

Awin Fashion & Lifestyle Barometer 2019



€94.64
AOV



5.55%
Conversion
Rate



€23.90
Return on
Investment

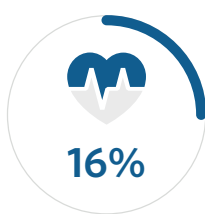


46%
Mobile
Rate

Publisher Trends



Discount code



Loyalty



Cashback partners received **77%** more **commission**.



The top sale drivers are loyalty partners with an **164%** increase.

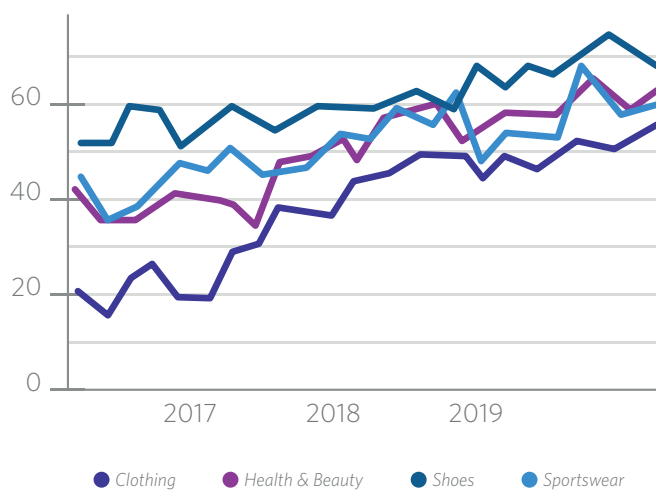


Cashback

Voucher partners, product comparison sites and editorial content were awarded **32%** more commission.

Price comparison sites were able to generate **18% more sales**.

Mobile Rate



€96

Friday

Top day by average order value

50%

Saturday

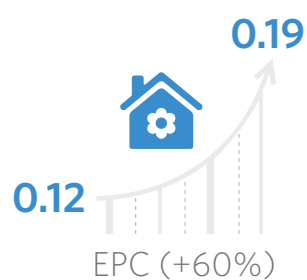
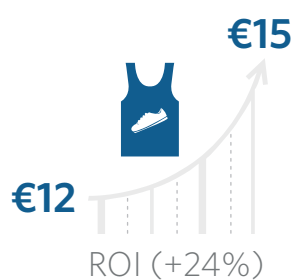
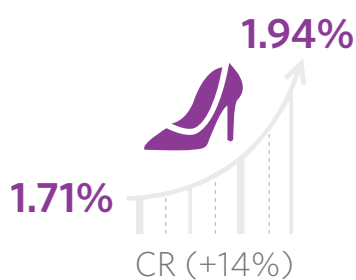
Top day by mobile sales

17%

Sunday

Top day by number of sales

Advertiser Trends



In the **FMCG** industry, advertiser turnover increased by **108%**, while average order value decreased by **38%**.

In the **lingerie** segment, sales increased by **60%** and there was an **113%** increase in the number of clicks generated.

Health & Beauty: Conversion rate increased by **23%**, resulting in a **19%** increase in turnover for advertisers.

Womenswear sales increased by **111%** and **men's** sales by **19%**. Women spend on average €104, men €95.