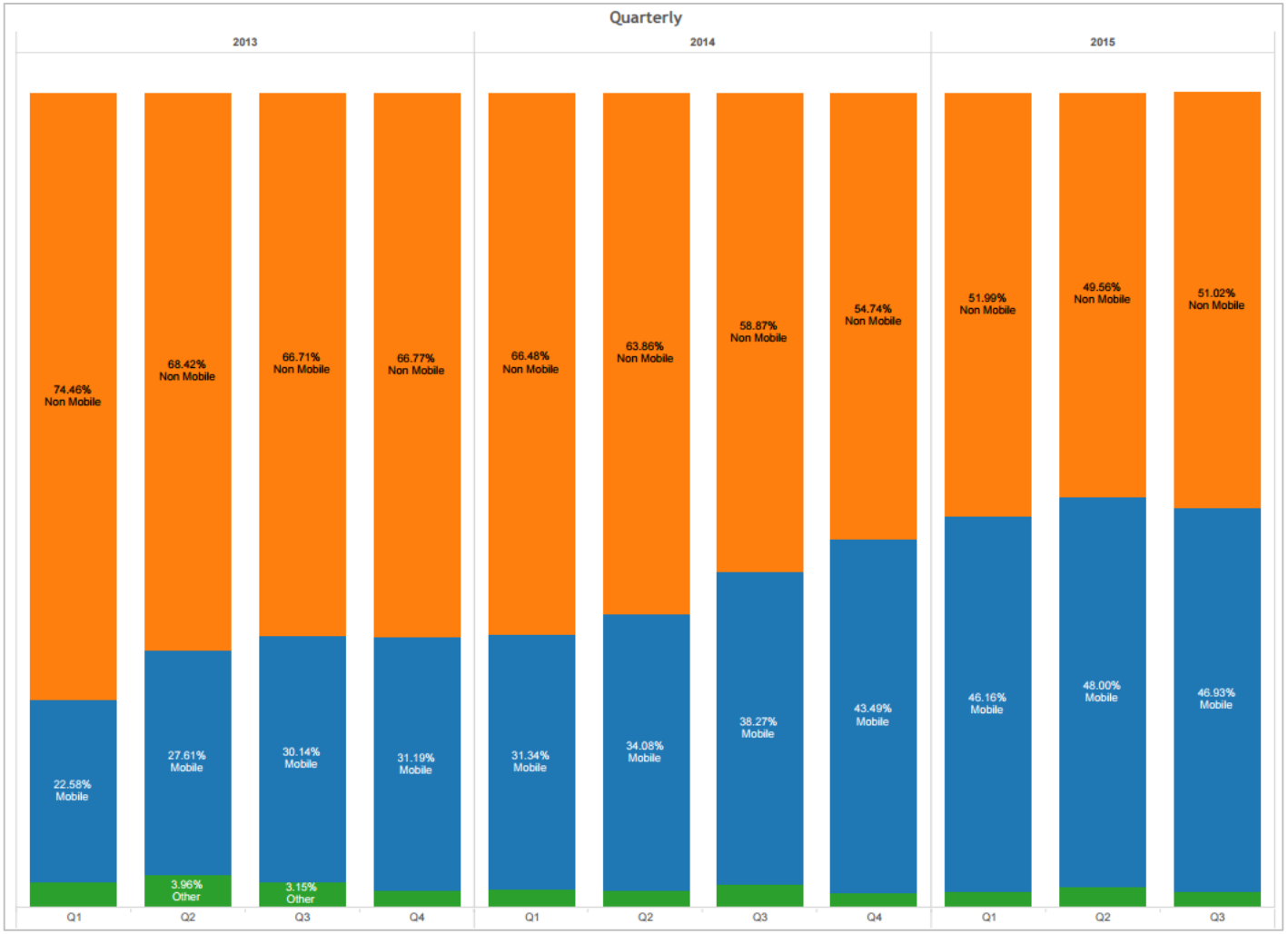
Mobile vs. Non Mobile Traffic



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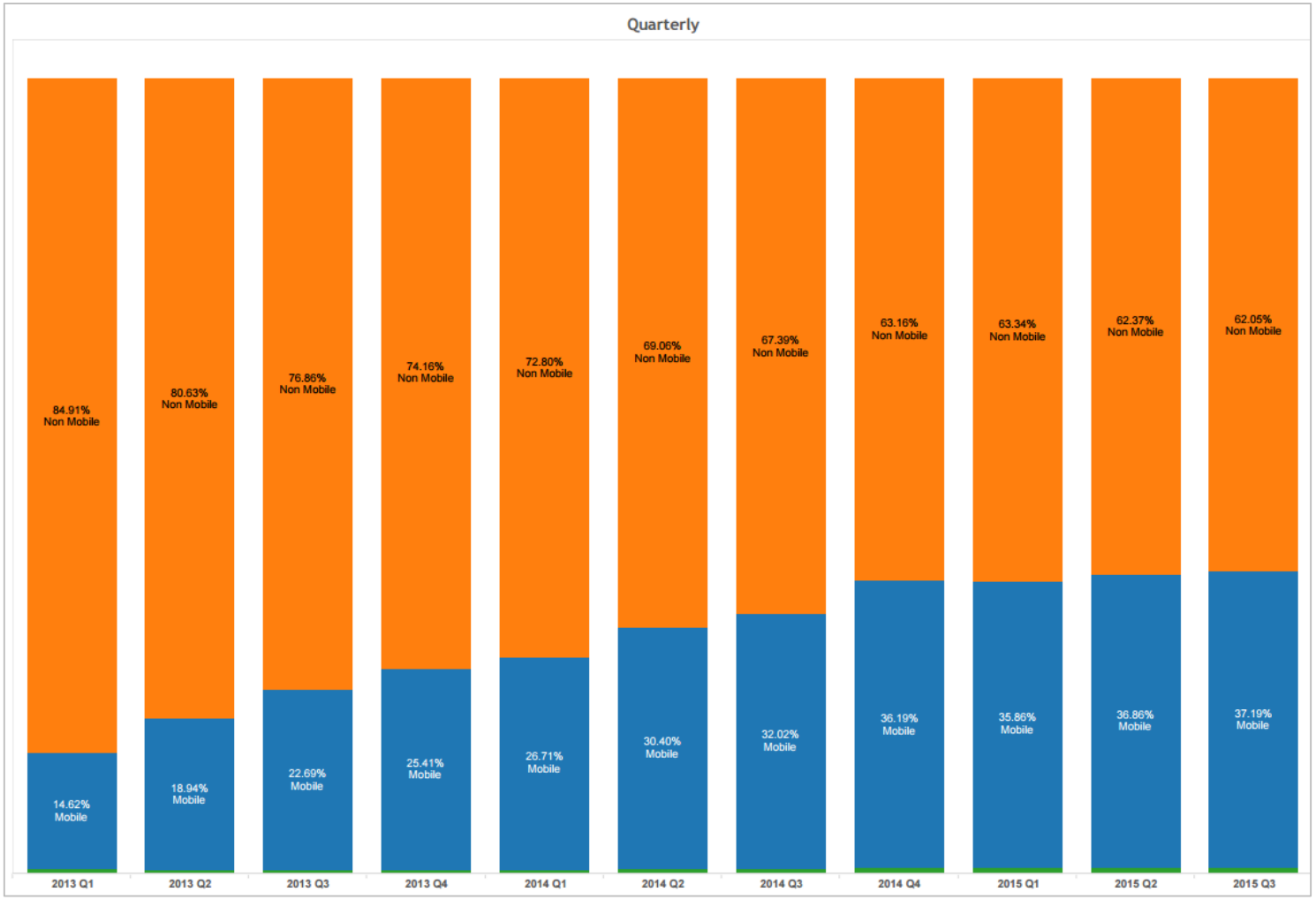
Mobile vs. Non Mobile Sales



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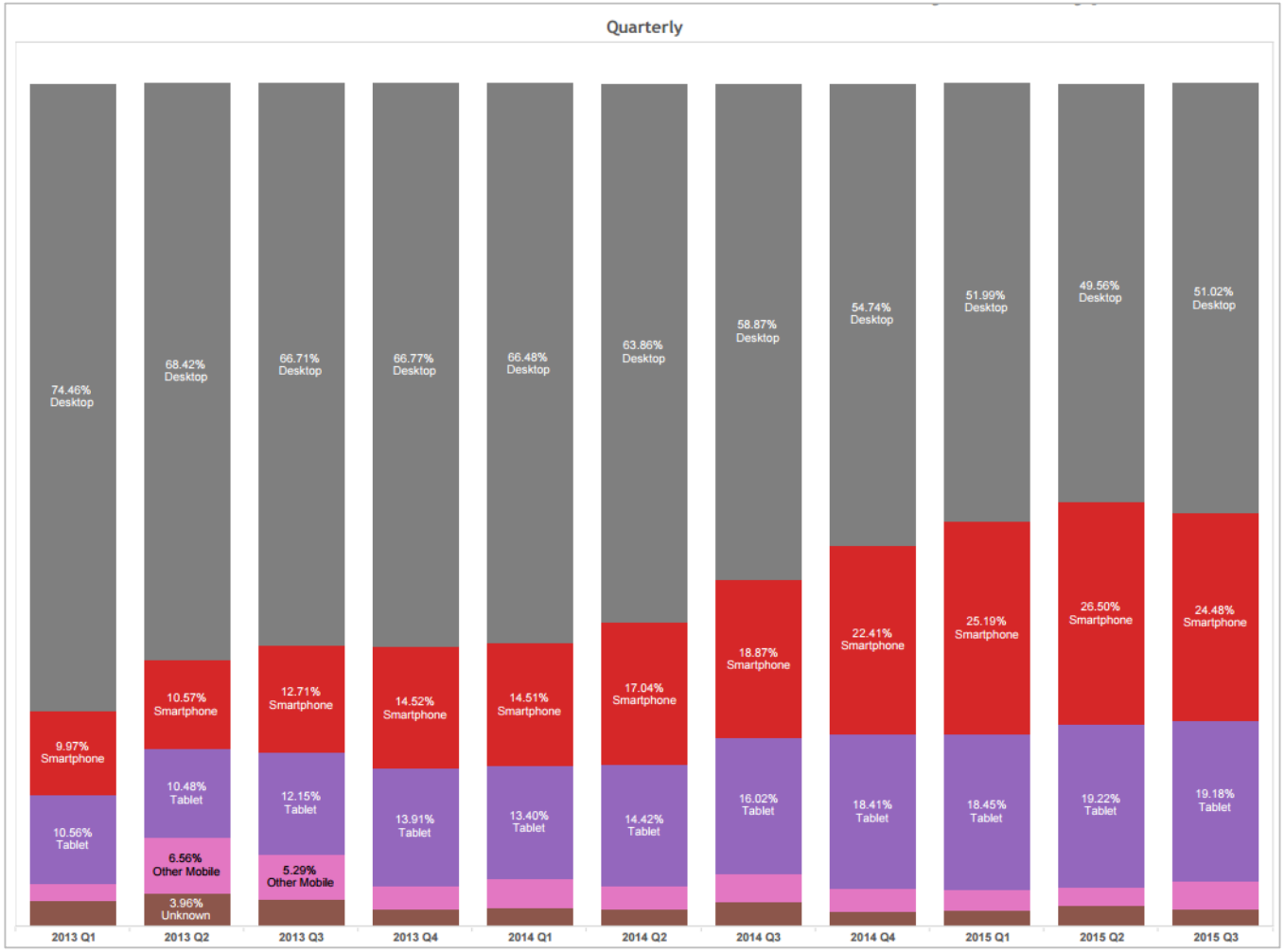
Traffic by Device Type



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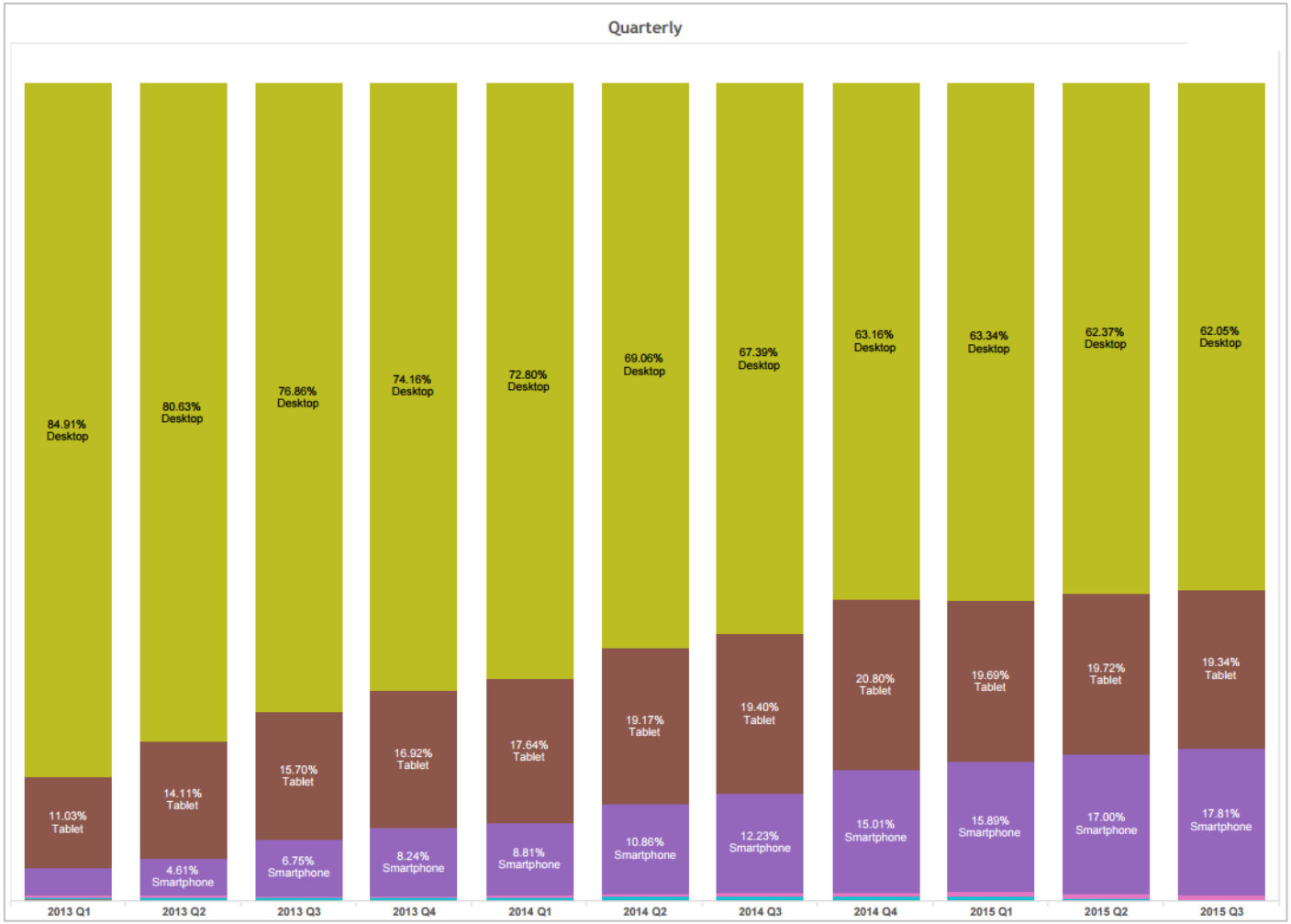
Sales by Device Type



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