

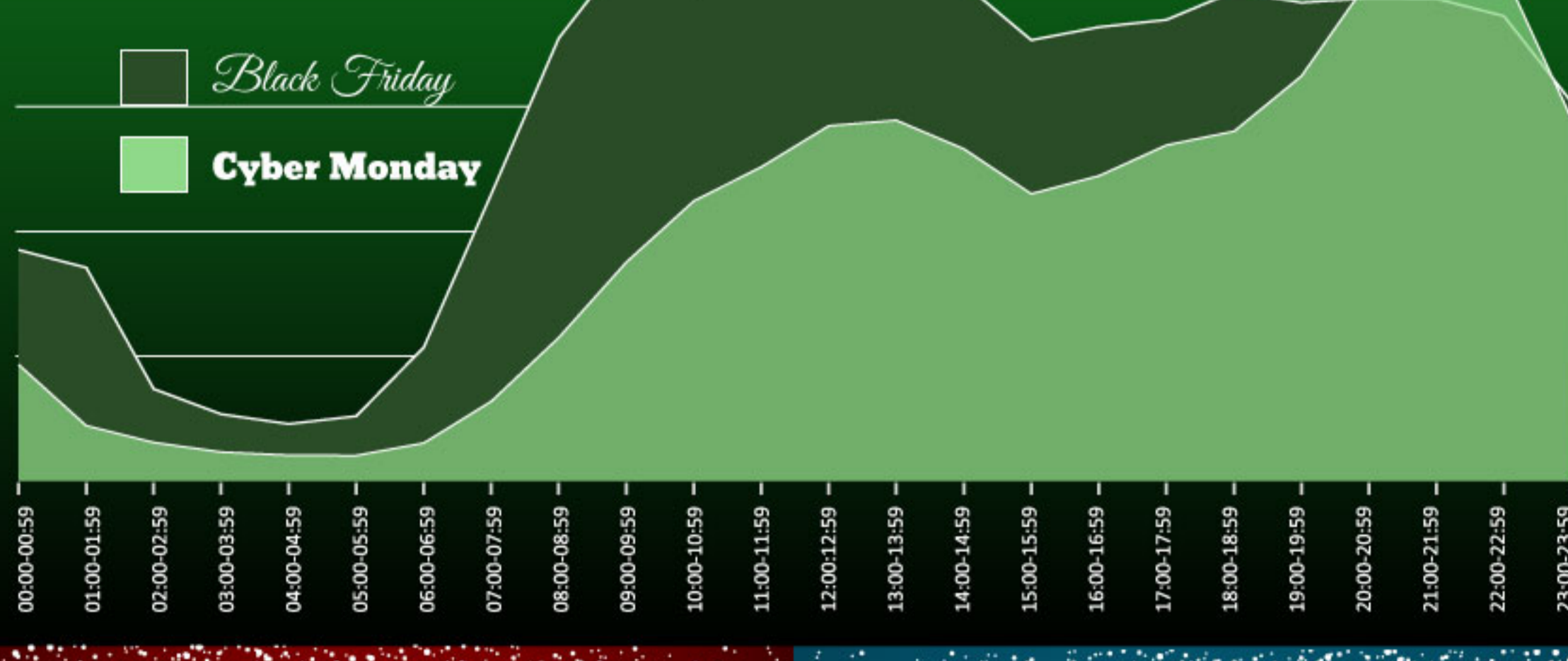
BROUGHT TO YOU BY



With retailers stepping up their efforts in 2014, Affiliate Window monitored performance across both days to see how our 1,400 advertisers fared. As the largest affiliate network in Europe working with brands such as John Lewis, Marks and Spencer, Currys, BT and Topshop, the following data provides a snapshot of how affiliate marketing helped support this critical shopping event.

**SALES PLOTTED ACROSS THE 2 DAYS**

Black Friday was definitively a **DAY TIME** event, whereas top sales for Cyber Monday proved an **EVENING** event!



**IN A BLACK FRIDAY HOUR**

MOST TRANSACTIONS	MOST TRAFFIC
OVERALL <b>21,788</b> 12:00 - 13:00	OVERALL <b>316,014</b> 9:00 - 10:00
DESKTOP <b>14,172</b> 13:00 - 14:00	DESKTOP <b>180,534</b> 9:00 - 10:00
HANDSET <b>4,232</b> 8:00 - 9:00	HANDSET <b>120,038</b> 7:00 - 8:00
TABLET <b>4,908</b> 21:00 - 22:00	TABLET <b>45,499</b> 21:00 - 22:00

**IN A CYBER MONDAY HOUR**

MOST TRANSACTIONS	MOST TRAFFIC
OVERALL <b>21,395</b> 21:00 - 22:00	OVERALL <b>220,159</b> 20:00 - 21:00
DESKTOP <b>11,894</b> 21:00 - 22:00	DESKTOP <b>117,528</b> 12:00 - 13:00
HANDSET <b>2,820</b> 21:00 - 22:00	HANDSET <b>64,535</b> 21:00 - 22:00
TABLET <b>5,504</b> 21:00 - 22:00	TABLET <b>38,745</b> 21:00 - 22:00

During the Black Friday peak, Affiliate Window tracked **357 sales every minute** and **nearly 5m clicks** were generated by our publishers

Cyber Monday has definitively **lost its position** as the jewel in the retailing crown, potentially changing the way advertisers view this peak trading period forever.

**BIGGEST SECTOR BY REVENUE**

**TOP 3 ON BLACK FRIDAY Overall**

<b>20.4%</b> DEPARTMENT STORES
<b>13.5%</b> GENERAL CLOTHING
<b>12.6%</b> HEALTH & BEAUTY

**TOP 3 ON BLACK FRIDAY Handset**

<b>32.2%</b> DEPARTMENT STORES
<b>9.9%</b> WOMENSWEAR
<b>9.3%</b> GENERAL CLOTHING

**TOP 3 ON BLACK FRIDAY Tablet**

<b>25%</b> DEPARTMENT STORES
<b>12.3%</b> GENERAL CLOTHING
<b>10%</b> HEALTH & BEAUTY

**TOP 3 ON CYBER MONDAY Overall**

<b>14.2%</b> DEPARTMENT STORES
<b>12.8%</b> GENERAL CLOTHING
<b>9.5%</b> WOMENSWEAR

**TOP 3 ON CYBER MONDAY Handset**

<b>18.4%</b> DEPARTMENT STORES
<b>10.6%</b> WOMENSWEAR
<b>10.4%</b> GENERAL CLOTHING

**TOP 3 ON CYBER MONDAY Tablet**

<b>17.8%</b> DEPARTMENT STORES
<b>12.7%</b> GENERAL CLOTHING
<b>11.4%</b> WOMENSWEAR

**PUBLISHER TYPES DRIVING THIS REVENUE**

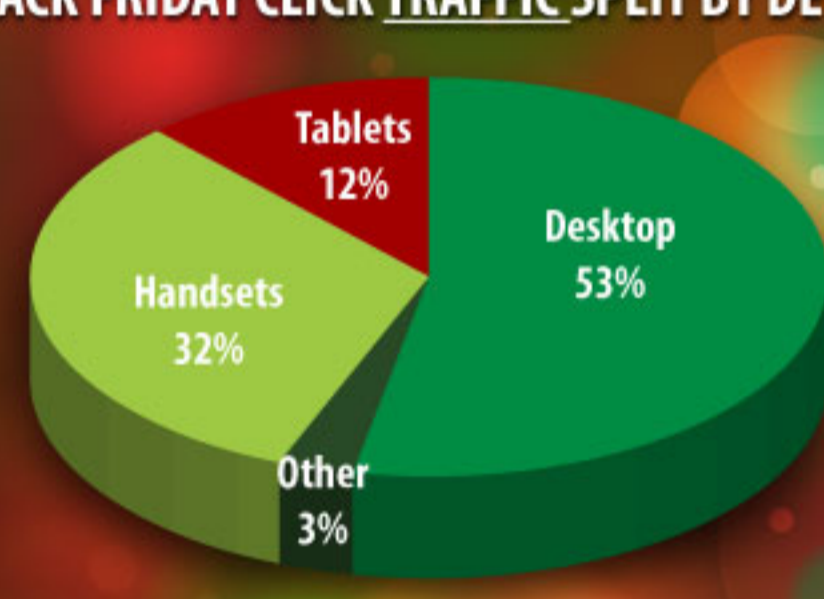
**TOP 3 ON BLACK FRIDAY**

<b>28.8%</b> DISCOUNT CODES	<b>24%</b> CASHBACK	<b>11%</b> COMMUNITIES & USER-GENERATED CONTENT
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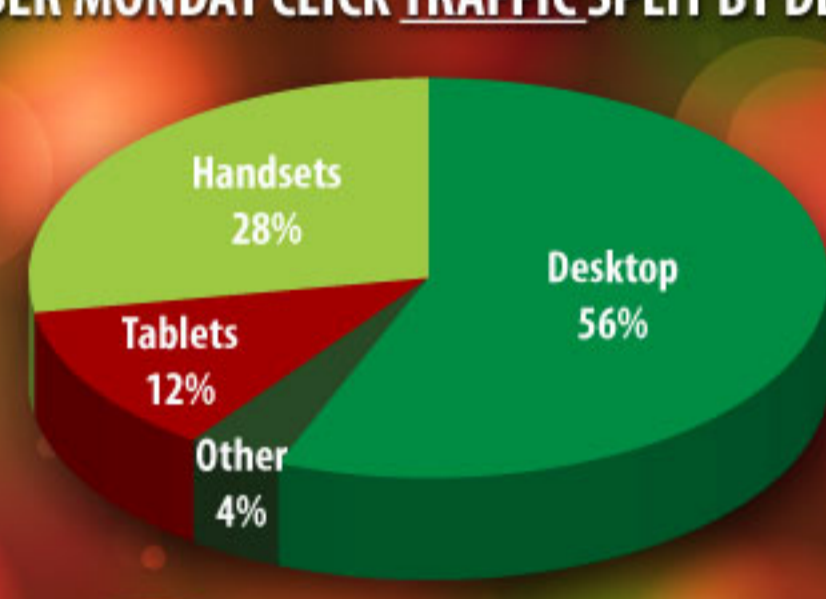
**TOP 3 ON CYBER MONDAY**

<b>30.4%</b> DISCOUNT CODES	<b>27%</b> CASHBACK	<b>11%</b> EDITORIAL CONTENT
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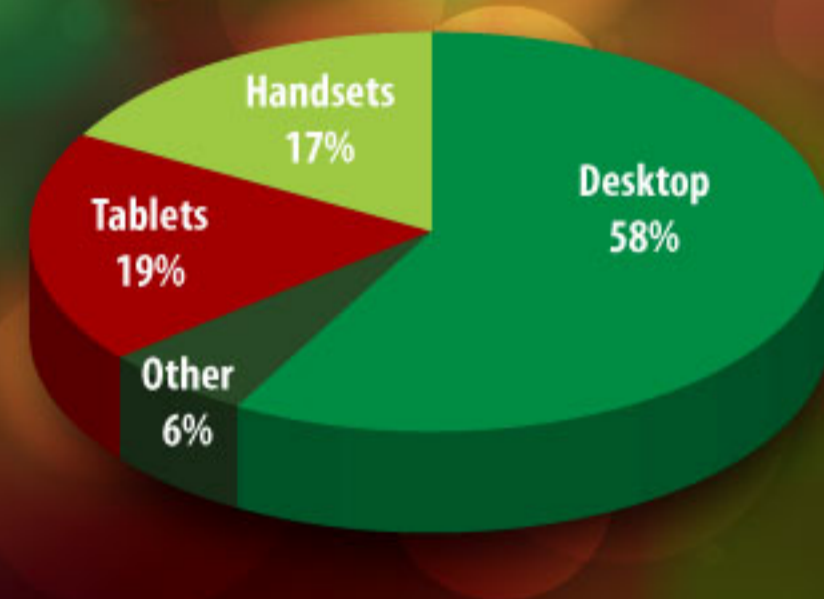
**BLACK FRIDAY CLICK TRAFFIC SPLIT BY DEVICE**



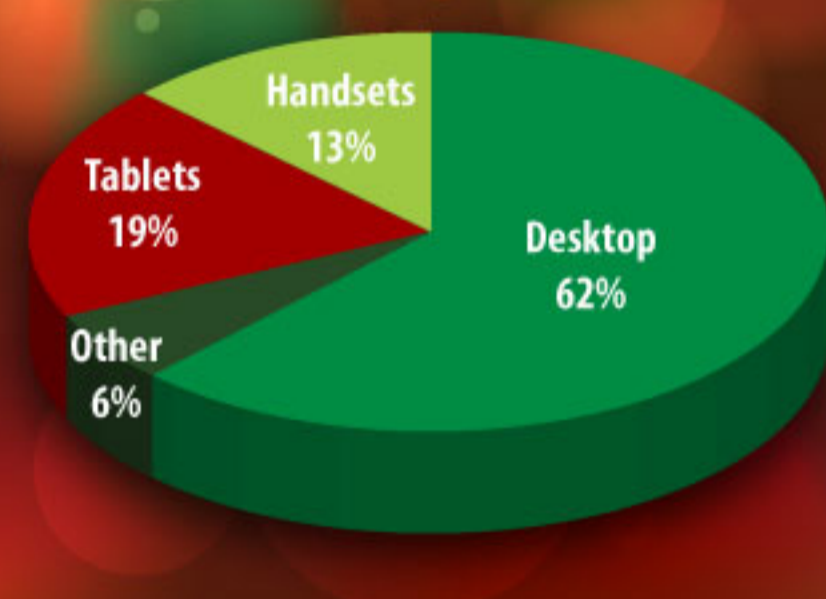
**CYBER MONDAY CLICK TRAFFIC SPLIT BY DEVICE**



**BLACK FRIDAY CLICK SALES SPLIT BY DEVICE**



**CYBER MONDAY CLICK SALES SPLIT BY DEVICE**



**LARGEST PURCHASE TRACKED**



Wex Photographic took the crown for the biggest purchase on the network across the four day window from Black Friday to Cyber Monday.

Clocking up a whopping **£12,000** for a single transaction, the customer purchased 14 items, including a Nikon DSLR camera and other photographic equipment.

Click here to learn more about their program: <https://darwin.affiliatewindow.com/merchant-profile/2298>

**31** new affiliates generated a sale for the first time on Black Friday!



**+135.4%**  
BLACK FRIDAY 2014  
FROM THE PREVIOUS YEAR

**+31.5%**  
CYBER MONDAY 2014  
FROM THE PREVIOUS YEAR

**1,339**  
ADVERTISERS  
MADE A SALE

**2,422**  
PUBLISHERS  
MADE A SALE

**1,335**  
ADVERTISERS  
MADE A SALE

**2,283**  
PUBLISHERS  
MADE A SALE

**7.14%**  
CONVERSION RATE

**£88.17**  
AOV

**7.91%**  
CONVERSION RATE

**£70.73**  
AOV

**BLACK FRIDAY**



**94%**  
of sales

**UNITED KINGDOM**

**£90**  
AOV

**CYBER MONDAY**



**93%**  
of sales

**UNITED KINGDOM**

**£64**  
AOV

But where were the remaining 6% made?

But where were the remaining 7% made?



**15.8%** of sales  
**£84.59** AOV

UNITED STATES



**24.5%** of sales  
**£85.88** AOV

UNITED STATES



**14.4%** of sales  
**£36.12** AOV

FRANCE



**17.8%** of sales  
**£19.15** AOV

NETHERLANDS



**14.1%** of sales  
**£63.89** AOV

IRELAND



**13%** of sales  
**£50.88** AOV

IRELAND



MONTHLY **strategy** NEWSLETTER SIGNUP

