Affiliate Window Quarterly Mobile Tracker

Mobile Statistics: Q1 2016

Affiliate Window's mobile data is drawn from over 3.5m network transactions each month across 2,100 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.

Q1 2016 Mobile Performance

- 51% of traffic originated from a mobile device - up from 48% in Q4 2015
- 28% of traffic came from a smartphone – up from 27.2% in Q4 2015
- 37.5% of sales originated from a mobile device – down from 39.4% in Q4 2015
- 19.3% of sales came from a smartphone – down from 19.6% in Q4 2015
- Mobile traffic converted at 3.65% - down from 4.75% in Q4 2015
- Mobile Average Order Value (AOV) was £63.37– down from £63.56 in Q4 2015

Q1 2016 Headlines

- 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 Q1 down from 31.5% in Q4 2015

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 20.23% of smartphone traffic and 22.25% of sales
- Android tablets accounted for 64.7% of tablet traffic and increased to 34.8% of tablet sales
- iPad AOV continues to perform higher than Android tablets, with £81.24 in Q1 (compared to £54.56 for Android tablets)
- iPads consistently see a higher conversion rate than Android tablets, with over 5% difference seen in Q1 2016, with 7.26% and 2.12% respectively.

You can find a full breakdown of Q1 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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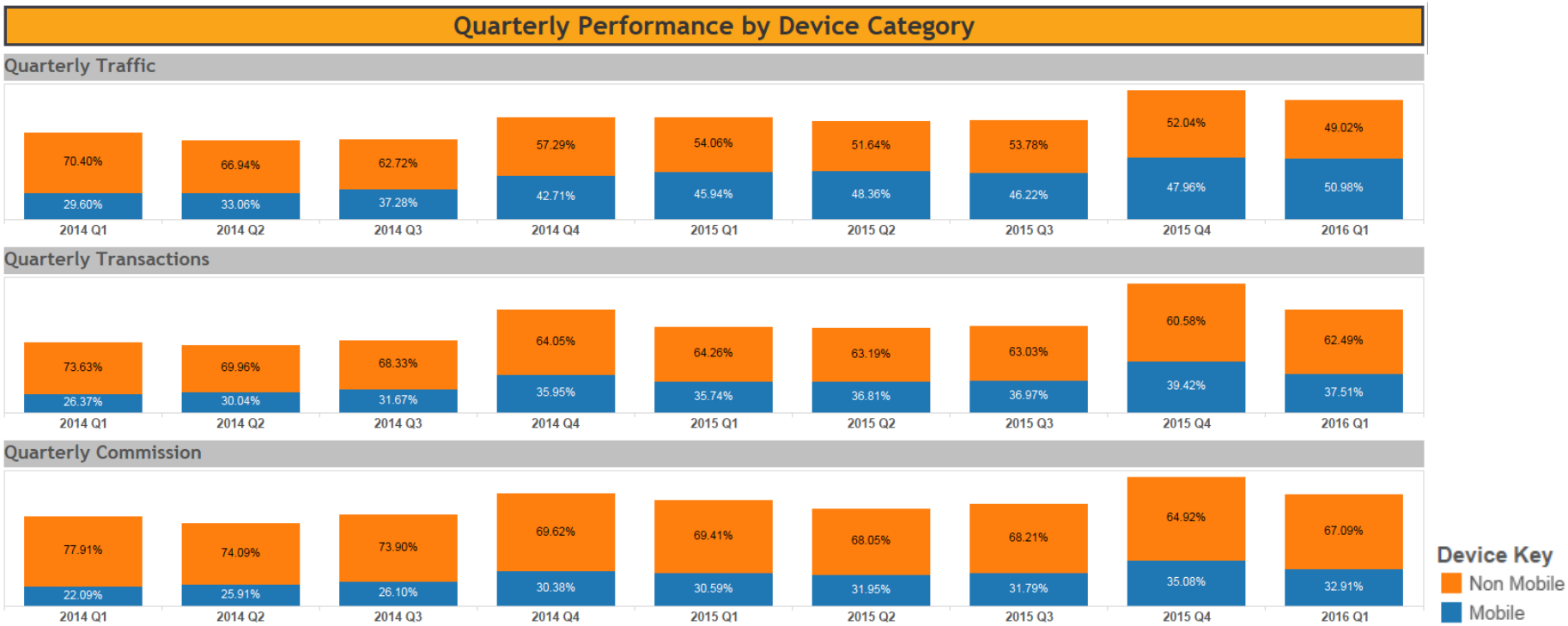
Performance by Device Category



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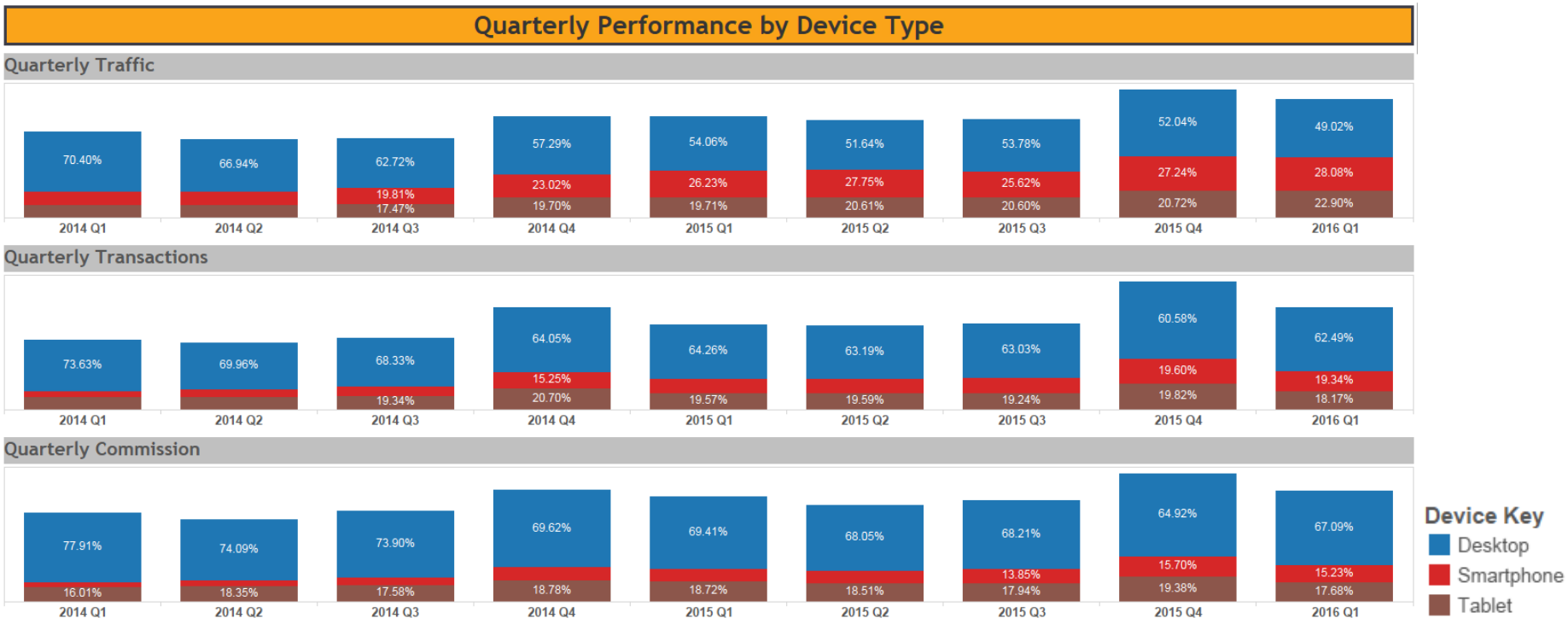
Performance by Device Type



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