

January – March 2015 Press Highlights

[Internet Retailing](#) – 3rd January, 2015



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ANALYSIS

Mobile e-commerce traffic passes 50% on Boxing Day, real growth in November benchmark indicates



By Paul Skeldon

January 7, 2015 - 3:09 pm

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While November saw dramatic growth in mobile traffic to retailer websites, December only saw some incremental increases according to the latest figures from Affiliate Window – apart from Boxing Day, which saw mobile e-comm traffic top 50% for the first time.

According to Affiliate Window's monthly benchmark for December, 44.37% of traffic originated from a mobile device – up from 44.17% in November. 37.35% of sales originated from a mobile device – up from 36.46% in November – with 22.75% of traffic came from a smartphone – up from 22.70% in November.

15.75% of sales came from a smartphone – up from 14.74% in November. Mobile traffic converted at 4.92% – up from 4.77% in November. However, mobile Average Order Value (AOV) was £62.96, down from £66.92 in November.

Android smartphones accounted for 26.20% of smartphone traffic and 26.03% of sales and Android tablets accounted for 40.96% of tablet traffic but only 22.99% of sales.

Tablet devices converted at 6.72% while smartphones dragged down the overall mobile conversion rate – converting at 4.07% – with iPad typically converting at 3 percentage points above Android tablets. And iPad users not only convert at a much higher rate than their Android counterparts, but also spend significantly more when they do.

So, compared with November's figures it seems that the surge in mobile commerce for Christmas actually began in November, which saw far more dramatic rises in mobile traffic compared to October than was seen between November and December.

However, as has been born out by retailers such as John Lewis [IRDX RJLP], there was a further boost to mobile across the actual Christmas period, especially on Boxing Day as consumers stuck at home turned to their devices – many of them Christmas presents – to start shopping for clearance items.

This accounts for the mobile traffic spike across Affiliate Window's monitoring on Boxing Day where traffic passed 50% for the first time since the company's records began.

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Top 10 Trends for Affiliate Marketing in 2015

By Kevin Edwards | 3 months ago | Affiliate, Feature

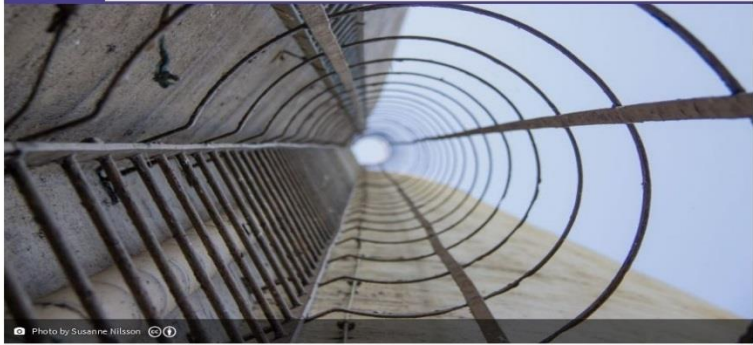


Photo by Susanne Nilsson

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As we turn our back on 2014 what does the year ahead have in store for affiliate marketing? Here Affiliate Window takes a look at ten trends that could shape the continued evolution of our industry in 2015.

1. Making life easier for affiliates

Affiliate marketing is a simple concept but all of us who work in the industry are guilty of over complicating the basic premise: obfuscating with acronyms, building unintuitive interfaces and failing to adequately disclose programme information in an easily accessible way.

2015 has to be a wakeup call for established networks to ensure affiliate marketing is so simple that there are no barriers for any affiliates looking to get their foot on the ladder.

Maybe a fundamental overhaul of how traditional affiliate marketing is done is overdue.

2. The changing role of networks

We stand at a crossroads with some established networks seeking to expand and transform the way they sell a range of performance products. Does this reflect a lack of confidence in traditional affiliate marketing and what are the implications for existing affiliate traffic?

Affiliate Window has witnessed strong growth in 2014 proving the market is still expanding but there is no doubt that we're in a transitional phase. Additionally we're seeing a general fragmentation and breaking down of a consensual network approach that has benefitted the UK market. This should sound alarm bells.

3. Grabbing the overseas opportunity

UK retailers are experiencing huge demand for their products and services from overseas consumers.

A 2012 study claimed the UK has the biggest online trade surplus of any country in the world and this demand has interesting ramifications for the affiliate industry. Many of these companies don't have a local presence and are increasingly relying on networks to reach out to affiliates who may not be based in the UK but can tap into local traffic sources.

Assuming that traffic quality isn't an issue, this represents a significant opportunity that brands and SMEs can potentially exploit.

Underpinning much of the potential success for the affiliate channel will be unlocking data that helps identify affiliates as well as understand their value. Knowing that consumers in Australia, for example, will spend considerably more than their British counterparts requires us to appreciate why, and whether the range of products purchased alters marketing plans aimed at affiliates driving these sales.

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Red Letter Days Consolidates Programme Exclusively to Affiliate Window Share →

Red Letter Days, one of the pioneers of the experience industry, has consolidated its affiliate programme from Affilinet to partner exclusively with global performance marketing network, Affiliate Window.

Set up in 1989, Red Letter Days has gone from strength to strength and today offers hundreds of experience days for individuals, couples, and groups, including corporate solutions for some of the UK's biggest companies.

Red Letter Days' aim to grow their affiliate programme by 15% in 2015 and develop relationships with long tail affiliates, led to their decision to partner exclusively with Affiliate Window. "The main reason for consolidating with Affiliate Window is that they work with a vast range of long-tail affiliates compared to Affilinet" says Gemma Crozier, Affiliate Marketing Manager for Red Letter Days. "We have always worked on growing the long-tail, and in order to continue to develop the channel, it makes sense for the brand to move exclusively to Affiliate Window. We are keen to explore the new tools and technologies their network has available, such as the assist data, which would allow us to find ways of working differently with certain publisher types."

Red Letter Days' activity in the performance channel is fully intertwined with the rest of their online marketing mix and as such, is coordinated so that a consistent message is delivered across all channels. Joshna Patel, Head of Online for Red Letter Days explains "by consolidating to Affiliate Window we are able to get a better view of the channel as a whole, especially when it comes to benchmarking and enables us to manage our programme more efficiently."

Anthony Clements, UK Country Manager at Affiliate Window comments: "Affiliate Window has enjoyed a successful, long-running partnership with Red Letter Days since 2008, so we are delighted they have chosen to move their programme exclusively to our network. This decision highlights how our technology and innovative tools can help an advertiser to build a sustainable and balanced programme, with a significant number of contributing content publishers. We're proud of our work with Red Letter Days, and we look forward to helping them continue their growth in the Performance Channel."

In September 2014, new assist KPIs were introduced to Affiliate Window's advertiser and publisher reports, allowing retailers to understand how customer journeys are influenced by publishers or other channels. Following the consolidation from Affilinet and exploration of these KPIs, Red Letter Days will be re-launching their programme and invite all publisher types to join.

-Ends-

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Mobile Sales Account For Over A Third Of Affiliate Sales

9 FEB 2015 RORY BETTERIDGE 211

Recent trends from the US and UK suggest that over a third of sales generated by an affiliate network last month were made on a mobile device.




Image courtesy of Stokkete, Shutterstock.

Affiliate Window, an affiliate network that operates in the US and UK, has released figures suggesting that 36 percent of all sales made possible by its networks in the month of January took place on a smartphone or tablet, as reported by Internet Retailer. This compares favourably with the 25 percent of all online retail sales over the holiday season.

Affiliate Window's data contains a host of other interesting information:

- Matching December figures, about 44 percent of traffic came from mobile devices, peaking at times through the month at over 50 percent. Smartphones accounted for 22 percent of total traffic.
- 36 percent of sales took place on mobile devices, with 15 percent coming from smartphones. This represents a slight drop on December figures of 37 and 16 percent respectively.
- 26 percent of all smartphone traffic and sales originated from an Android smartphone. Android tablets were responsible for 44 percent of tablet traffic and 25 percent of sales.
- While mobile traffic conversion rates of 3.74 percent are lower than the unusually high 4.92 percent last December, the average order value had risen from \$96 to \$102.
- iPad shoppers converted at a higher rate than Android tablet users, and also had a consistently higher order value.

Affiliate Window reports that a total of 34,600 sales originated from a mobile device through its networks in the month of January, with 14,500 through smartphones. The company added that 642 clicks originated from a mobile device every minute.

Figures like these only highlight the growing importance a mobile device should have for a retailer. Shifting technology standards and growing adoption rates are drawing more retailers' attention to the mobile device as a sales channel, giving way for more immersive and comprehensive mobile sales offerings. Smartphones and tablets, if not already, are fast becoming a channel retailers can no longer ignore.

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Shop Direct Presents VeryExclusive.co.uk in Luxury Retail Venture

By Adele MacGregor | 6 months ago | Affiliate, Display, Other



Photo by chinnian

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Digital retail group Shop Direct has launched new website VeryExclusive.co.uk, in an effort to make luxury fashion more accessible.

Joining Shop Direct's very.co.uk, isme.com and Littlewoods.com brands, the new site will offer women's clothing, footwear, accessories and beauty products. Brands include Marc by Marc Jacobs and Vivienne Westwood, luxury high street retailer Reiss and make-up companies Stila and Nars.


Shaking it up

Alex Baldock, Shop Direct group chief executive, says the site aims to make luxury fashion accessible.

"VeryExclusive.co.uk will give the luxury market a much-needed shake up. We're bringing luxury within reach of many who crave a Karl Lagerfeld jacket or a Vivienne Westwood handbag but feel it's out of reach."

In addition to the new luxury site, Shop Direct Group will be launching its own affiliate programme with Affiliate Window following a long-standing relationship between the two companies.

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24 FEBRUARY 2015 - 11:22AM | POSTED BY JESSICA DAVIES | 0 COMMENTS

Affiliate Window unveils commission-per-assist model for publishers

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Affiliate Window has introduced an attribution payment model which rewards publishers further up the sales funnel which would not normally have received a revenue cut.



The affiliate network, whose brand partners include Asos, B&Q, EE, BT, and John Lewis, M&S and Sky, has introduced the "top-up" commission feature, to ensure bloggers and social publishers are paid if their content has contributed to a subsequent sale on another site.

Traditionally the commercial model for affiliate marketing has focused on cost-per-acquisition (CPA) based on last-click, although in-roads have been made into exploring multi-click attribution models.

Using cross-device tracking Affiliate Window can see when a publisher has contributed to the "click chain" but did not win the sale, or if a publisher has generated the first click in the chain. Another form of assist is when a publisher has contributed a click but the sale was assigned to a different channel. From now on publishers will be rewarded quickly for the value they deliver to the end sale.

Kevin Edwards global client strategy director, for Affiliate Window, said: "Having analysed affiliate journeys over the past few years we know that certain publishers have greater influence earlier in the sales' funnel and last-click CPA doesn't allow us to recognise this. We also know there is a huge industry desire to engage with longtail bloggers and broader content sites and this enables us to reward their activity more appropriately.

This is the first stage in a series of new product releases that we hope will show Affiliate Window's ongoing commitment to developing the broader affiliate base."

A recent trial campaign with an advertiser saw an 85 per cent traffic increase and a 25 per cent rise in sales across the publishers involved, according to Affiliate Window.

Advertisers can also identify individual publishers and cap payments for assists that lead to transactions if they wish. There are additional criteria available, with variable payments, daily caps and first assist options. The payments can be limited to single publishers or a wider group should the advertiser want to run a general 'assist' campaign.

Affiliate, or performance marketing, generated £14bn in sales in 2014 from £1bn in ad spend, according to the IAB's latest audit.

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13 March, 2015

The power of Influence and the multichannel customer

By Matt Swan

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Customer journeys are becoming increasingly complex.

Not only are they across multiple channels with multiple touch-points, they are also spanning multiple devices.

Attribution and last click models

For years, attribution has been a subject of great debate, but until now we have been missing a core piece of this. Without the ability to look at how consumers move across devices, how can we expect to attribute sales effectively?

With the channel premised on a last click CPA, we have seen the rise of publishers who are effective at attracting and converting the final click in a purchase path; cashback and voucher code site have been incredibly successful at doing so.

More recently newer business models have emerged to further target and re-target consumers to encourage conversion.

With all the clamour to receive the final click, **have we forgotten about those publishers that are present in the customer journey prior to the final click?**

While the 'last click wins' model is one that has worked for a number of years, it lacks flexibility. It isn't necessarily something that needs to be moved away from as there is a lot of merit behind it, but advertisers need to be more flexible in their reward structure.

CPC models

The telecoms, insurance and gaming sectors have always been open to experiment with additional payment metrics such as CPC models or paying tenancies to relevant sites with significant volumes of visitors.

With business intelligence tools in place, advertisers are easily able to identify those publishers that are heavily involved in customer journeys but are not converting. Once these have been identified, advertisers should be encouraged to think creatively about how the reward publishers for these 'assists', either across all publishers or focusing on a smaller group of identified 'influencers'.

By offering these additional payments, advertisers are able to negotiate increased exposure across publisher sites. One of the elements that is neglected when paying out for transactions, is the additional branding opportunities and the halo effect of non-converting traffic. There are certain channels that are paid regardless of converting the sale – the additional branding opportunities the affiliate channel offers are often ignored.

Take the below advertiser as an example. Using programme data **it is possible to identify the publishers that have been involved in a number of transactions, but convert less than 70% of these sales.**


There is certainly a value in these publishers as it can be argued they have had influence over the conversion. Whether this is by initially providing a review of the product or offering a price comparison on a range of products.

By identifying and optimising these sites it can help them to convert in the future.

Rank of Total	Total Influence	Share of Sale
1	384	71.61%
2	365	65.75%
3	301	70.10%
4	187	70.59%
5	89	64.04%
6	78	70.51%
7	63	66.67%
8	59	59.32%
9	50	62.00%
10	44	70.45%

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10 MARCH 2015 - 12:00PM | BY AFFILIATE WINDOW

Is the last click CPA model broken?

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For years some digital marketers have decried last click attribution, claiming it favours business models premised towards conversions while ignoring early funnel activity. Often this line of thought ignores one of the fundamental reward mechanisms of last click attribution, the fact that much of the activity it recognises is only commissionable if it results in a sale.



For affiliate marketers this means that the vast majority of clicks and impressions that never lead to a sale go unrewarded. These billions of interactions are the often overlooked halo effect of a channel that needs to do better at showcasing the branding and wider impact its traffic has, measuring affiliate marketing on both results and reach.

As a consequence of the payment metric, many affiliate business models are inevitably focused on sale conversions: remarketing, retargeting, voucher codes, cash rewards and basket abandonment (collectively now accounting for almost 50% of affiliate sales), are clearly targeted at the last possible point before a customer makes a purchase.

But we're now at a crossroads where brands are increasingly interested in the non-sale elements of affiliate marketing. Fashion brands want to engage with influential bloggers who have armies of loyal followers. Telecoms companies, long time exponents of meaty tenancies, are always challenging affiliate networks to come up with new and innovative ways of connecting with their main publisher partners. There is, on the whole, a growing desire to prove affiliate marketing is more, much more, than voucher codes and cashback.

Building better relationships with a more diverse affiliate base is entirely achievable but at the same time we need to assess whether payment models and commission payouts are still fit for purpose; does a single, standardised commercial arrangement adequately reflect the value delivered?

At the heart of the conversation is an acknowledgment that last click cost per acquisition (CPA) which much of affiliate marketing is still rewarded on, is a commercial business model, quite separate from last click attribution that recognises one element of value delivered.

Therefore the discussion should be premised on whether last click CPA adequately recognises the value that business models sitting within the broad church of affiliate marketing offer. We know, for example, that certain affiliate models, typically price comparison and some content, can often lose out on last click CPA.

With this in mind we believe it's time to acknowledge early funnel traffic within the channel, affiliates who are strong influencers but poor closers. How can this be done? Ideally we would like to see a set of metrics that recognise value: time spent on site, pages viewed, closeness to sale and post transaction 'customer quality' indicators, but we also need to be realistic about how much of this data is passed back from advertisers.

With that in mind, Affiliate Window has embarked upon a new payment 'top up' model that allows advertisers to provide additional click payments for affiliates who influence sales they ultimately get no credit for.

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February 5, 2015, 1:09 PM

36% of sales on affiliate networks in January are mobile

 BY BILL SIWICKI | Editor, Mobile

And mobile traffic peaks over 50% on the affiliate networks of Affiliate Window.

Affiliate Window, which operates affiliate networks in the U.S. and the U.K., is experiencing some heavy-duty mobile activity.

A very sizable 36% of [total sales generated by the networks in January occurred on smartphones and tablets](#). That's compared with about 25% of total U.S. online retail sales during the holidays, according to various research firms.

Here's the nitty-gritty on January, according to new data from Affiliate Window:

- 44% of traffic was mobile, about the same as December. Traffic peaked at times in January above 50%.
- 22% of total traffic came from smartphones, about the same as December.
- 36% of sales occurred on mobile devices, down from 37% in December.
- 15% of total sales came from smartphones, down from 16% in December.
- Mobile traffic converted at 3.74%, down from a rather high 4.92% in December when many consumers were shopping for gifts.
- Mobile average order value was \$102, up from \$96 in December.

In January, 34,600 sales each day originated from a [mobile device on Affiliate Window's networks](#), 14,500 through smartphones, Affiliate Window reports. And 642 clicks originated from a mobile device every minute, the company adds.

Following is the breakdown on devices, according to Affiliate Window:

- Android smartphones accounted for 26% of smartphone traffic and 26% of sales.
- Android tablets accounted for 44% of tablet traffic and 25% of sales.
- The average order value for iPad shoppers is consistently higher than for shoppers who use Android tablets.
- Shoppers on iPads continue to convert at 3 percentage points above shoppers on Android tablets.

Follow Bill Siwicki, editor of the [2015 Internet Retailer Mobile 500](#) and editor, mobile, at [Internet Retailer](#), at [@IRMcommerce](#) and at [@MobileInsiderBS](#).

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INSide Events: Affiliate Window Fashion Focus 2015

By Adele MacGregor | 2 weeks ago | Affiliate, INside Industry Events, E-Commerce, Feature



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Affiliate Window's Fashion Focus returned for its fifth year, providing an opportunity for advertisers and publishers to network with one another and gain insights into the latest network trends in the fashion and retail sector.

The event, held at 30 Euston Square in London, played host to brands such as ASOS, The White Company, Urban Outfitters, Etsy, and M&S exhibiting their latest collections.

Fashion Focus also welcomed a number of fashion publishers including Stylepilot, Fashionchick and Style on Screen.

Also present on the night was keynote speaker Kinvara Balfour who has previously interviewed Tom Ford, Anna Wintour and Manolo Blahnik, to name a few, and has worked at both Conde Nast and the Telegraph.

"Fashion Focus is one of our most successful sector events and this year it was fully subscribed with quite a long reserve list proving the value and need for events of this nature in our industry," said Lisa Chaikin, PR & marketing director at Affiliate Window.