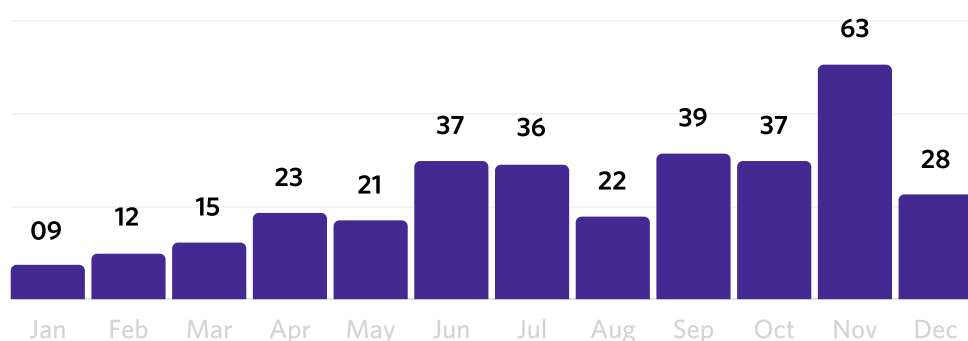


Awin Access

Micro-SME sector breakdown 2020



Programme launches per month



342
2020 Total

Key Stats

£11.68

ROI

55

partnerships on
average per
programme

£18m

sales
revenue

270k

transactions

5.9m

website
visitors driven

22.5m

brand
impressions

New launches per sector



78

Health
& Beauty



31

Home &
Garden



29

Clothing



20

Jewellery



17

FMCG



15

Green
(Eco Friendly)

Sub Sector



14

Gift &
Flowers



11

Clothing
Accessories



10

Womenswear



10

Wine, Spirits
& Tobacco



9

Shoes



8

Sportswear



7

Menswear



7

Sports
Equipment



7

Airport
Parking &
Transfers



6

Pet &
Pet Care



6

Furniture &
Furnishings



5

Baby &
Toddler

H1 vs H2 2020

- There was **triple the number** of programmes launched in the **Eco Friendly sector** in H2 vs H1.
- There was a **525% increase** in small business sign-ups in the **clothing sector** in H2 vs H1.

Lockdown Performance

- Health & Beauty, and Home & Garden**
Most popular and strongest performing sectors in first lockdown
- Clothing, Health & Beauty and Jewellery**
Most popular and stronger performing sectors in second lockdown