

## Mobile Stats - Q1 2016

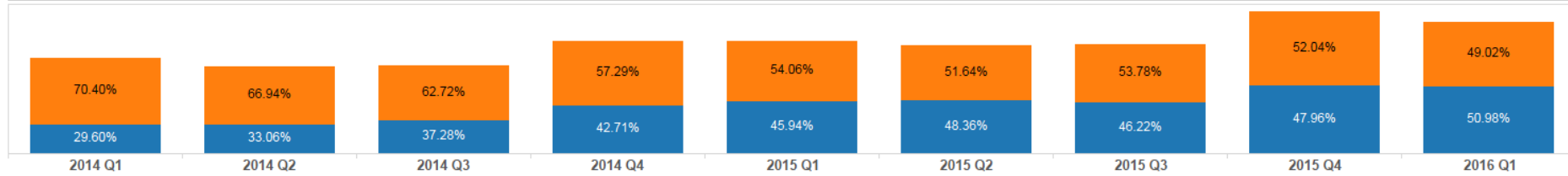
This document looks at the mobile stats across the network broken down by quarter. In this we look at the share of traffic and sales that originated from a mobile device as well as the conversion rates of each. It is possible to break this down further into individual devices by using the 'Level of Detail' filter.

### Q1 2016 Highlights

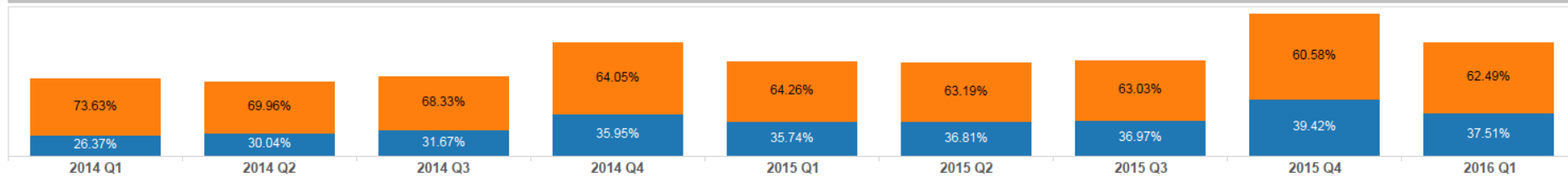
- 51% of traffic across the network originated from a mobile device
- 37.5% of sales across the network originated from a mobile device
- 42,181 sales came through a mobile device (smartphone and tablet) each day
- 21,749 of these were through a smartphone
- 906 sales were generated through a smartphone each hour
- 810 clicks originated from a mobile device each minute
- 31.5% of revenue generated for our advertisers originated from a mobile device in Q4 down from 35.1% in Q4 2015

## Quarterly Performance by Device Category

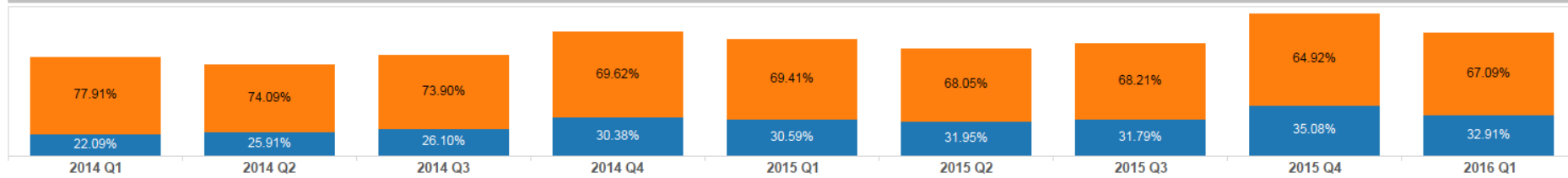
### Quarterly Traffic



### Quarterly Transactions



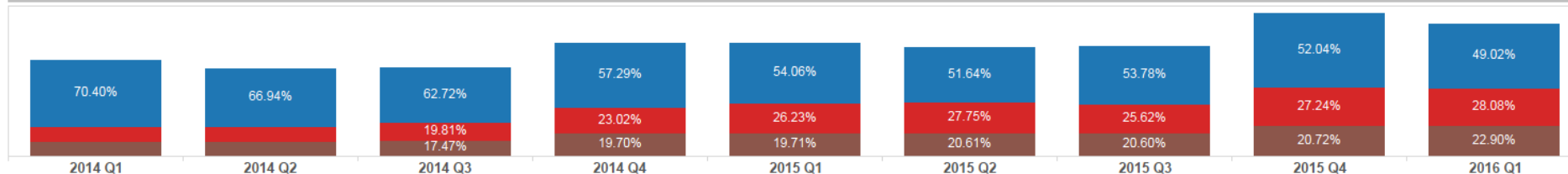
### Quarterly Commission



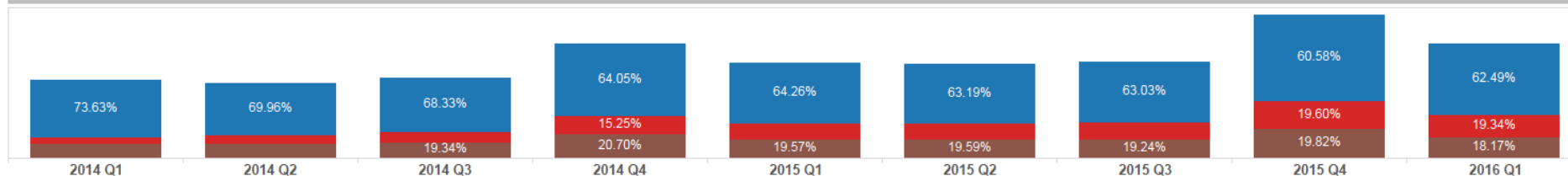
**Device Key**  
■ Non Mobile  
■ Mobile

## Quarterly Performance by Device Type

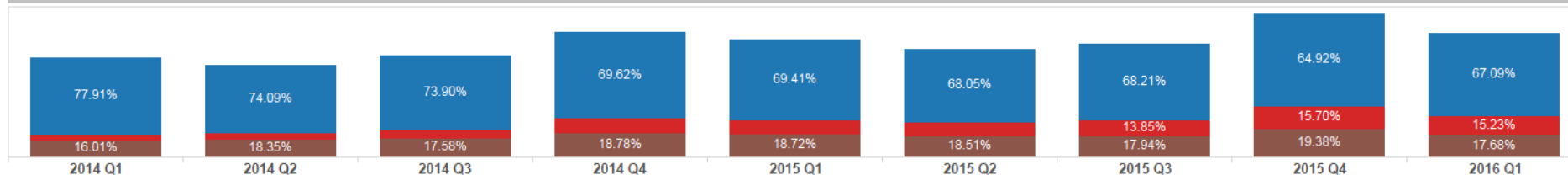
### Quarterly Traffic



### Quarterly Transactions



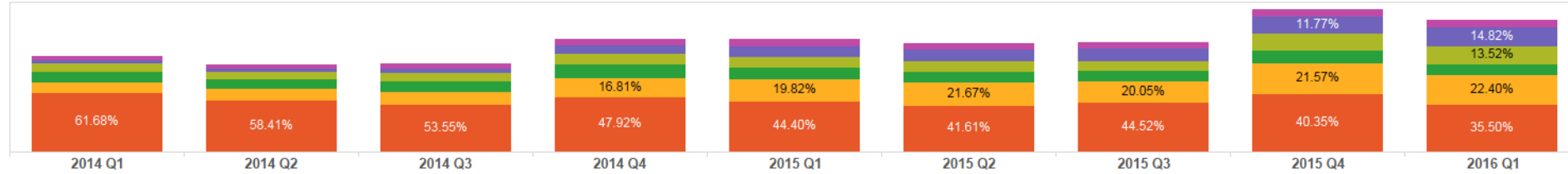
### Quarterly Commission



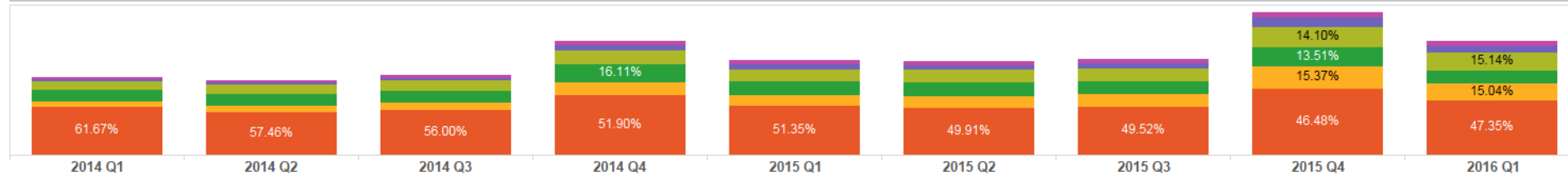
**Device Key**  
■ Desktop  
■ Smartphone  
■ Tablet

## Quarterly Performance by Device Name

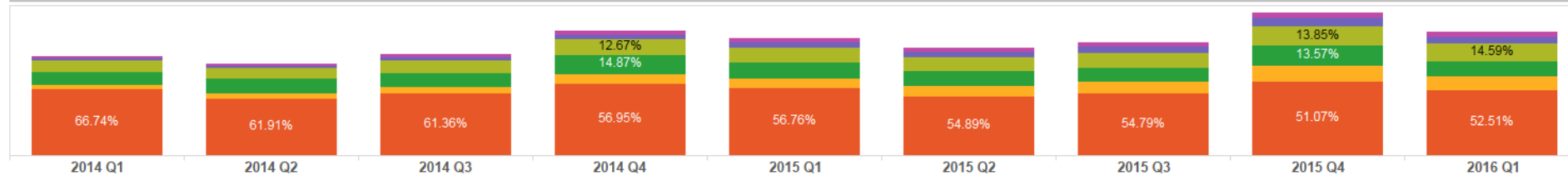
### Quarterly Traffic



### Quarterly Transactions



### Quarterly Commission

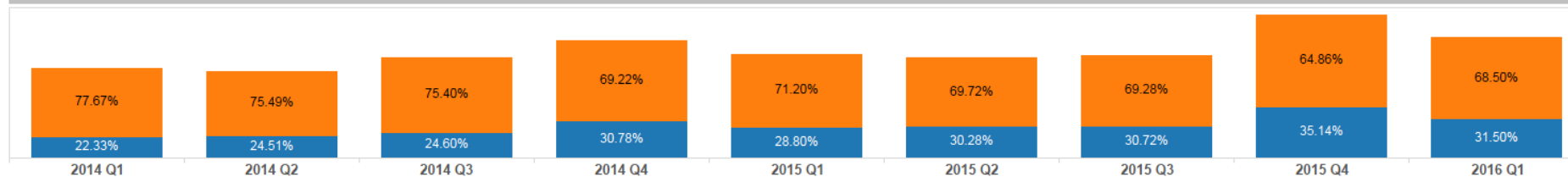


**Device Key**

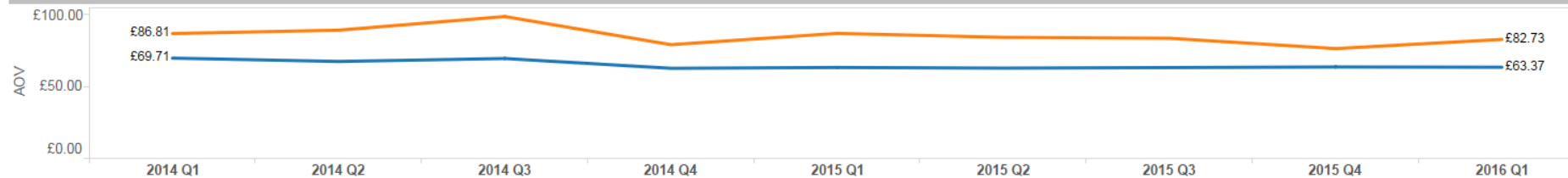
- Android Mobile
- Android Tablet
- Apple Mac
- iPad
- iPhone
- Windows

## Quarterly Performance 2 by Device Category

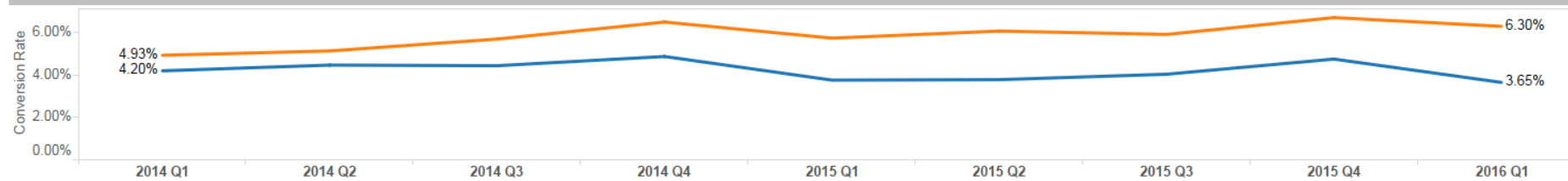
### Quarterly Revenue



### Quarterly AOV



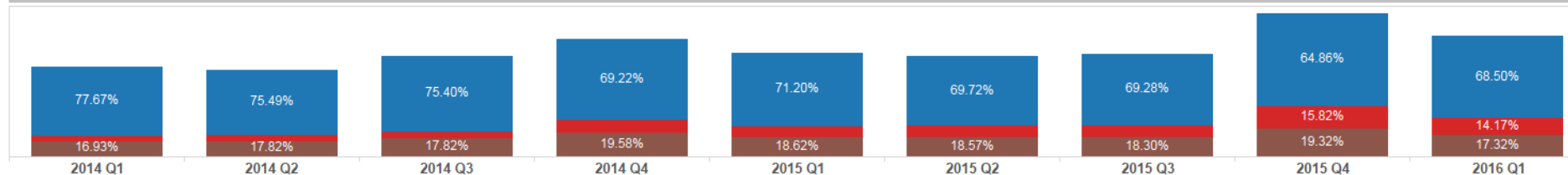
### Quarterly Conversion Rate



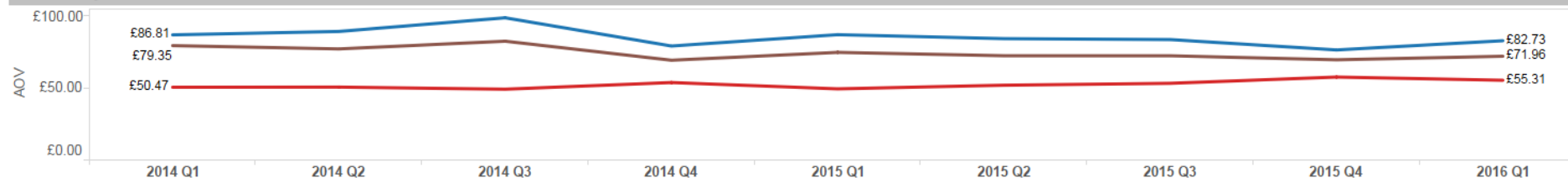
**Device Key**  
■ Non Mobile  
■ Mobile

## Quarterly Performance 2 by Device Type

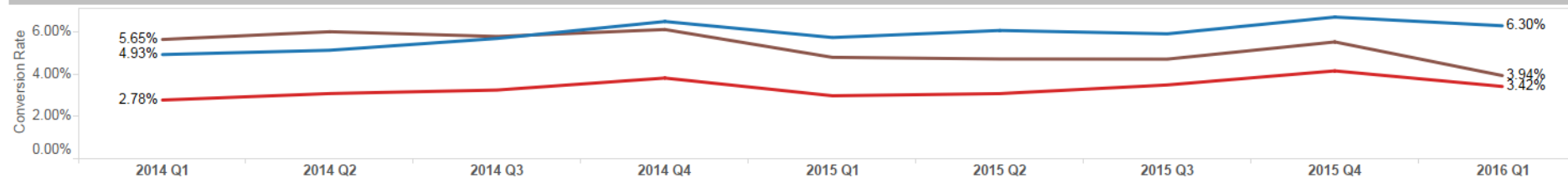
### Quarterly Revenue



### Quarterly AOV



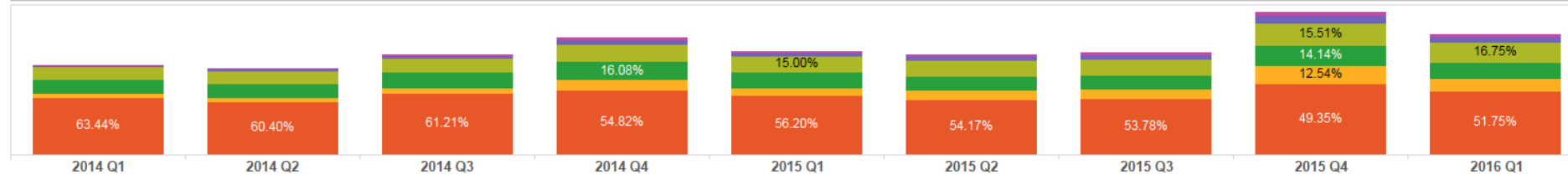
### Quarterly Conversion Rate



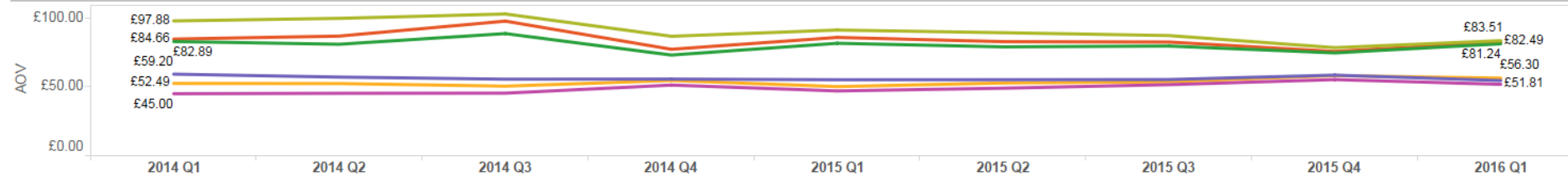
**Device Key**  
■ Desktop  
■ Smartphone  
■ Tablet

## Quarterly Performance 2 by Device Name

### Quarterly Revenue



### Quarterly AOV



### Quarterly Conversion Rate

