

# Global Amazon Media Report

**Q3 2024**

# About the Report

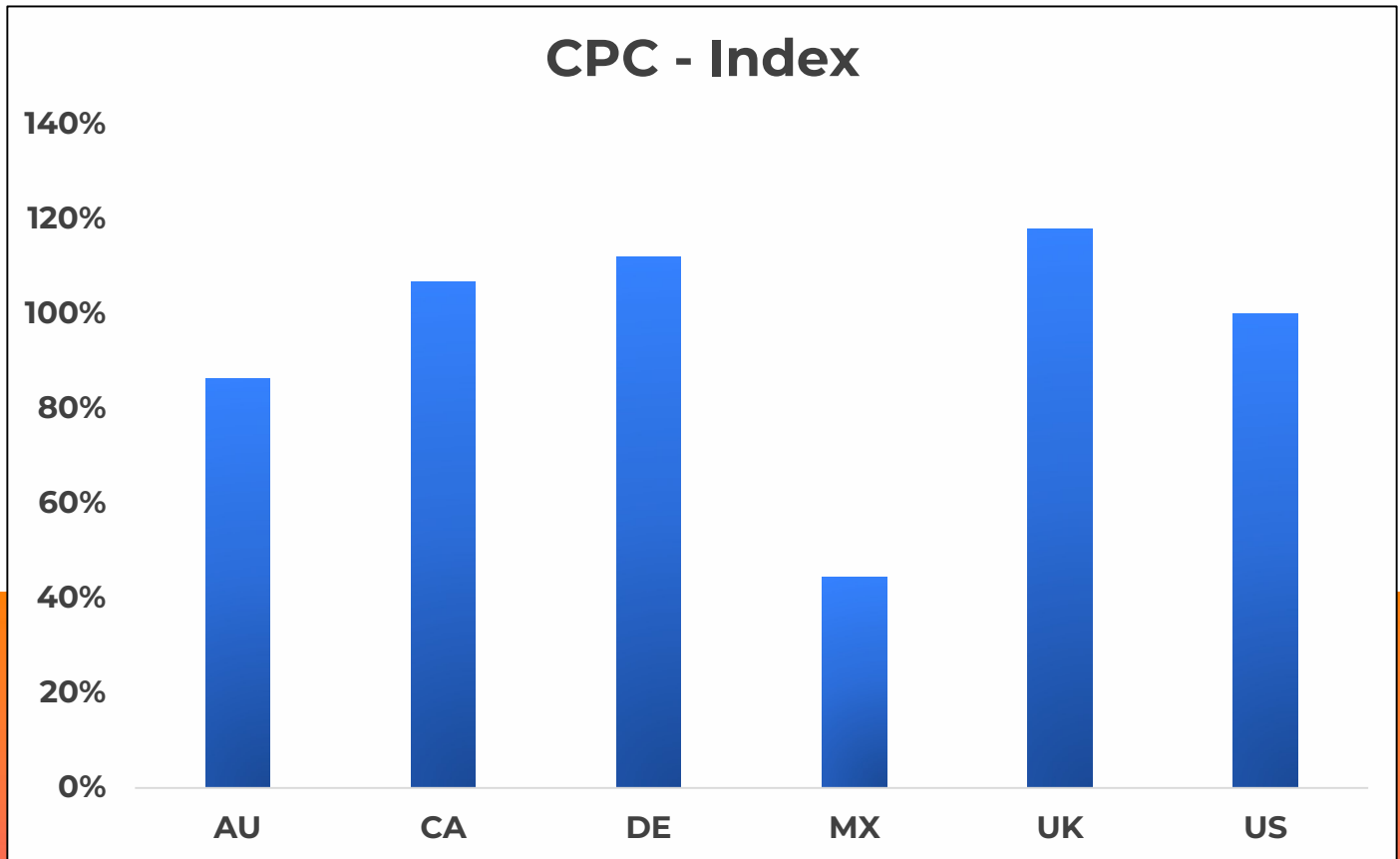
The **Global Amazon Media Q3 2024 Report** provides an overview of Amazon advertising data covering the last five quarters. The data was compiled from 13 different countries, analyzing over 100 clients across 25 different product categories, with spend exceeding eight figures.

This report offers an analysis of key media metrics across various Amazon markets, including Australia (AU), the United States (US), the United Kingdom (UK), Mexico (MX), and Canada (CA). Developed by aggregating **PODEAN** client data from several verticals across these regions, the report offers a media-focused perspective on the evolving landscape of Amazon's Global performance. It provides insights into emerging trends, consumer behaviors, and market dynamics within the Amazon ecosystem, offering a deeper understanding of the unique trends shaping each region's Amazon marketplace.

# 2024 Q3 GLOBAL INDEX

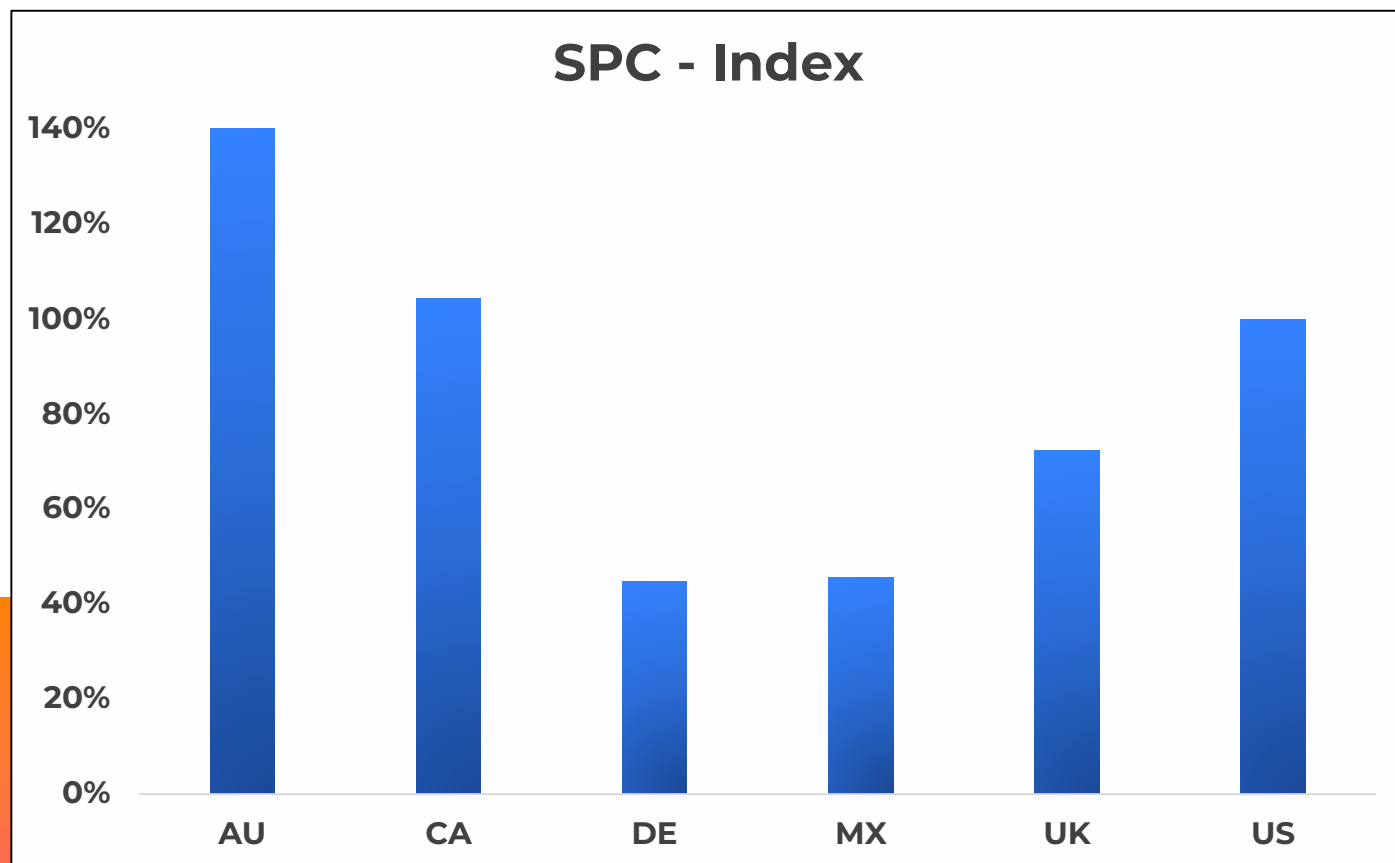
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# CPC Values Remain Steady in Established Markets



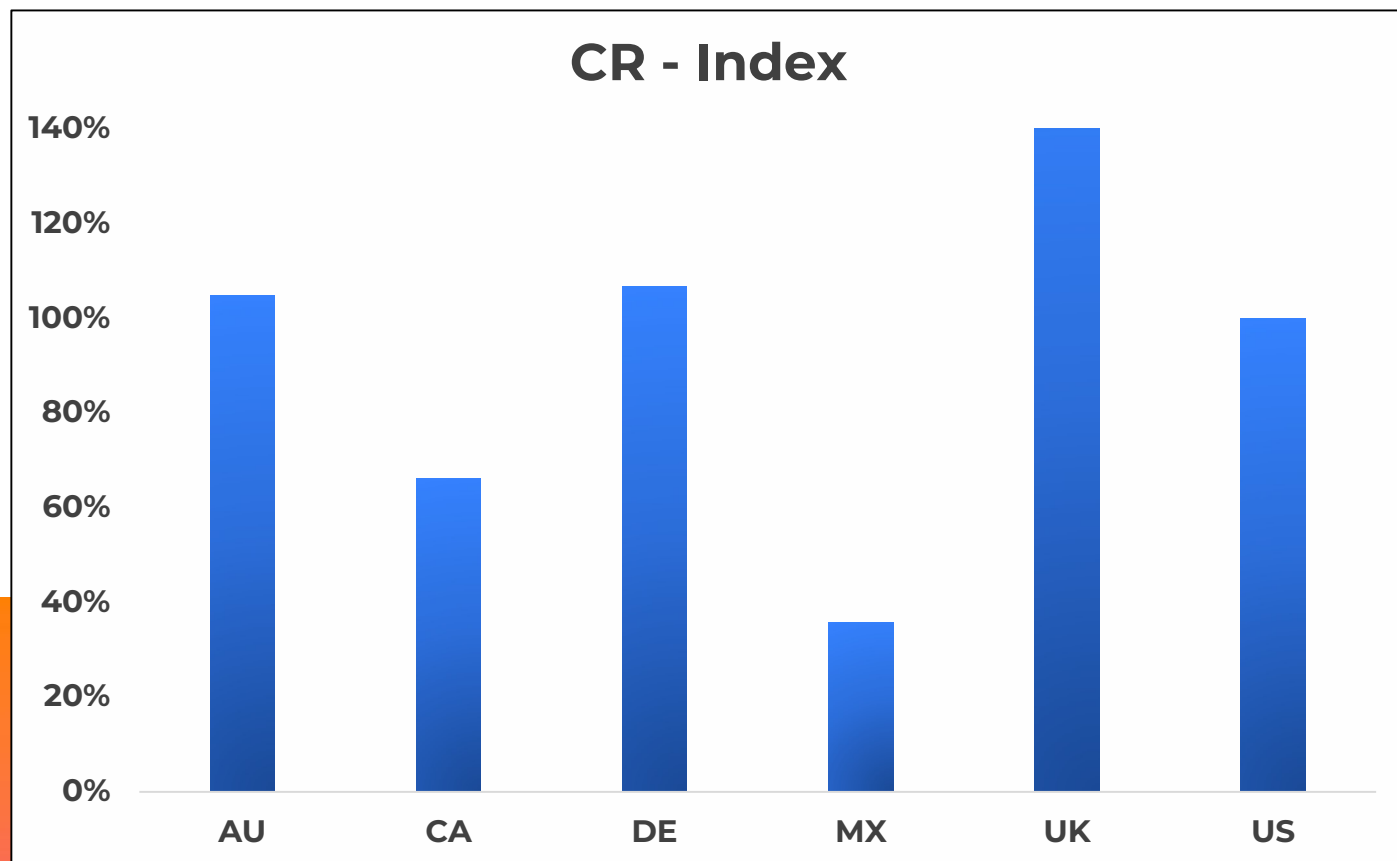
Cost-per-click (CPC) values are consistent globally, except in Mexico and Australia, where Sponsored Ads Traffic sees discounts of 56% and 14%, respectively. Australia had a larger discount relative to the rest of the world in Q2, but an extended July Prime period could account for some of this change.

# Australia Maintains Leadership in Global SPC Rates



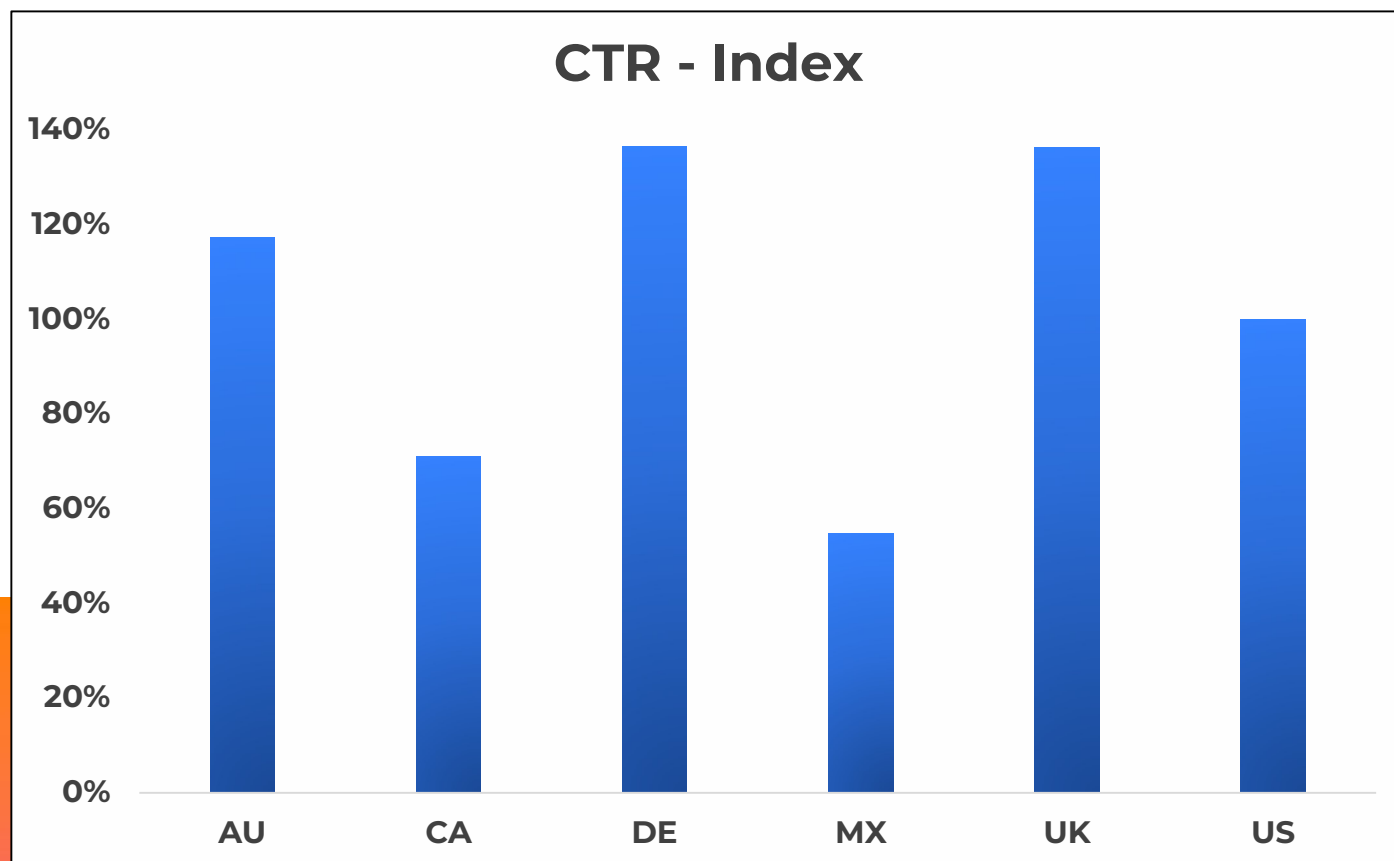
The Australian and Canadian markets see the strongest sales-per-click (SPC) rates across the globe. Canada outpaced the US in this metric for the first time since Podean began tracking this data.

# UK Continues to Achieve the Highest Conversion Rate



Mexico sees the lowest conversion rate (CR) for Sponsored Ads globally, aligning with its cheaper cost-per-click (CPC). In contrast, the UK, Germany, and Australia see higher conversion rates than other markets globally.

# Canada and Mexico Improve CTR, But Still Trail Globally



Globally, click-through-rates (CTR) for Sponsored Ads remain fairly consistent, except in Canada and Mexico, where engagement is roughly 30% and 50% of the US market. However, both Canada and Mexico experienced relative QoQ CTR improvements, contributing to greater parity globally.

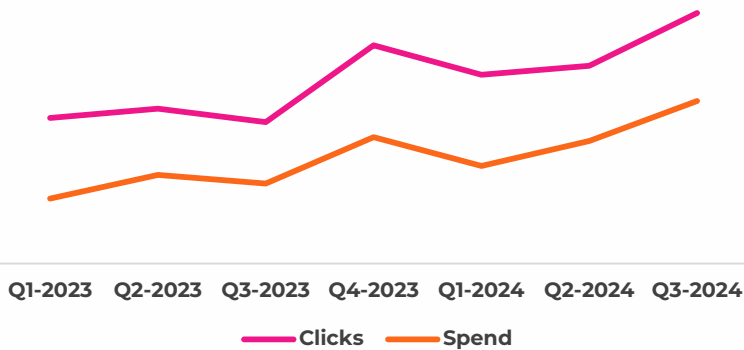


# 2024 Q3 TRENDS

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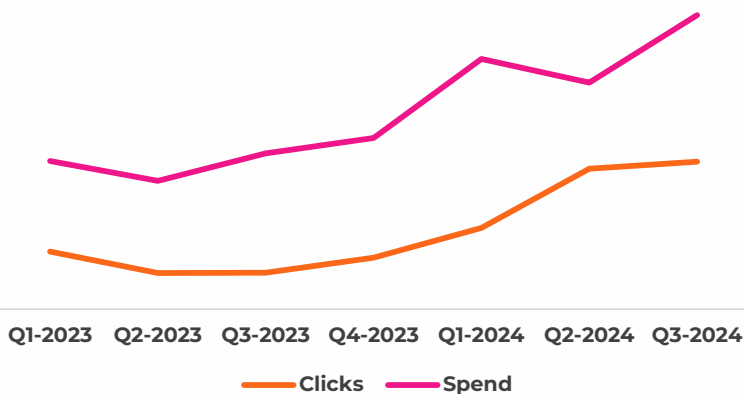
### Global Overall Sponsored Ads



### Sponsored Ad Clicks Increased 77%

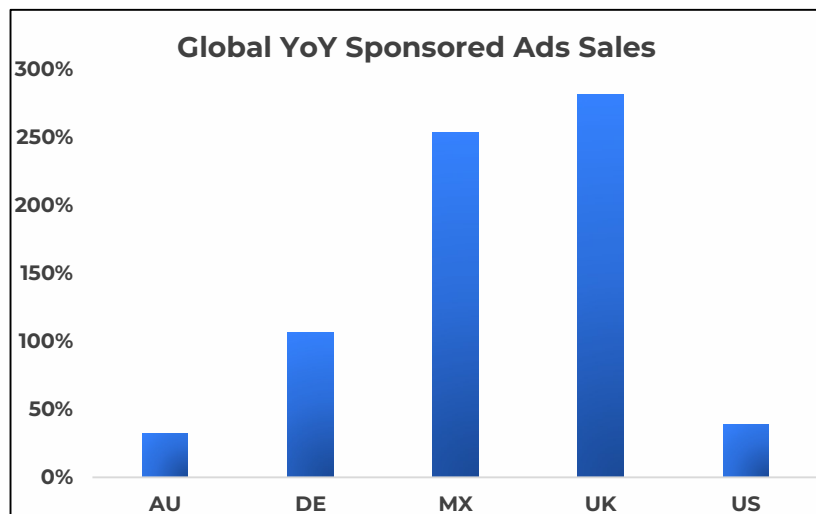
Globally, Sponsored Ads traffic and spending levels continue to show YoY growth, fueled by the launch of new ad formats and the expansion of smaller markets. In Q3 2024, click traffic for Sponsored Ads increased by 77%, while spending surged by 103% compared to Q3 2023.

### Global Overall DSP



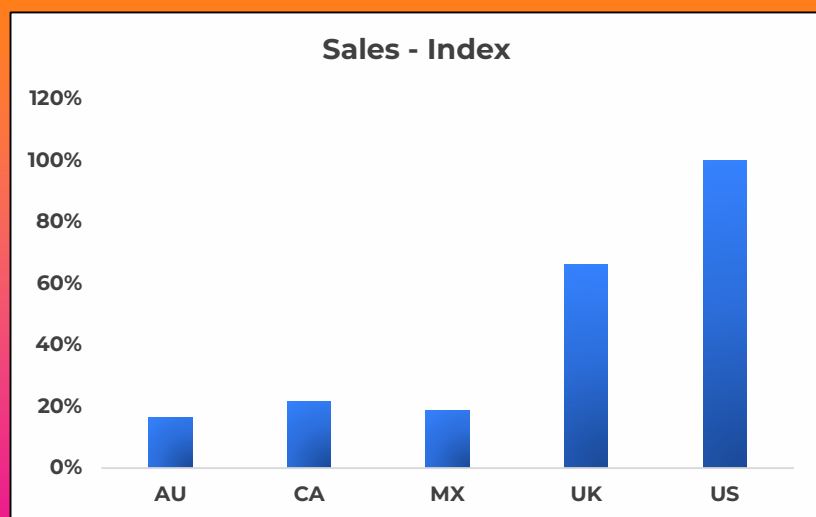
### DSP Clicks Increased 305%

Following the trend for Sponsored Ads, the Amazon DSP saw even greater global growth in Q3 2024 compared to Q3 2023. Click traffic and spend on the platform grew by 305% and 89% respectively, continuing to outpace Sponsored Ads growth. This increase is attributed to DSP's expansion into global markets and Amazon's ongoing efforts to enhance ad placements available for video through the DSP.



## Mexico and UK Drive Impressive Growth in Sponsored Ads Sales

The Mexico and the UK markets experienced significant growth in sales generated through Sponsored Ads in Q3 2024 compared to Q3 2023. Each market saw substantial increases, with Mexico's sales volume rising by 254% and the UK's by 282%. This trend underscores the ongoing growth of Amazon in Mexico, driven by the increasing adoption of the platform across Latin America.



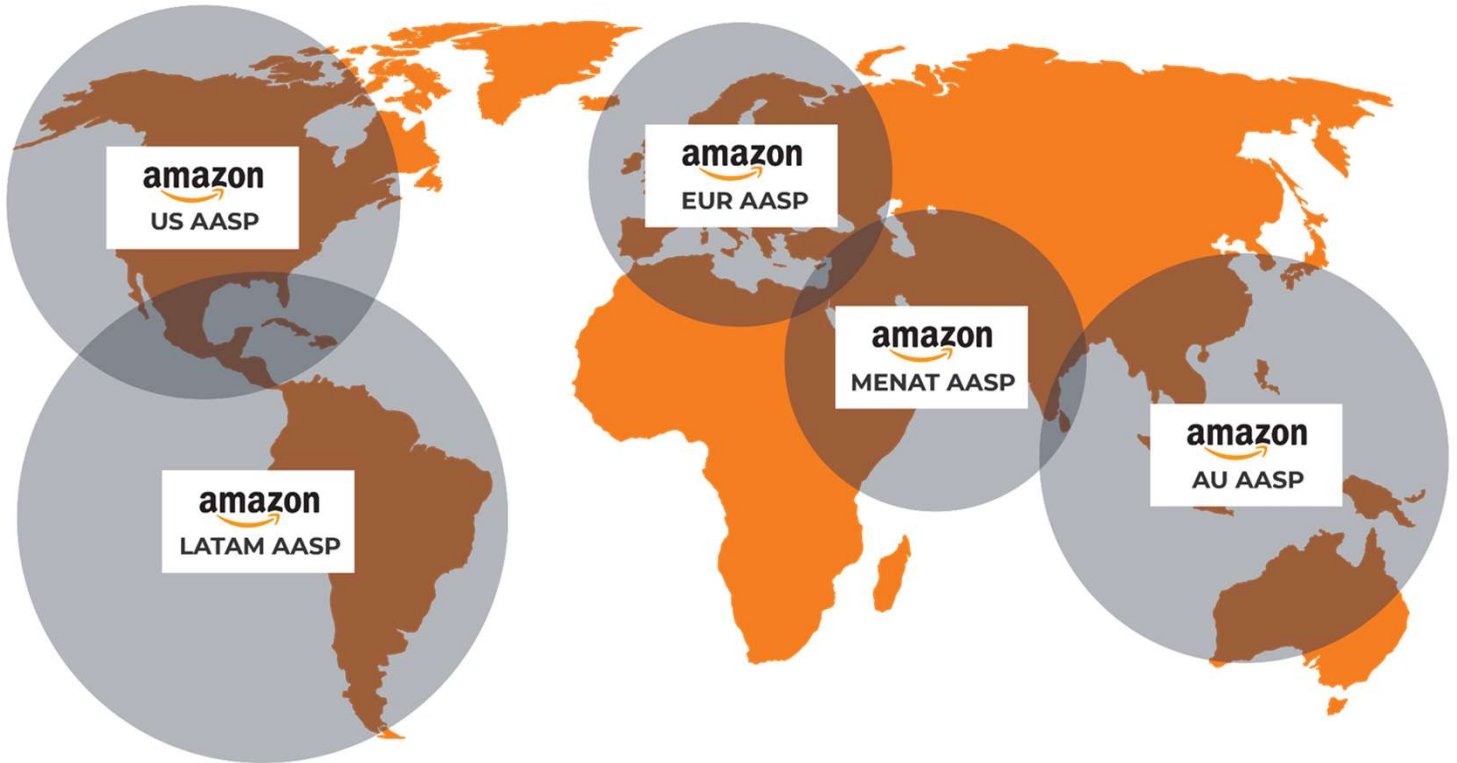
## US Retains Dominance in Amazon Sales, UK Follows Suit

Despite growth in other regions globally, the US maintained the largest Amazon presence among major markets in Q3 2024. The UK ranked as the second-largest market, generating approximately 66% of the sales compared to the US.

**PODEAN** is a global, award-winning marketplace marketing agency. Our passion lies in helping clients create enduring, sustainable relationships with the modern digital consumer. We were proud to be named the Global Startup Agency of the Year at the Drum Awards for 2021, and recipient of Amazon Ads Global Expansion Award in 2023.

We offer end-to-end services, including marketplace strategy, retail operations, content development and optimization, marketplace media, analytics and insights. Our team of Amazon, marketplace, and eCommerce specialists are building brands and unlocking ROI for progressive companies across 5 continents.

# Global Presence



**PODEAN** operates on a global scale, catering to clients from various industries and geographical regions. Our reach spans across North America, Latin America, Europe, the Middle East, Asia, and Australia.

With a commitment to excellence and a diverse expertise, we are able to deliver tailored solutions that meet the unique needs of clients worldwide.

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