

Amazon Prime Day Global Media Report

2024 EDITION



About this Report

The [Amazon Prime Day Global Media Report](#) provides an overview of Amazon advertising data covering Prime Days 2024. The data was compiled from 13 different countries, analyzing over 100 clients across 25 different product categories, with spend exceeding eight figures.

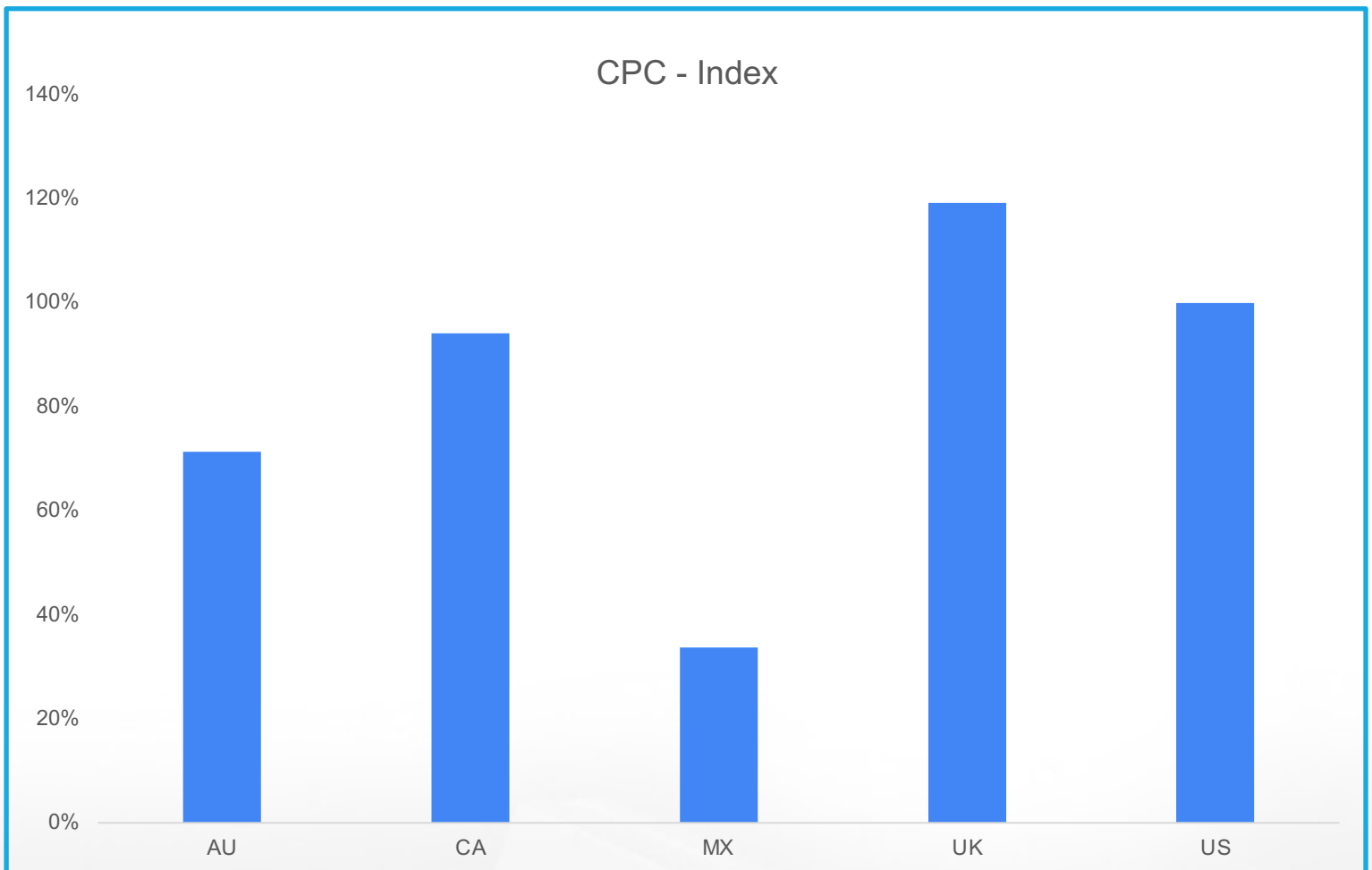
This report offers an analysis of key media metrics across various Amazon markets, including Australia (AU), the United States (US), the United Kingdom (UK), Mexico (MX), and Canada (CA).

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.



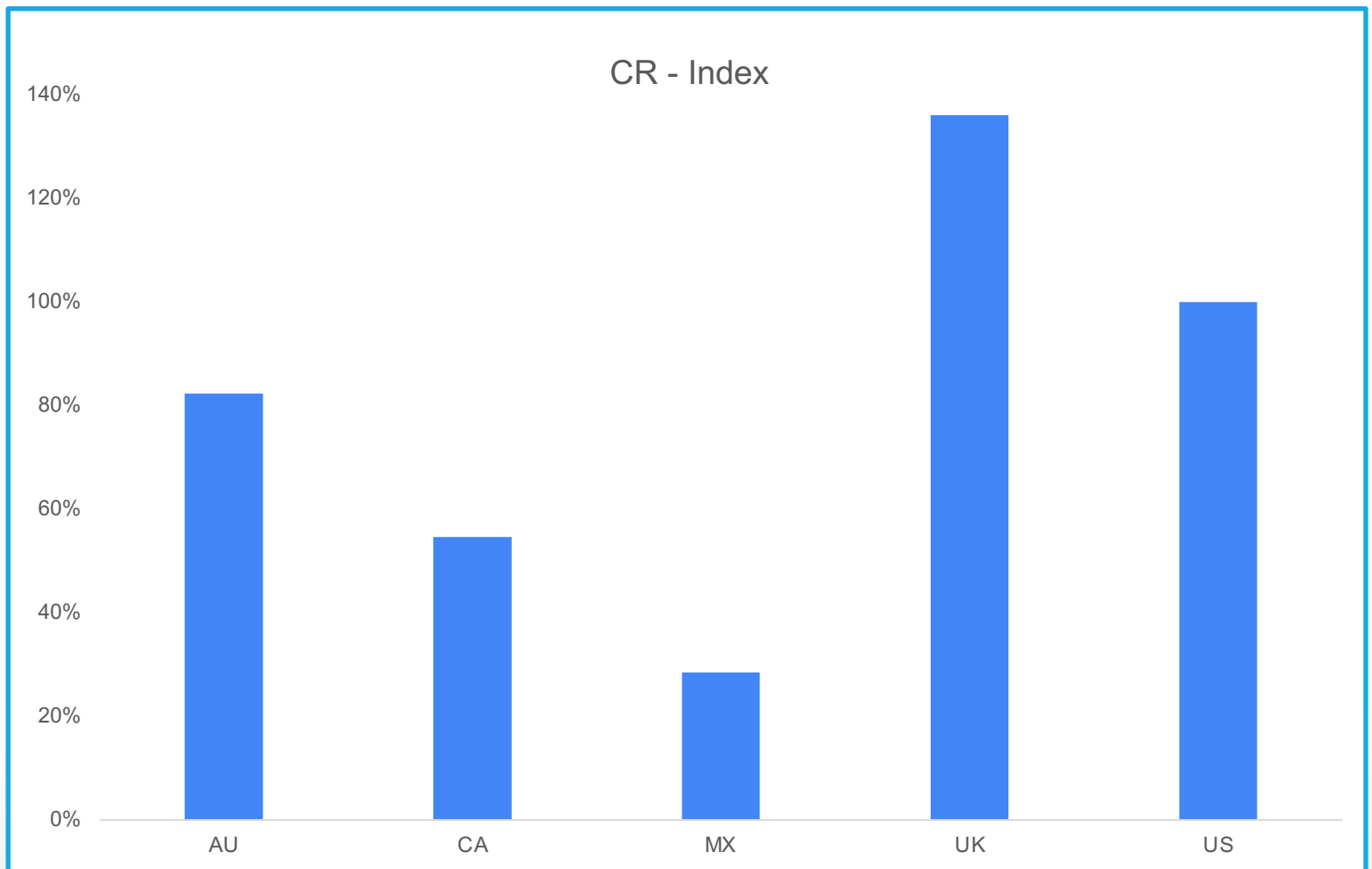
2024 Prime Day Global Index

CPCs Highest in UK and US Markets



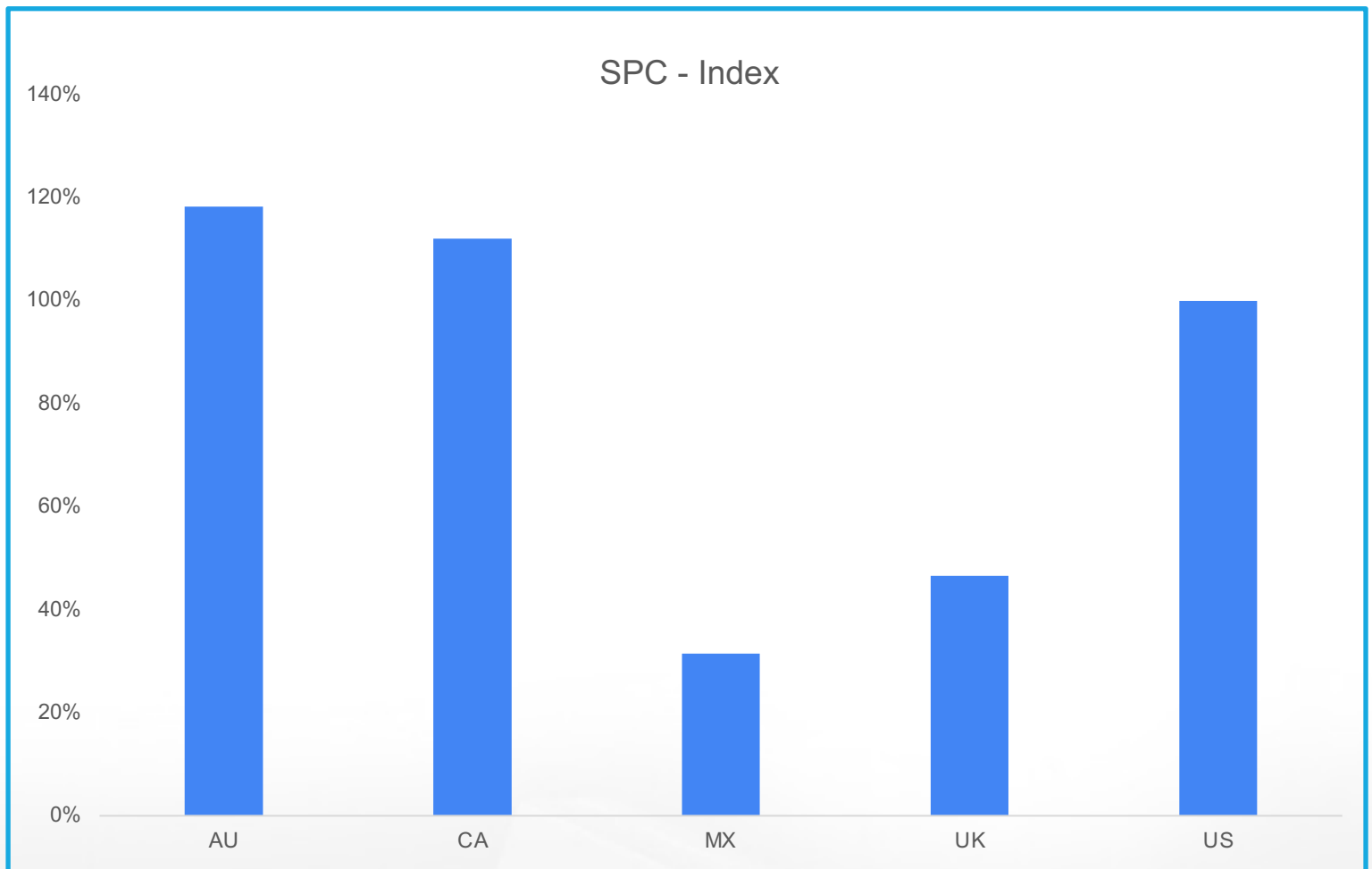
Cost-per-click (CPC) values were consistent in Canada, UK and the US, while Australia and Mexico saw a discount for Sponsored Ads Traffic at 30% and 66% respectively. This could be tied to the longer promotional period in these markets making traffic less competitive.

UK Market Leads Conversion Rates



Mexico saw the lowest conversion rate, for Sponsored Ads, of the global market, aligning with the cheaper cost-per-clicks (CPC) of this market. The UK and the US saw the strongest conversion rates for Prime Day 2024.

AU and CA Markets See Highest SPCs

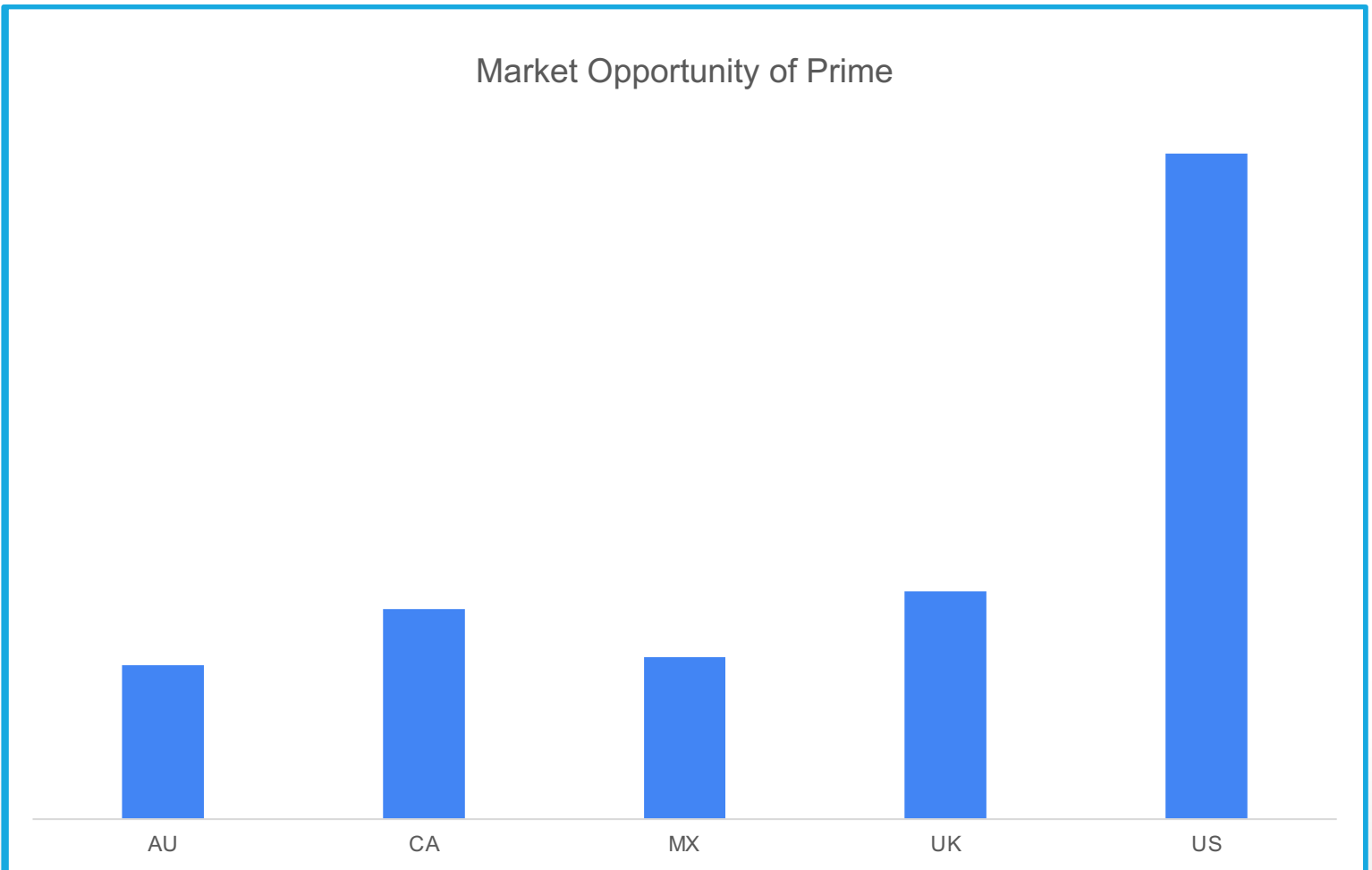


Sales-per-click (SPC) values were consistent globally with the exception of Mexico and the UK, which saw roughly 70% and 50% valuable traffic coming through Sponsored Ads.

US Dominates Prime Day Sales

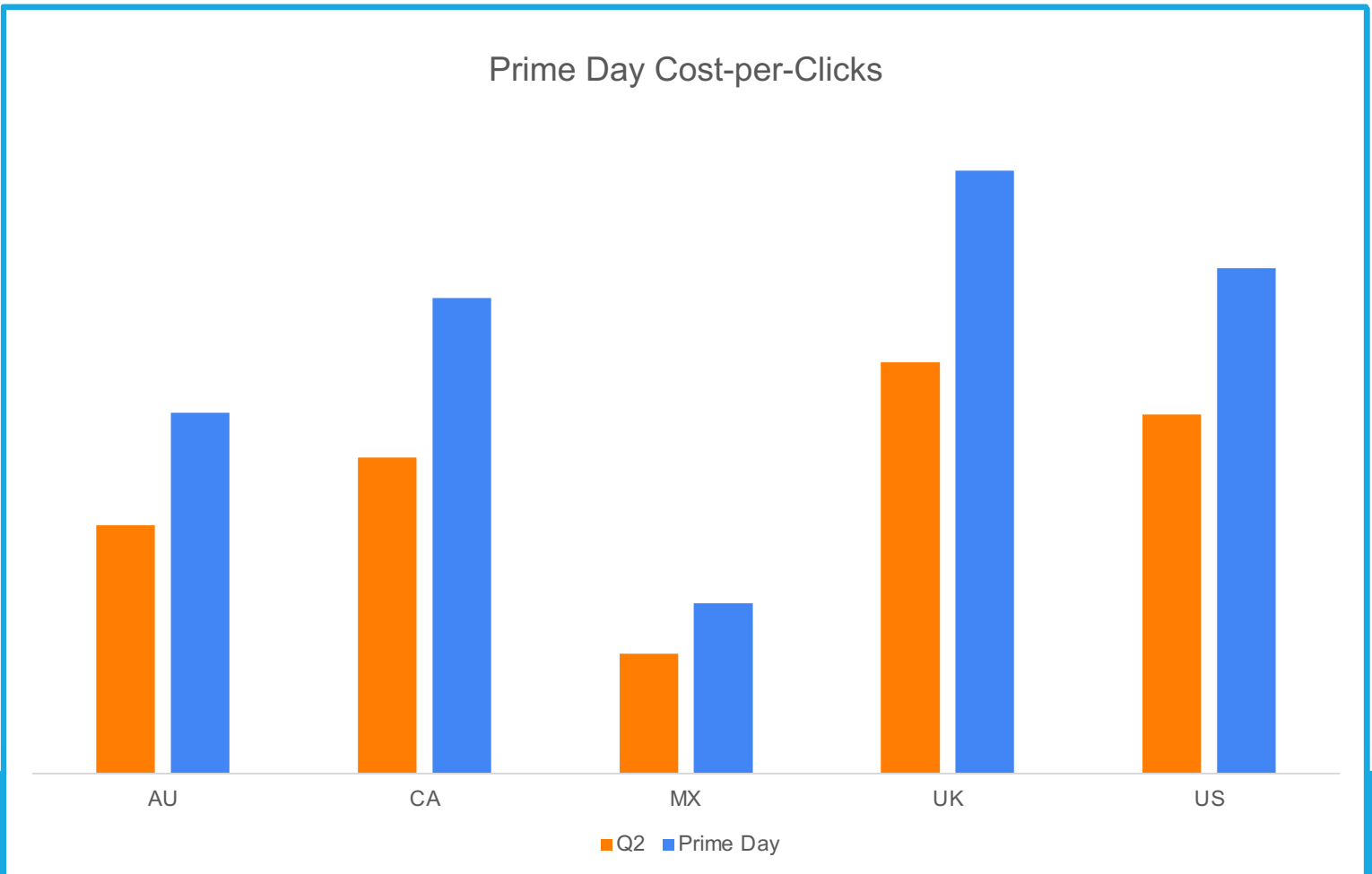


Market Opportunity of Prime



The US market continues to outpace the rest of the world when it comes to sales on big events such as Prime Day. There is still opportunity in the other global markets as they all saw relatively equal consumer engagement with this year's Prime Day.

Consistent CPC Increase Across All Markets on Prime Day

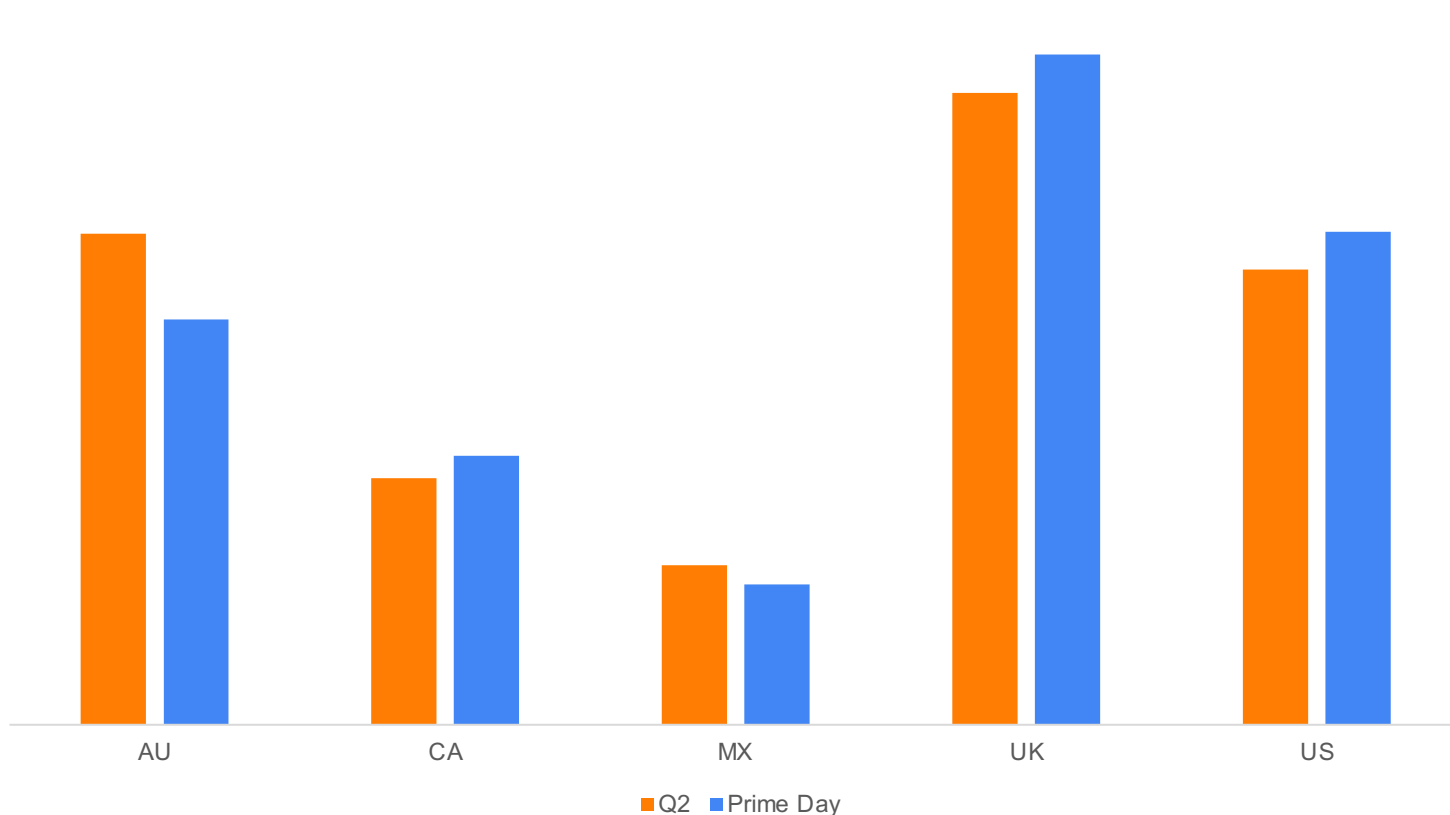


Prime Day was more expensive in every market across the globe as compared to the averages for Q2. On average, Prime Day traffic was 29% more expensive than the global cost-per-click (CPC) average for Q2.

Despite Higher CPCs, Conversion Rates Rise During Prime Day



Prime Day Conversion Rates

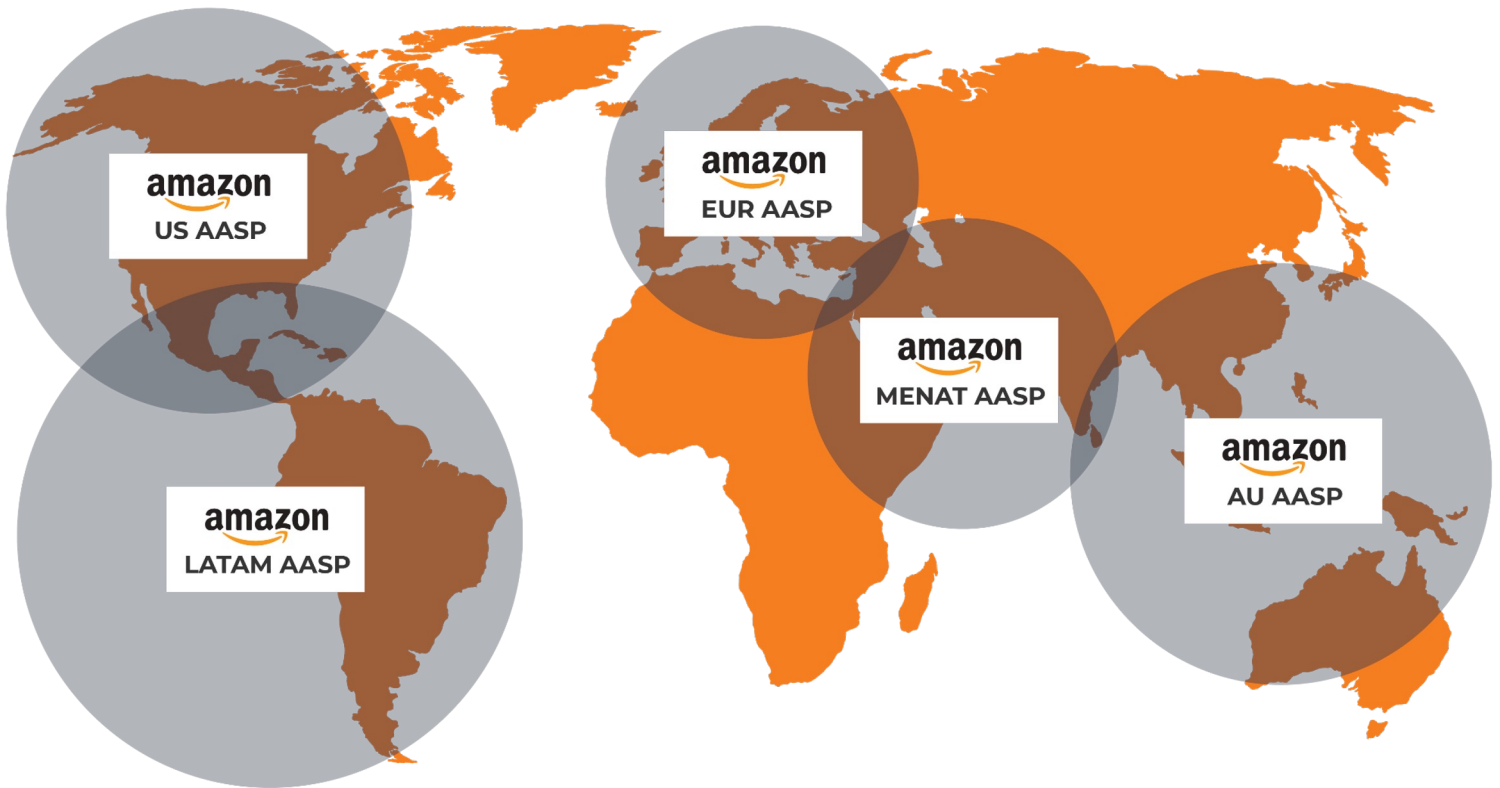


While traffic was more expensive across the globe, we also found that customers were more likely to convert globally on average. Apart from the Australia and Mexico markets, we saw increases to conversion rates for Prime Days as compared to Q2 2024.

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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