

AFFILIATE WINDOW **WEBINARS**

Mobile marketing within

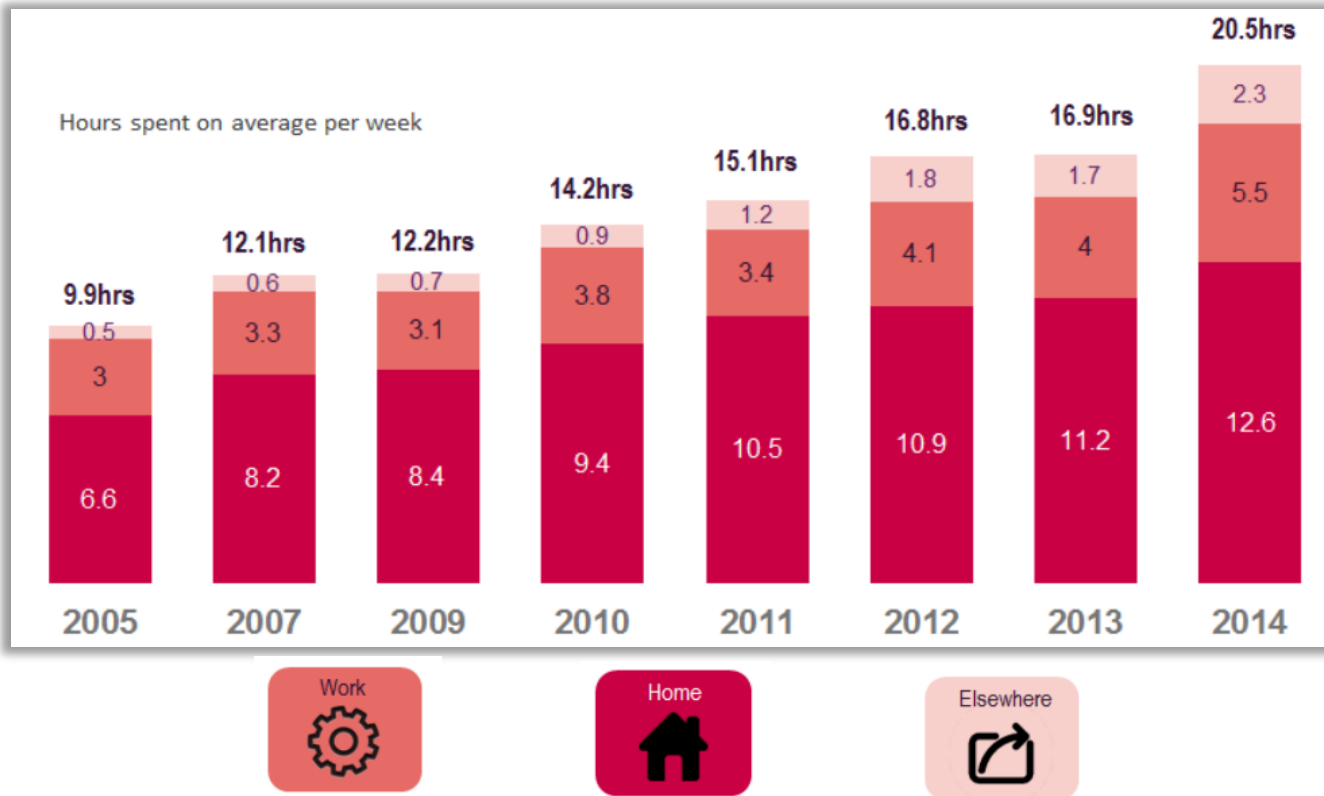
the affiliate channel

Kevin Edwards & Matthew Swan, Strategy Team, MAY 2015

MOBILE MARKETING IN THE AFFILIATE CHANNEL

- ✓ The growth of mobile: the network's data in detail
- ✓ The tracking challenge – how much isn't being rewarded?
- ✓ Understanding the consumer and new affiliate models
- ✓ What recent trends show us
- ✓ The importance of understanding consumer journeys
- ✓ Piecing it all together

ONLINE TRAFFIC: OVERALL EXPANSION



Hours spent online in a typical week: 2005 to 2014,
Ofcom 'Adults' media use and attitudes' Report May 2015

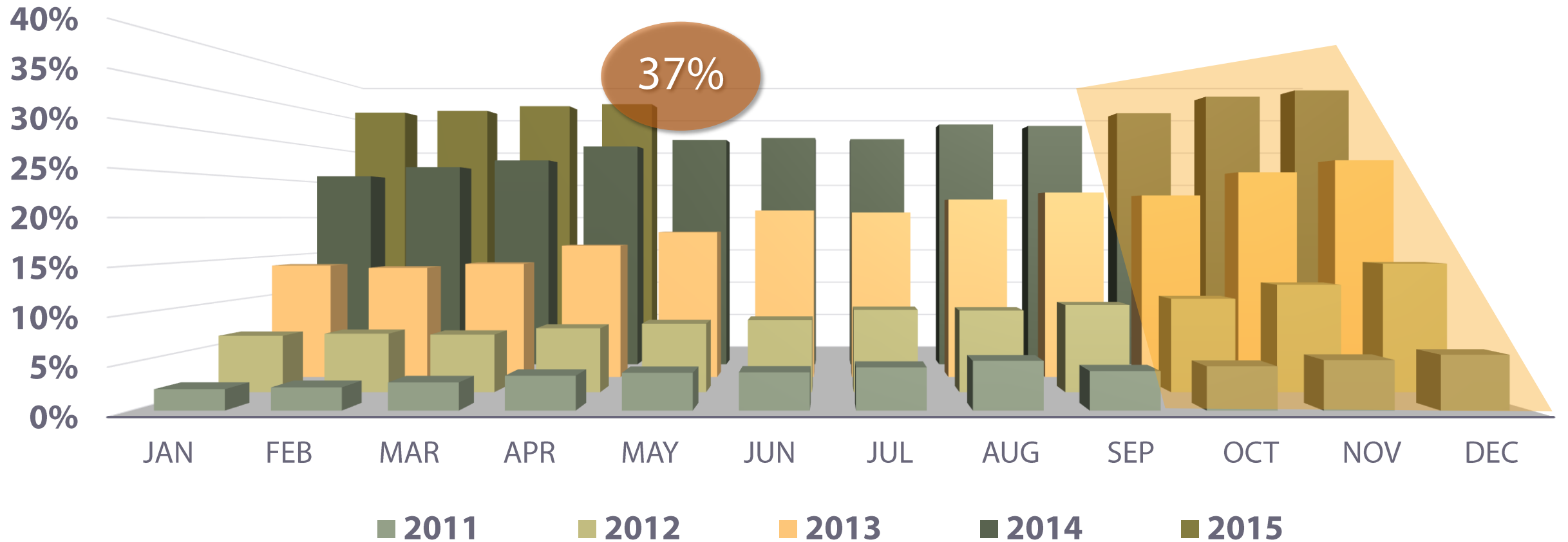
With the increase in online traffic, are smartphones and tablets replacing desktop, or are these additional clicks and impressions?

Big variance between age ranges, with 16-24 year olds spending almost 30 hours per week online

One in four under 34 year olds shop via smartphones compared to one in 100 65+ year olds

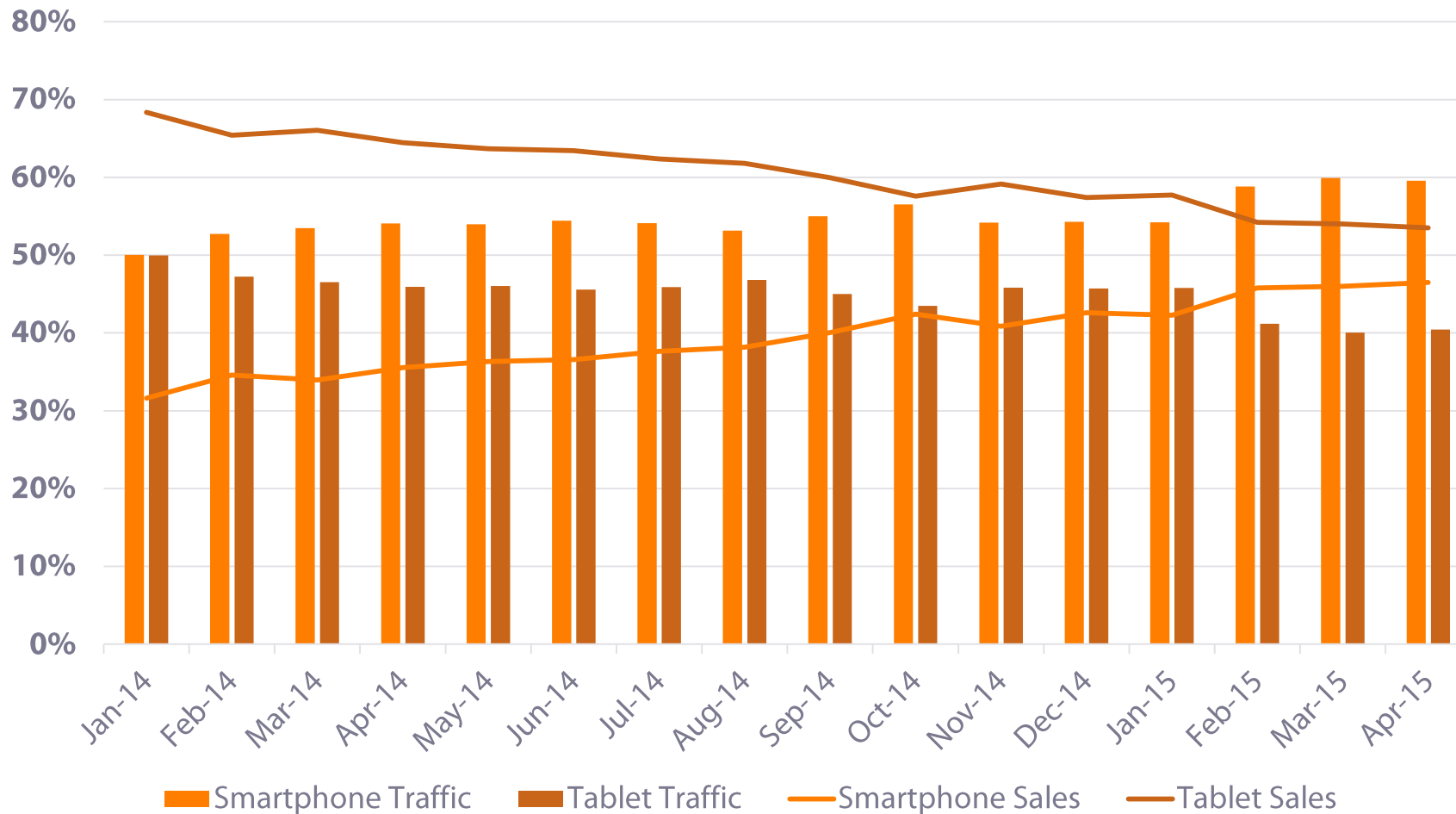
THE RELENTLESS RISE OF MOBILE

The growth of tablet and smartphone sales



SMARTPHONE CLOSING SALES GAP

Traffic and Sales



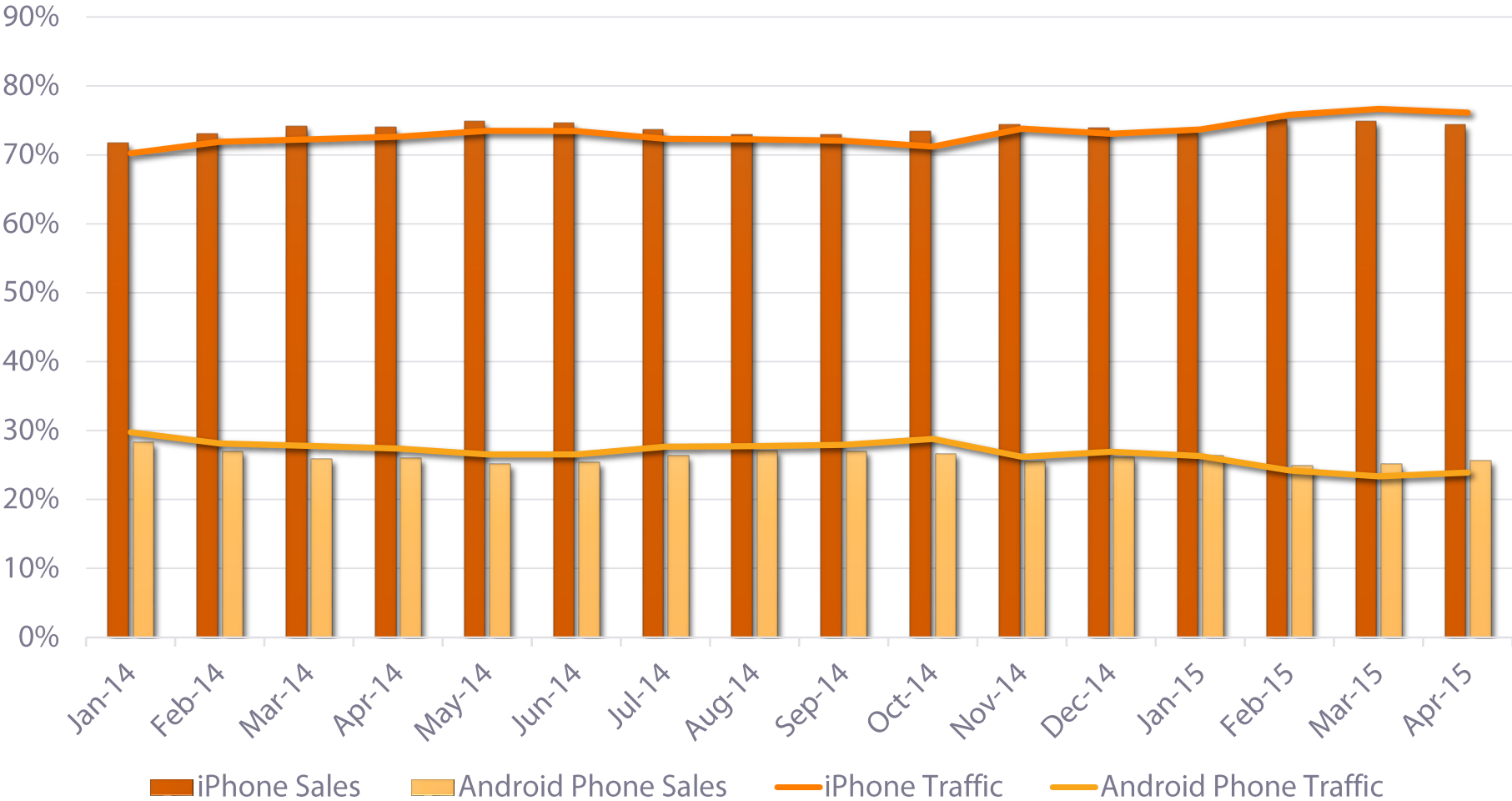
Smartphone continues to drive mobile traffic growth – was 50:50, now 60:40

Tablets traditionally greatest driver of sales – the gap continues to shrink; parity in 2015?

What are the new devices driving this trend?

APPLE VS. ANDROID

iPhone vs. Android Traffic vs. Sales

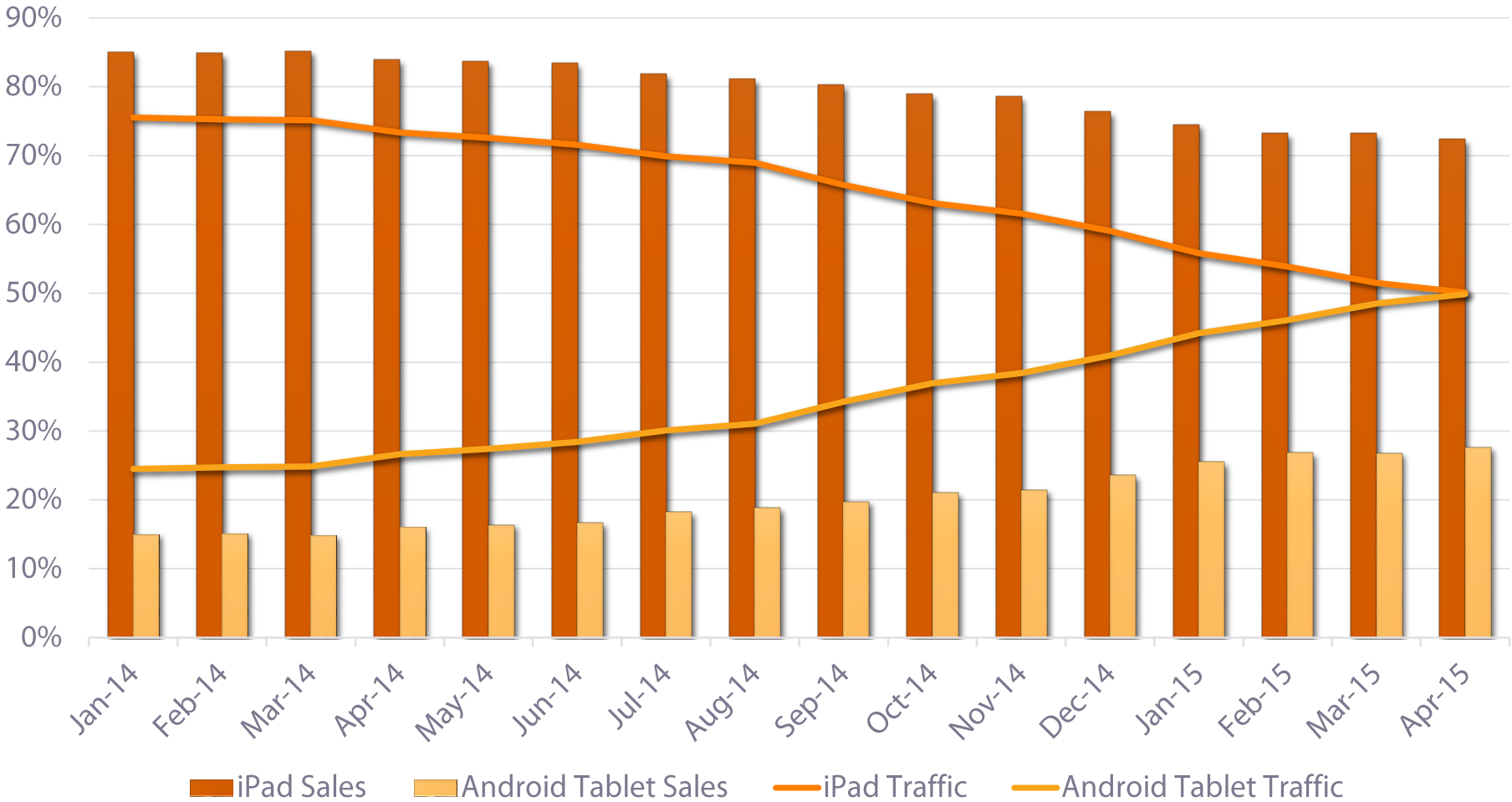


Apple dominating smartphone market in both traffic and sales.

This trend shows no sign of abating despite Android driving most adoption in the telecoms market

APPLE VS. ANDROID

iPad vs. Android Tablet Traffic vs. Sales

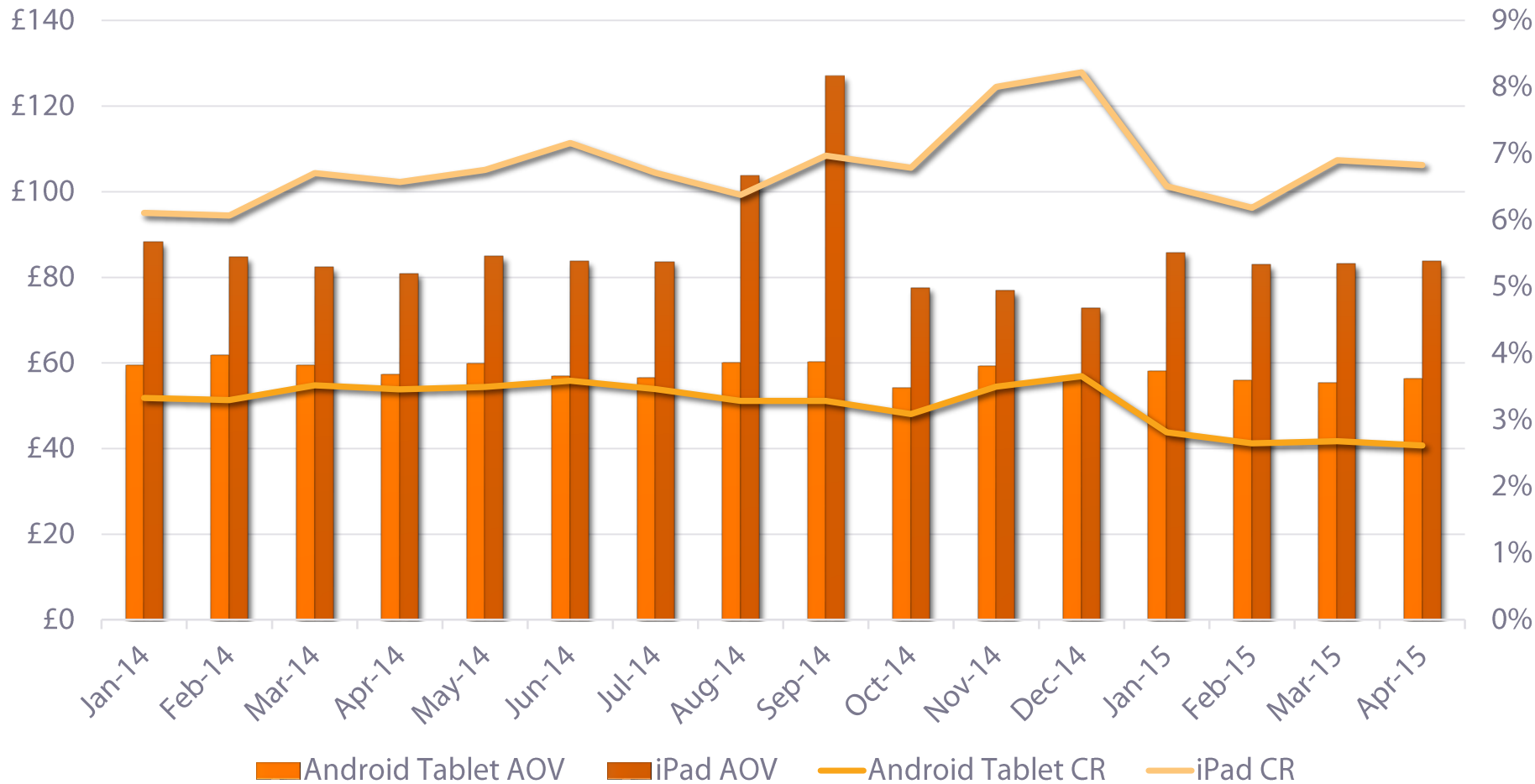


Android and iPad traffic now neck and neck

Disconnect between traffic and sales is indicative of poor conversion rates through Android devices

ANDROID TABLETS LAGGING

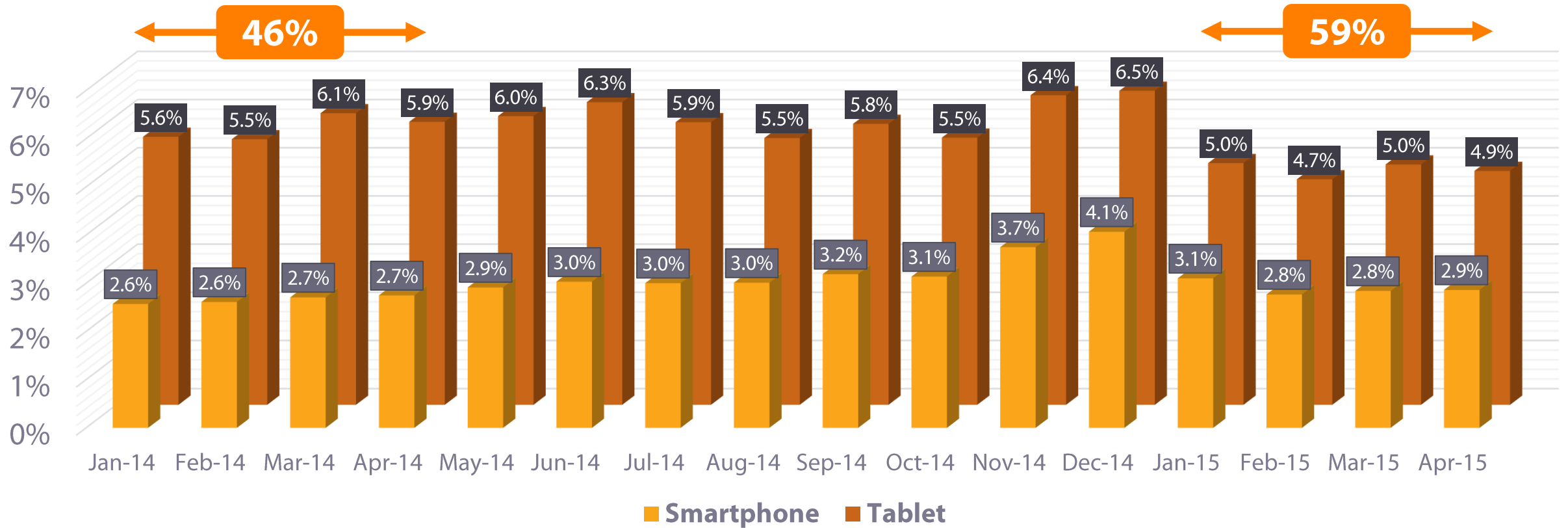
Tablet Conversion and AOV



Android users browsing but not purchasing anywhere near as much as iPad users

iPad users converting at a greater rate and spending more when they do

CONVERSION RATE: TRAFFIC BEHAVIOUR

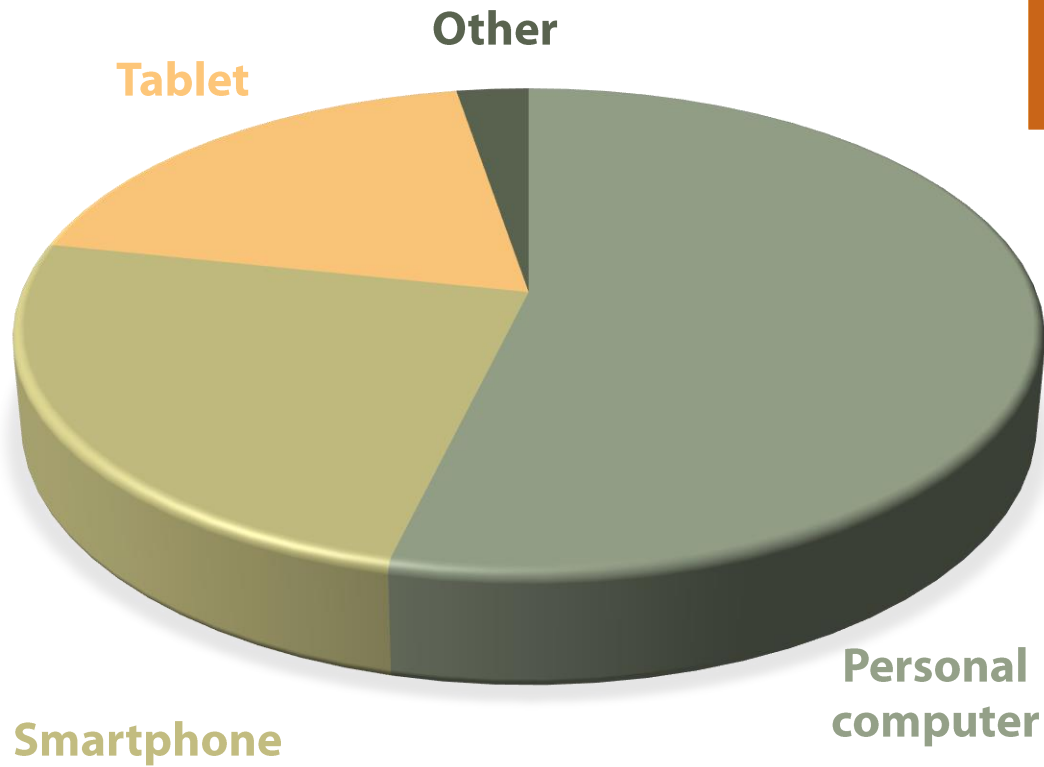


Smartphones convert between 50% and 70% of the click to sale rate of tablets

What does this tell us about how people use the devices? How much is untracked revenue?

THE TRACKING CHALLENGE

SPLIT OF CLICKS

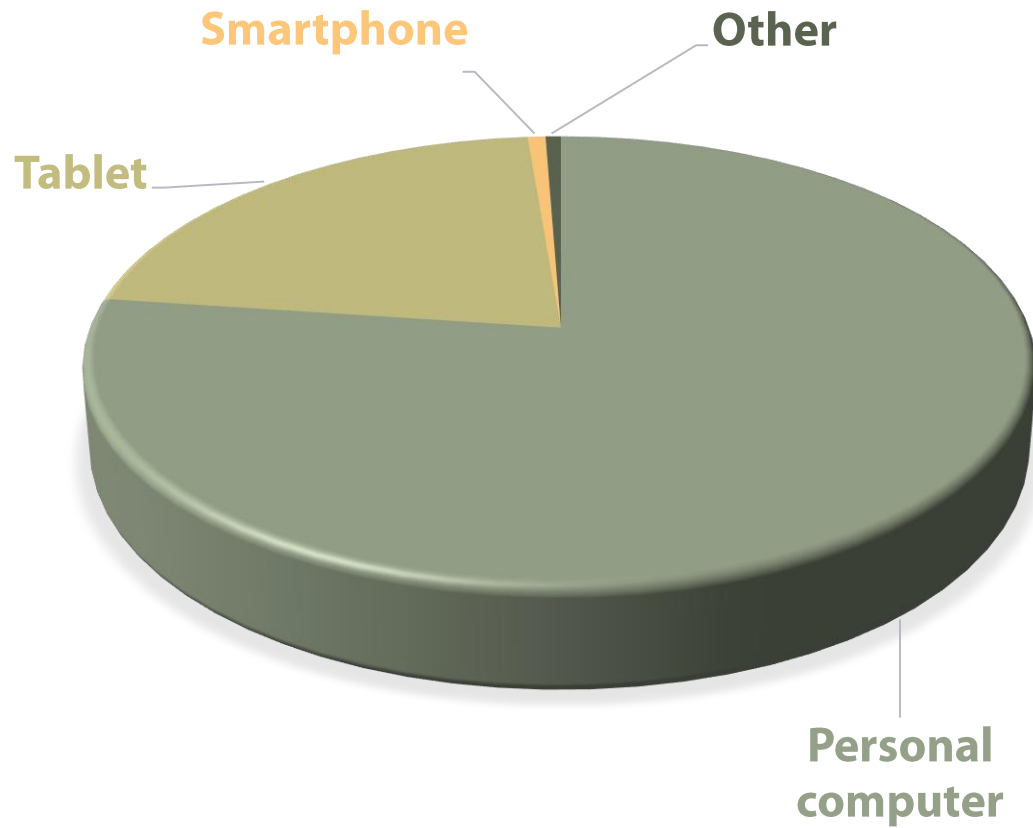


1 in 3.8 million

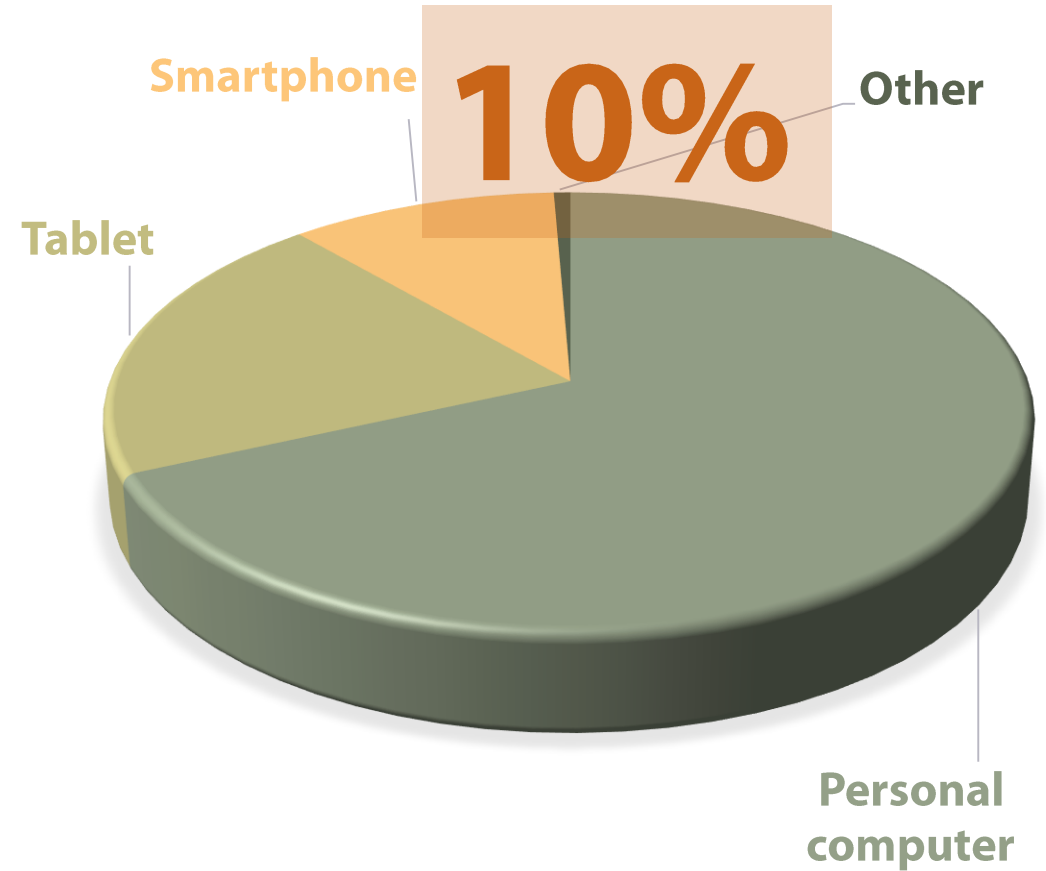
£133k

THE 10% INSTANT SALES' UPLIFT

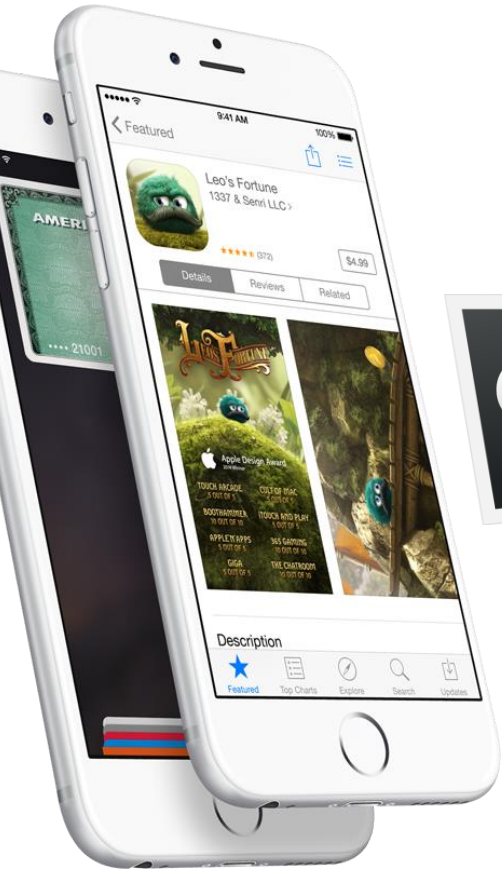
PERCENTAGE OF SALES



PERCENTAGE OF SALES



UNDERSTANDING THE CONSUMER



GROUPON

boohoo.com

MISSGUIDED

PEACE, LOVE AND FASHION

ticketmaster

FATFACE

UNITED KINGDOM

極度乾燥(しなさい)
Superdry.

THE WHITE COMPANY
LONDON

Boden
Joules
Phase Eight



UNDERSTANDING THE CONSUMER



46k clicks

for largest men's brand

**78% phone,
22% tablet**

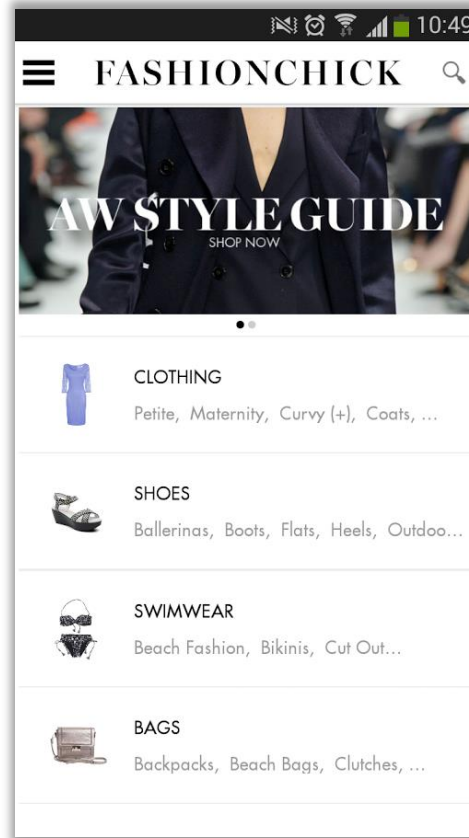
Conversions are poor; last click CPA broken?

FASHIONCHICK

Tablet clicks neck and neck with desktop

30% lower CTS on tablet for largest advertiser

Is tablet and smartphone traffic created equally?



ONLINE TO OFFLINE

BURTON
MENSWEAR
L O N D O N



395% increase in sales

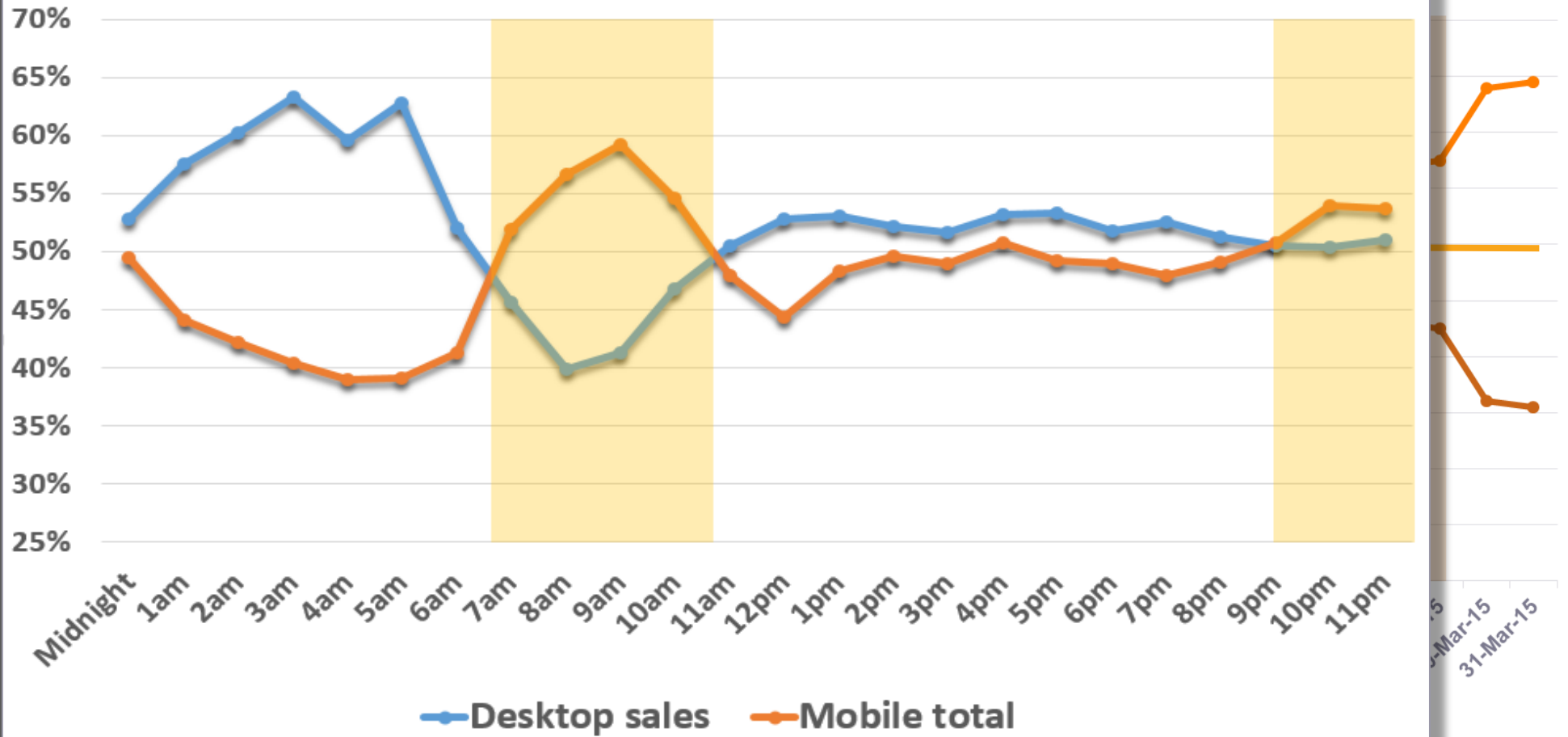
15% click to sale conversion

6.4% increase in AOV online

10% increase in AOV in-store

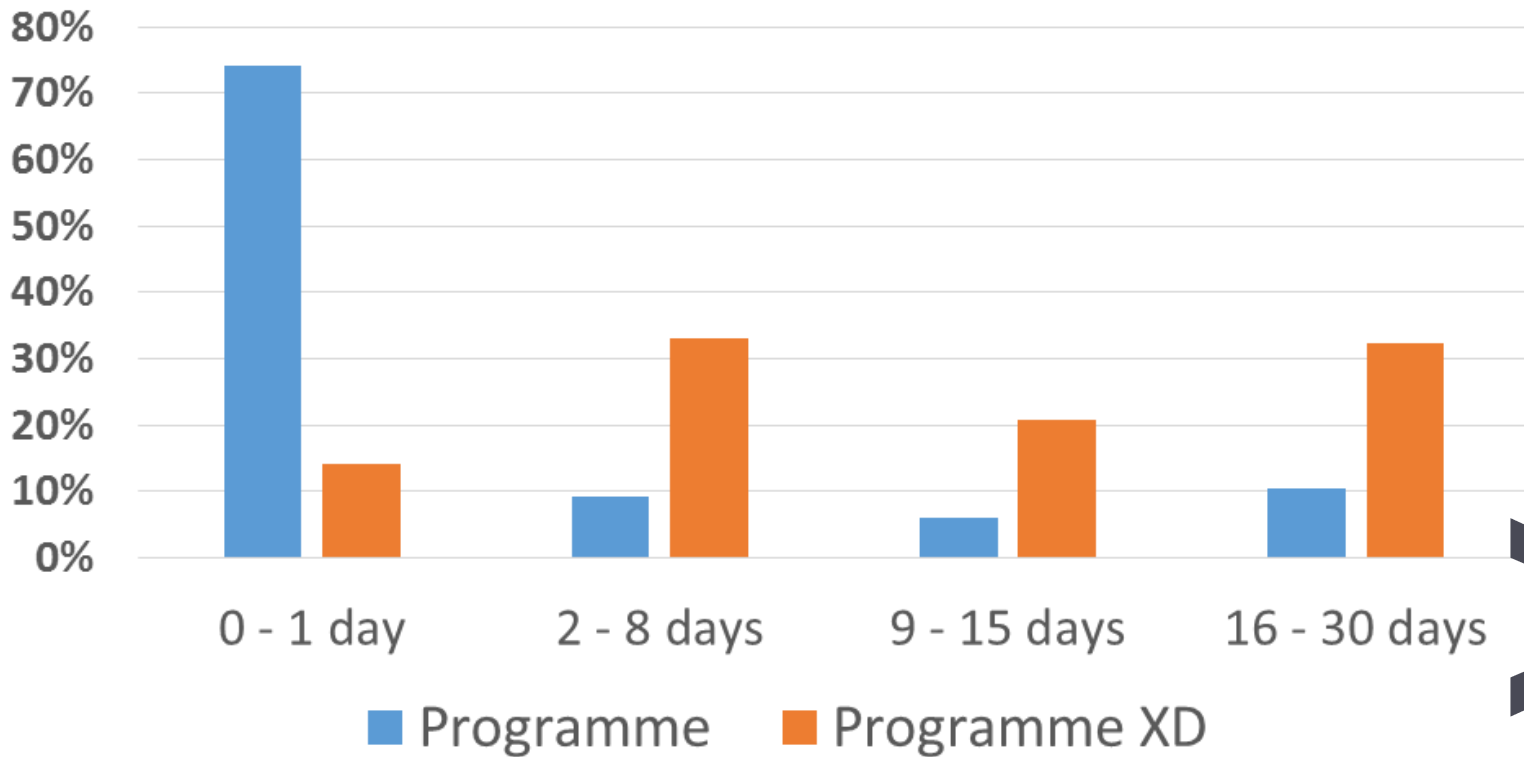
DEVICE SWITCHING

Mobile (tablet/handset) vs. Desktop traffic: Boxing Day



MOBILE IS TRANSFORMING OUR PERCEPTIONS

Programme Sales Lag: click to sale
cookie lengths



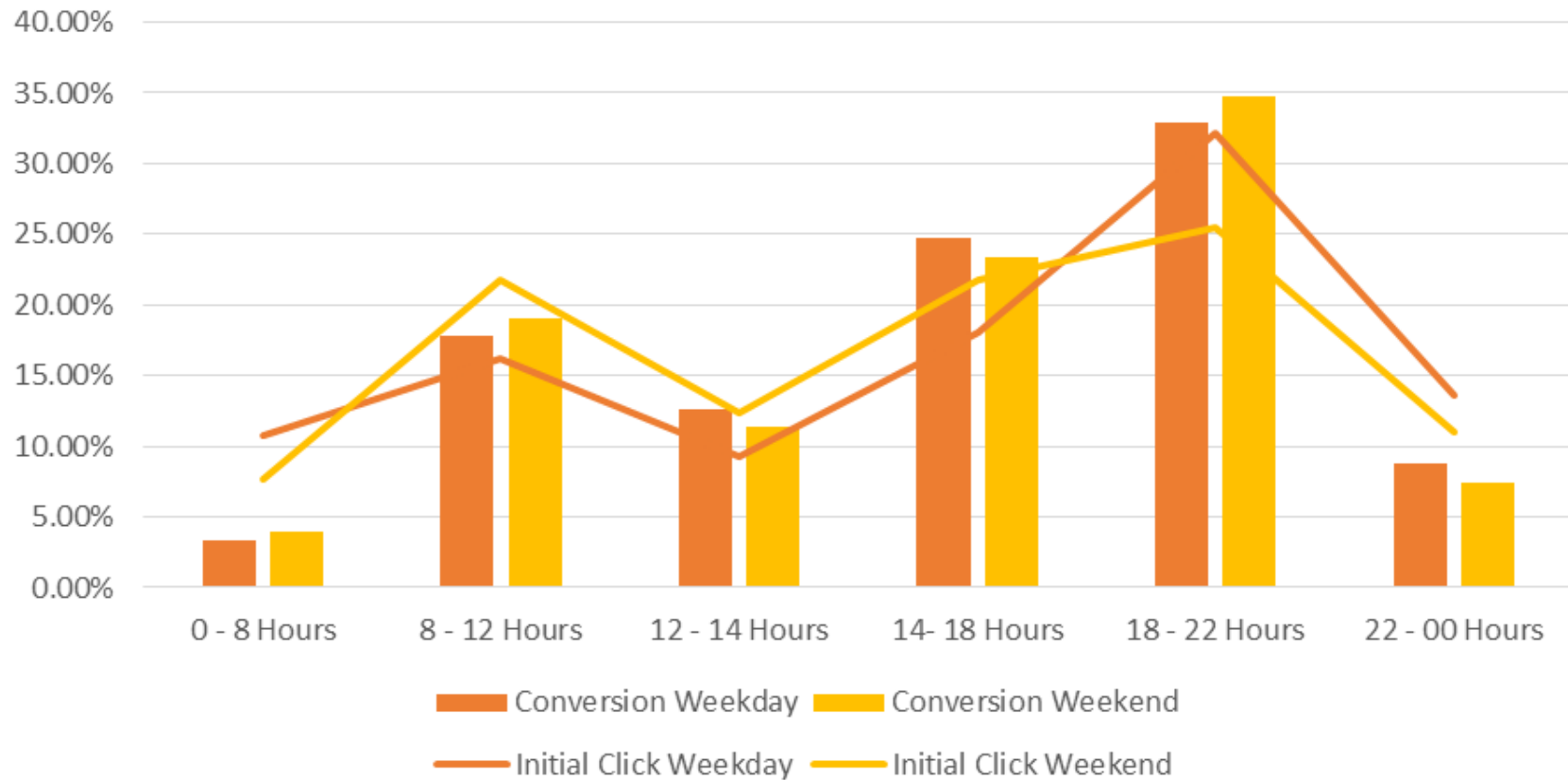
74%

14%

> 50%

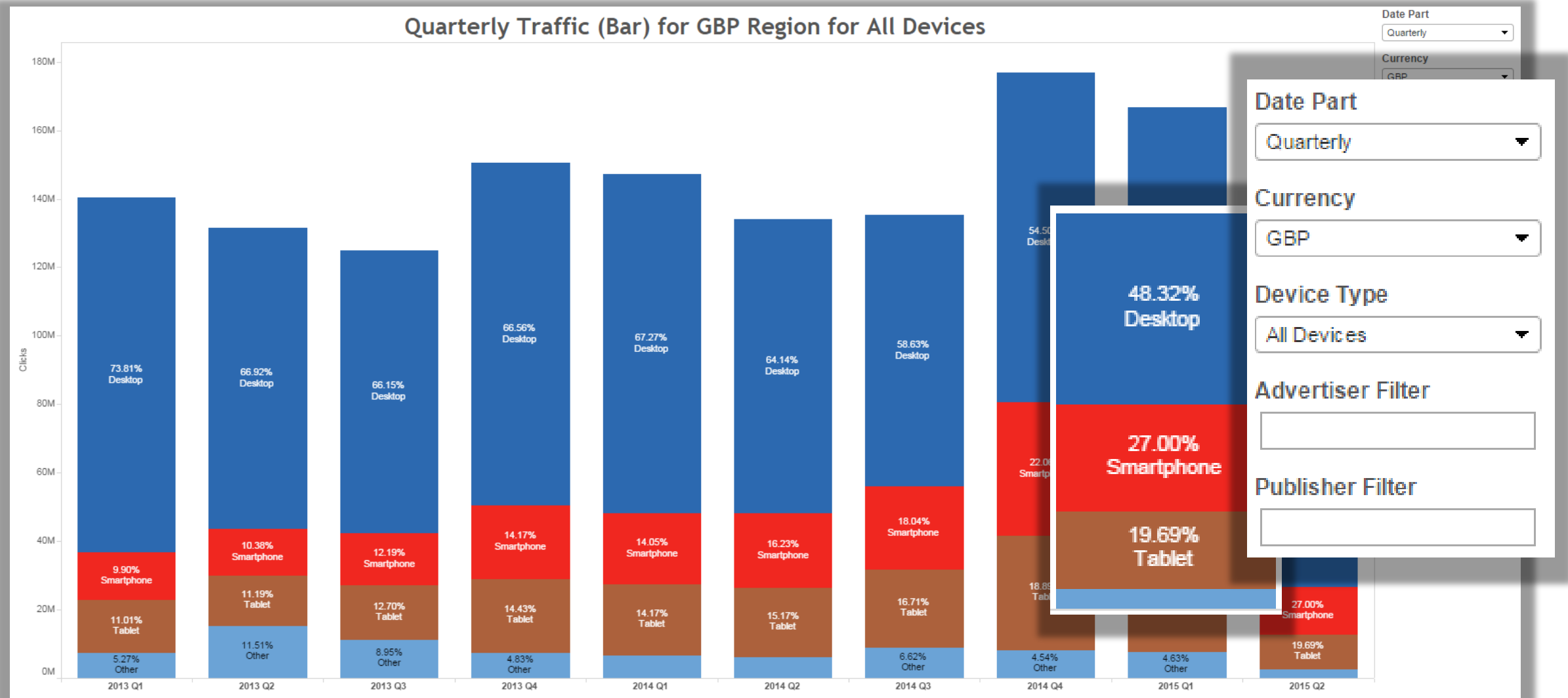
SMARTPHONES AS AN INFLUENCER

Smartphone Click vs Conversion



Have we ignored the role of smartphones as an influencing device?

BUSINESS INTELLIGENCE DRIVING INSIGHTS



MOBILE MARKETING IN THE AFFILIATE CHANNEL

- ✓ Tracking is imperative; tangible impact on affiliate revenues
- ✓ Drilling into the data uncovers distinct trends
- ✓ There are significant demographic variances
- ✓ There are significant sector and vertical variances
- ✓ New affiliate models are emerging, especially in retail
- ✓ Cross-device data indicates undocumented early affiliate influence
- ✓ Putting a value on smartphone affiliate traffic is a priority



ANY QUESTIONS?

Email strategy@affiliatewindow.com for our follow up mobile guide

Monthly mobile tracker available first working day of the month

Full quarterly report with greater detail

Top 20 advertiser and publisher performers published in Strategy newsletter every month

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