

Global Amazon Media Report

Q4 2024

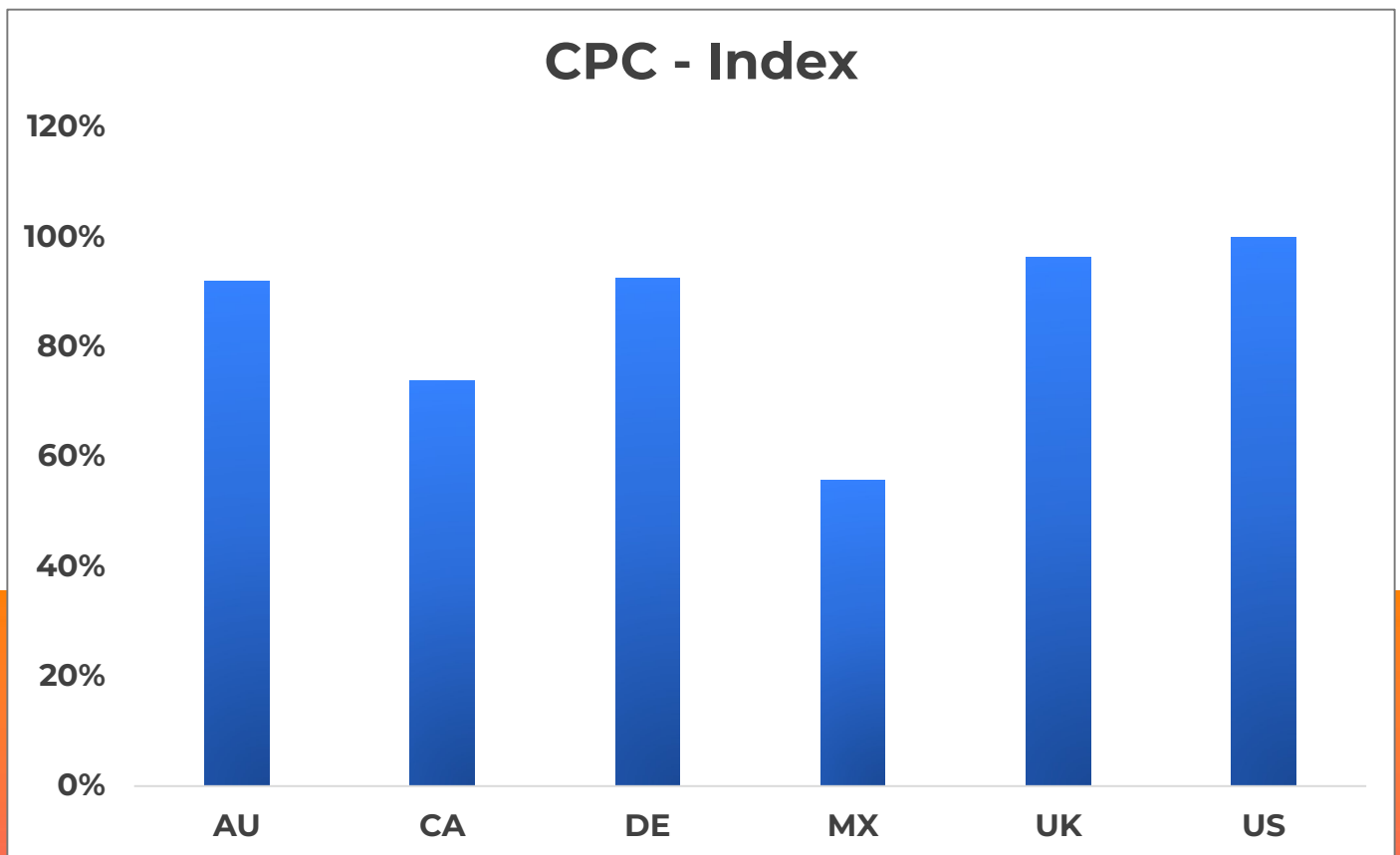
About the Report

The **Global Amazon Media Q4 2024 Report** provides an overview of Amazon advertising data covering the last eight 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.

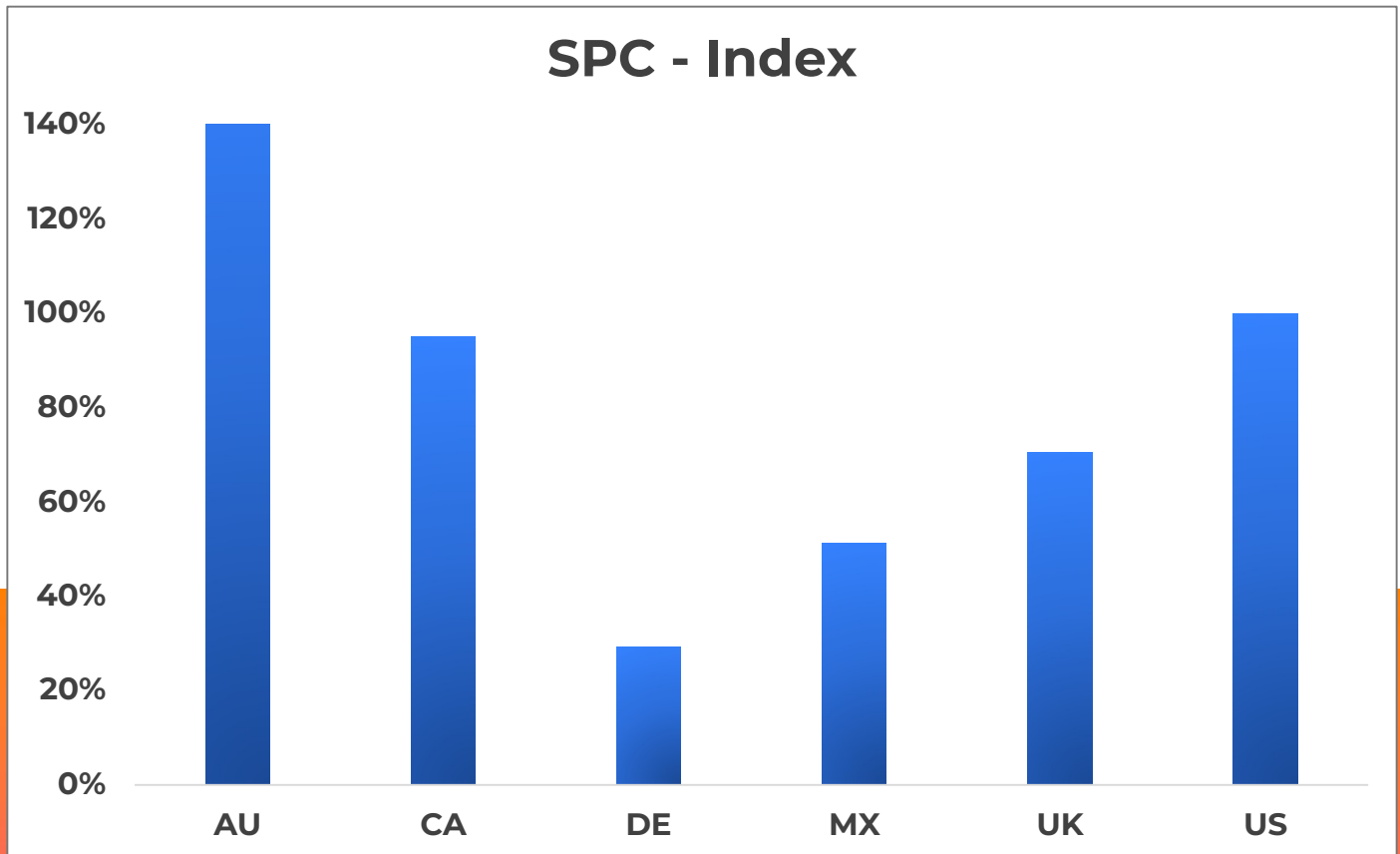
2024 Q4 GLOBAL INDEX

CPC Values Remain Mostly Consistent Across the Globe



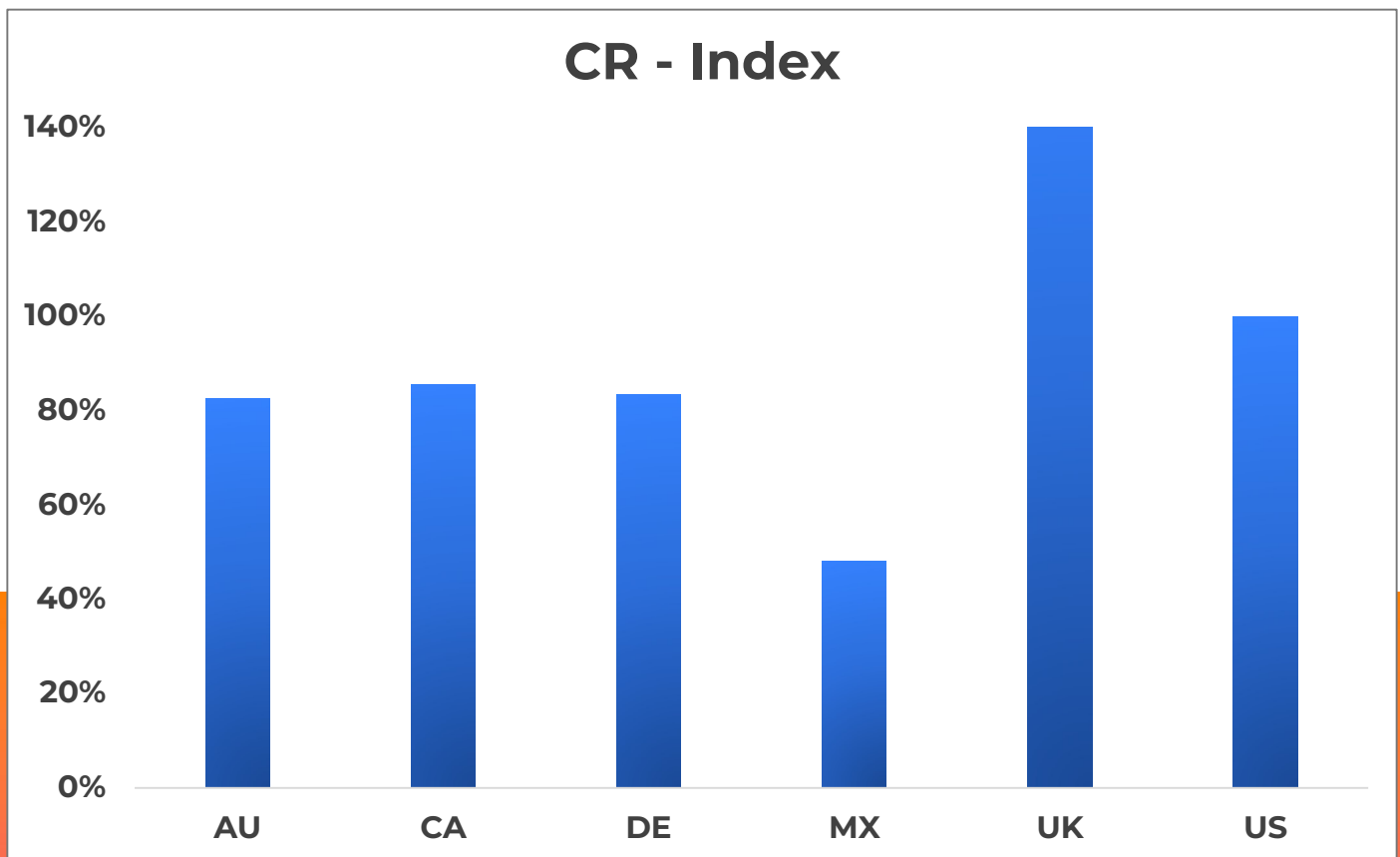
Cost-per-click (CPC) values remain consistent across the globe, with notable exceptions in Mexico and Canada, which see a Sponsored Ads Traffic discount of 44% and 26% respectively. Since Podean began this report, Mexico has closed the gap in terms of CPC values relative to other global markets.

AU Continues to Lead in SPC Rates Globally



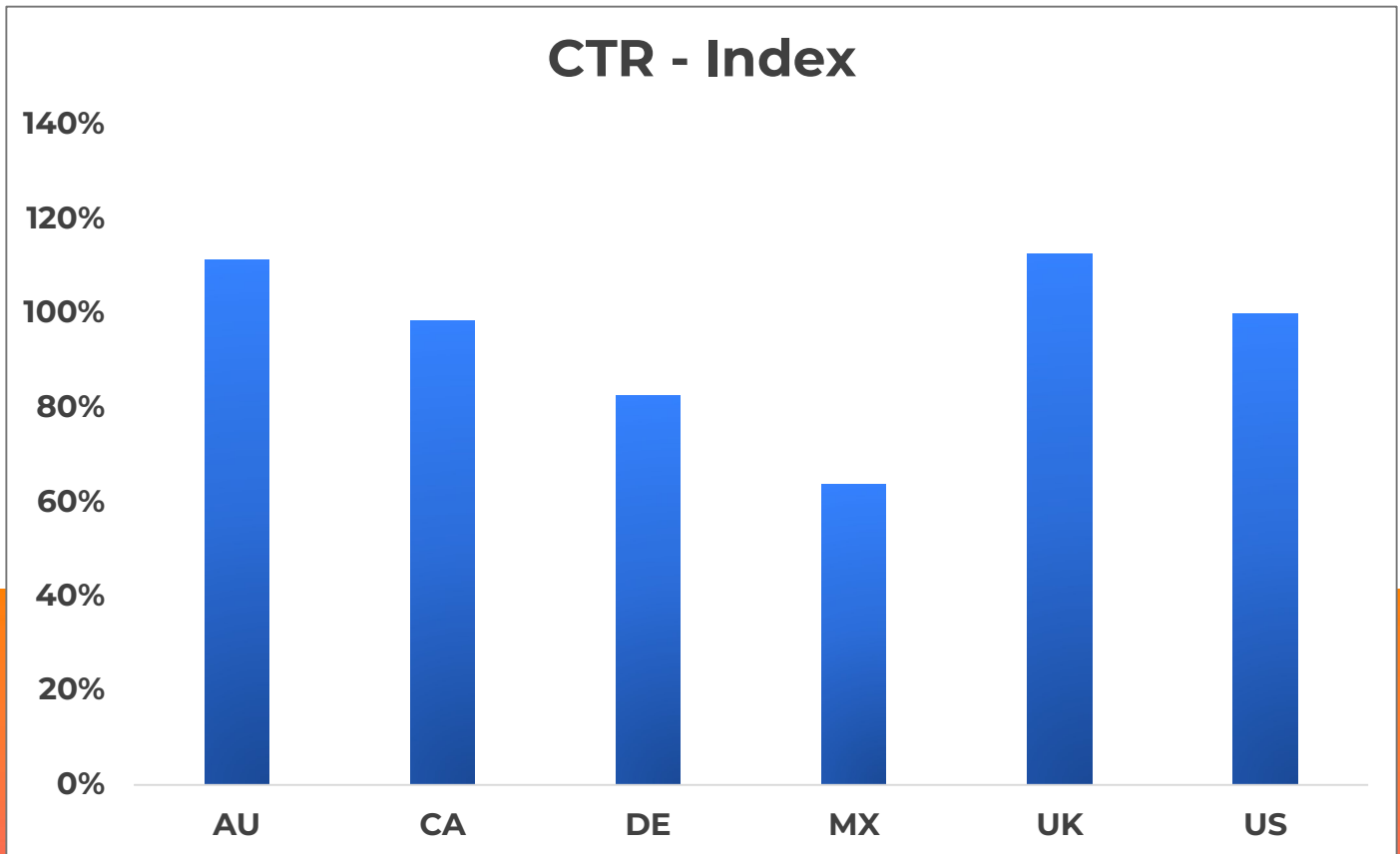
The Australian and United States markets see the strongest sales-per-click (SPC) rates across the globe. Australia continues to have very strong SPC values compared to other global markets, leading this category for the third straight quarter.

The UK Leads In Conversions, While Mexico Trails Behind



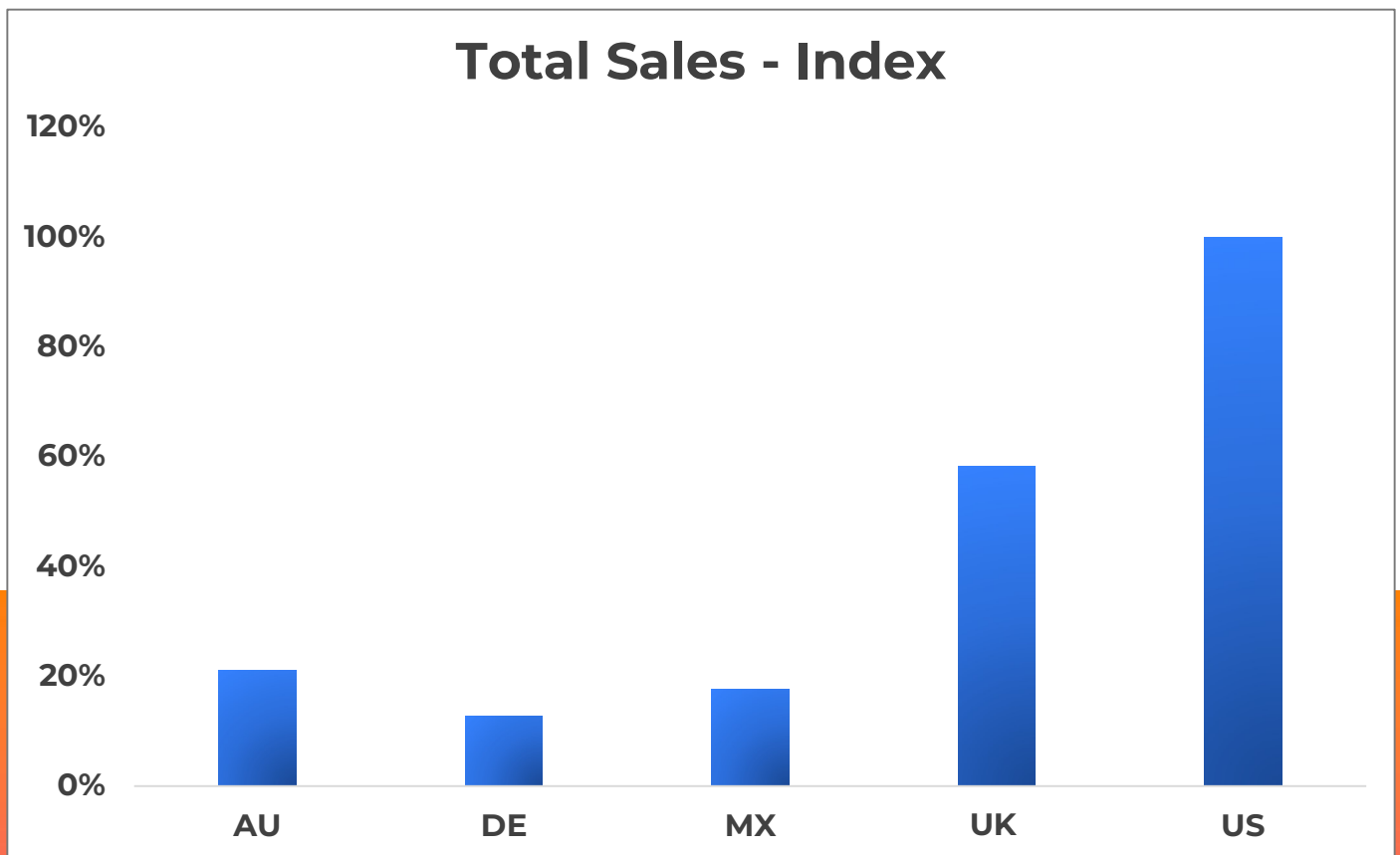
Mexico sees the lowest conversion rates for Sponsored Ads among global markets, consistent with its lower CPC rates. Meanwhile, the United Kingdom boasts the highest conversion rates globally.

Engagement is Highest in the UK and AU



Click-through rates (CTR) for Sponsored Ads are generally consistent across markets, with the exception of Mexico, which achieves only about 40% of the engagement seen in other regions. However, Mexico has shown QoQ improvements in CTR, gradually closing the gap with other markets.

The US Maintains Its Dominance in Amazon Sales

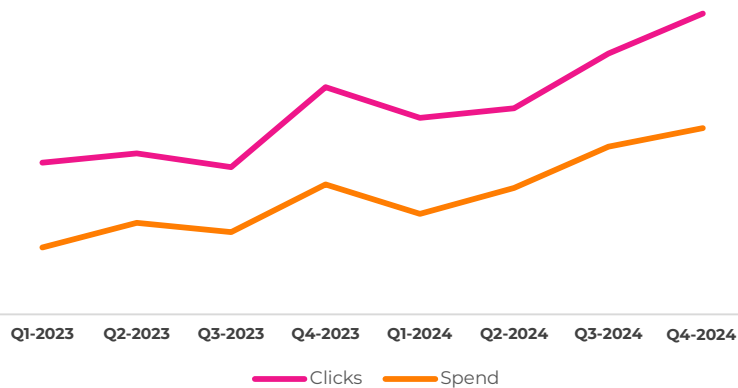


The United States continues to be a dominant force in the Amazon market globally. However, the gap between the rest of the world and the US is closing. The Global Market grew by 41% in Q4 2024 as compared to Q3 2024.



2024 Q4 TRENDS

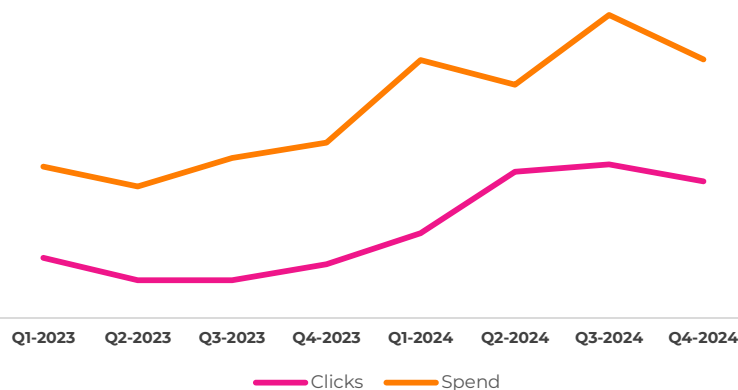
Global Overall Sponsored Ads



Sponsored Ad Clicks Continued to Increase by 32%

Globally, Sponsored Ads traffic and spending continue to exhibit strong YoY growth as new ad formats are launched and smaller markets continue to expand. In Q4 2024, click traffic and ad spend for Sponsored Ads rose by 32% and 43% respectively, compared to Q4 2023.

Global Overall DSP



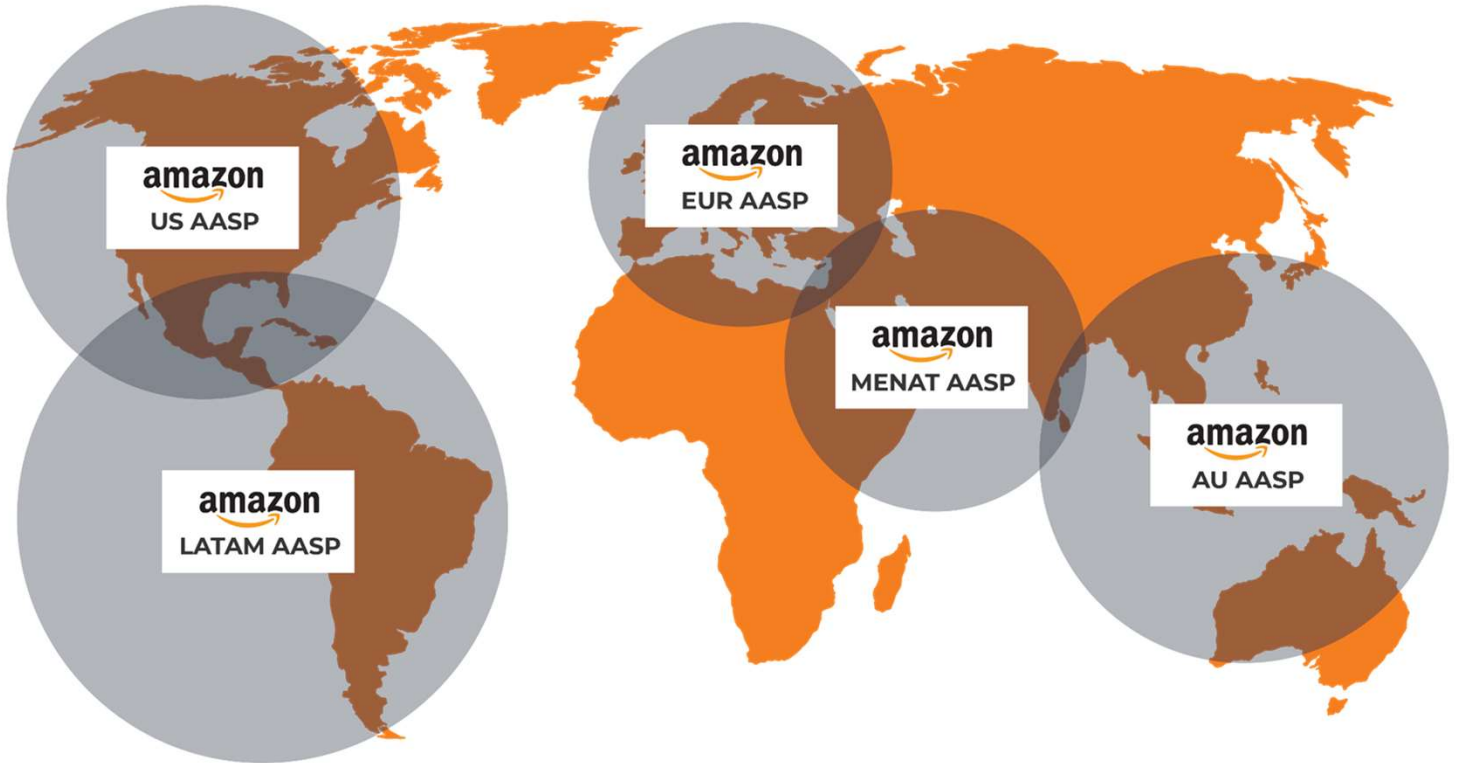
DSP Clicks Saw QoQ Decline, But YoY Growth Skyrocketed

Following the trend for Sponsored Ads, Amazon DSP saw even greater global growth, with click traffic and spend surging by 154% and 48% YoY in Q4 2024. This growth reflects DSP's expansion into new markets and Amazon's efforts to make more ad placements available for video through the DSP.

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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