

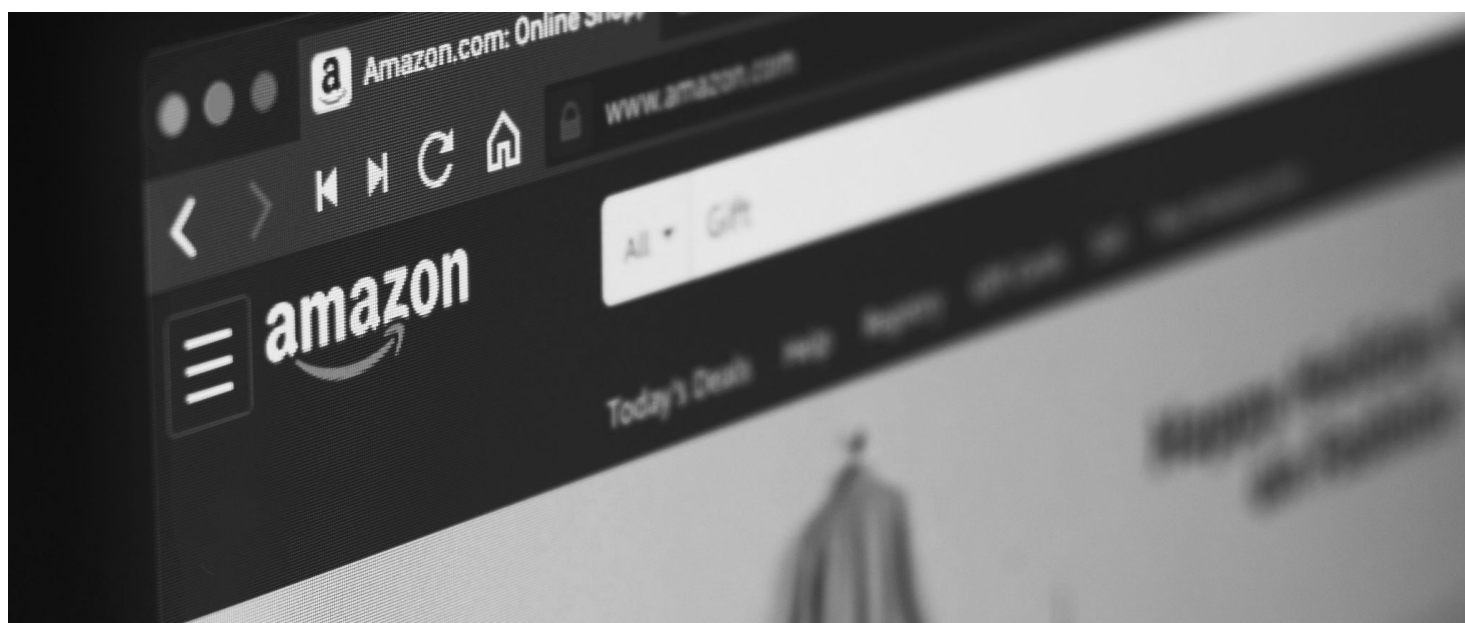
Global Amazon Media Report

Q1 2024



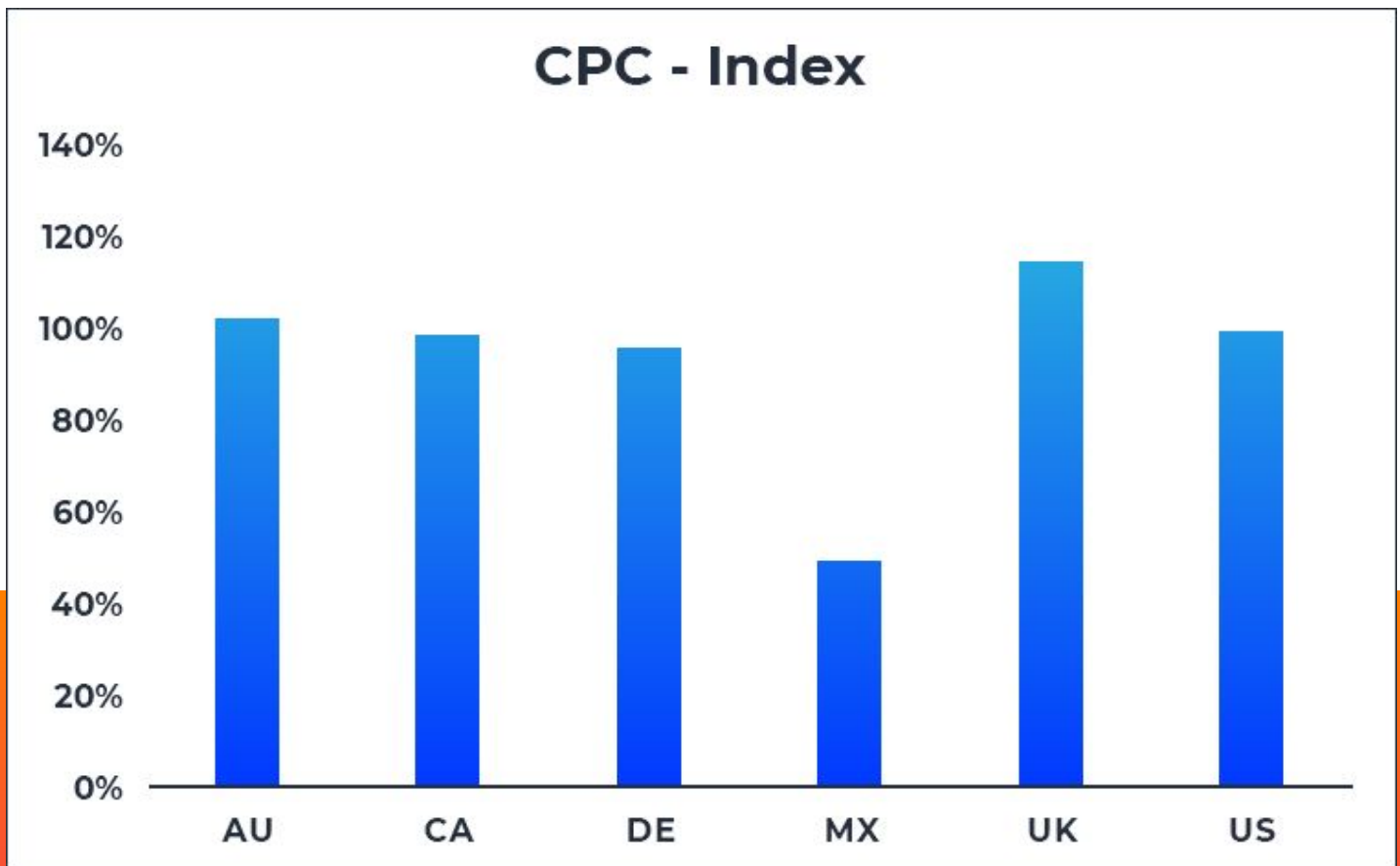
About the Report

This report provides an overview of Amazon advertising data covering the last five quarters. This 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, this report offers a media-focused perspective on the evolving landscape of Amazon's Global performance. The analysis provides insights into emerging trends, consumer behaviors, and market dynamics within the Amazon ecosystem to provide a deeper understanding of the unique trends shaping each region's Amazon marketplace.



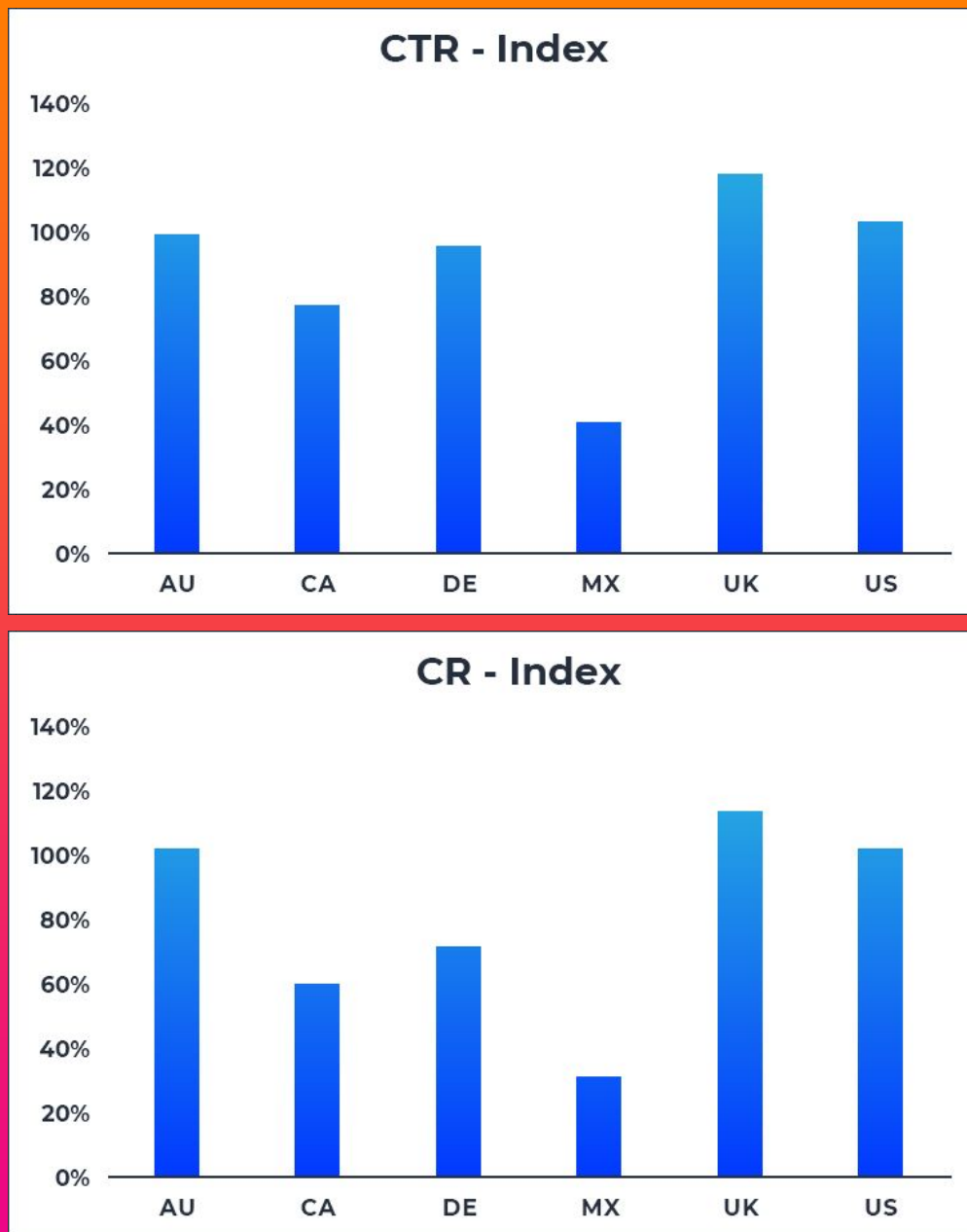
2024 Q1 Global Index

Established Markets Saw Consistent CPCs



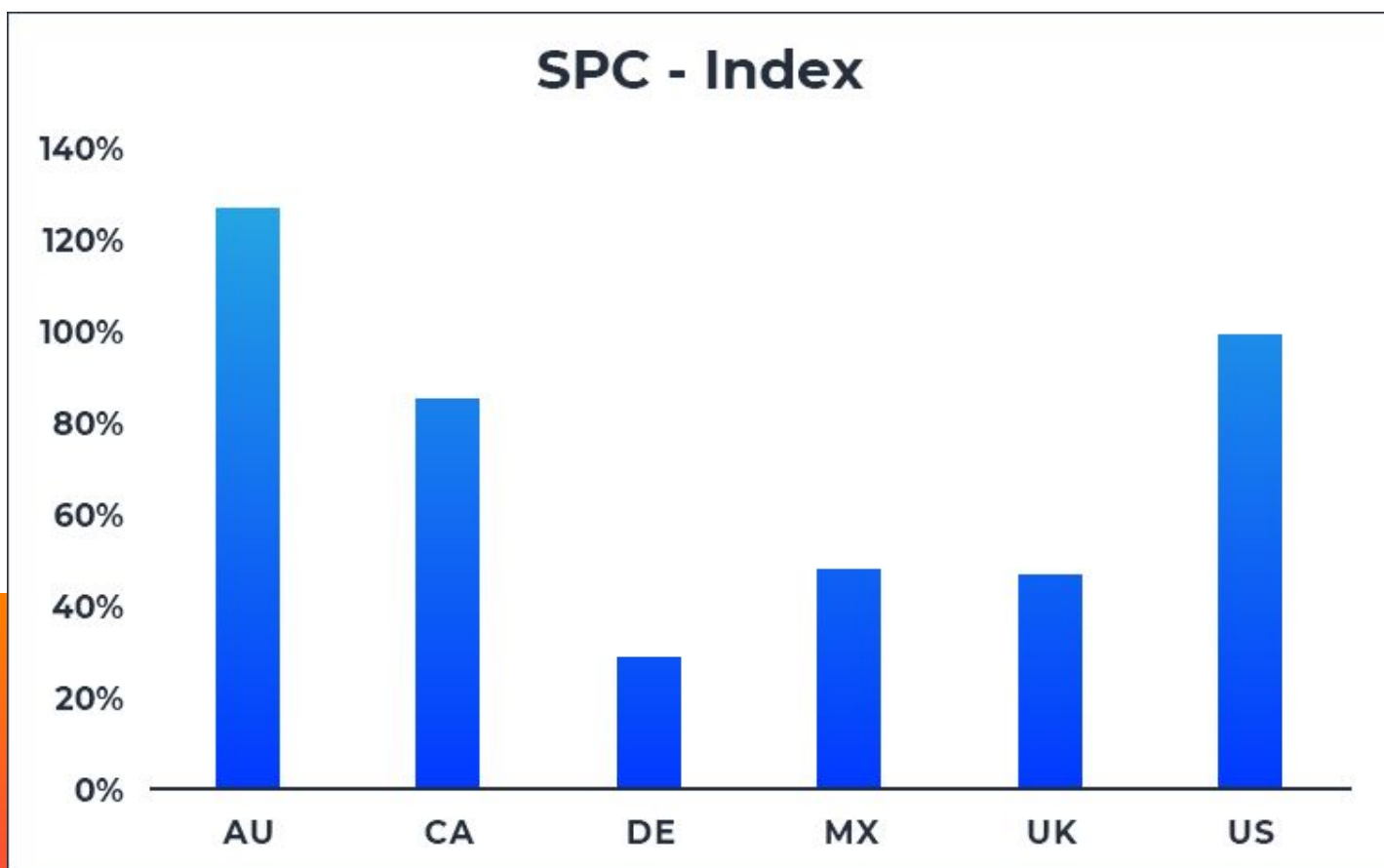
Cost-per-click values are consistent across the globe for established markets. Mexico shows an opportunity for brands to win at media with lower CPCs. For Q1 2024, Mexico CPCs were indexed at 50% of US CPCs.

Engagement and Purchase Rate is Highest in UK and AU



Indexed off the US, the UK and AU see the strongest click-through rates (CTR) and conversion rates (CR). Mexico is behind other regions in both metrics.

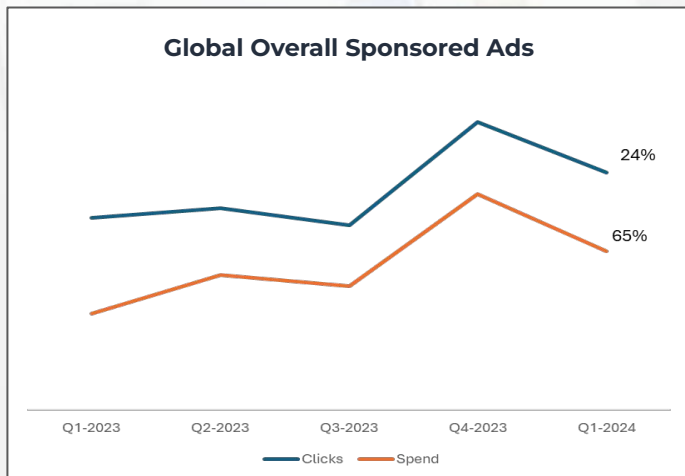
AU and US See Highest Sales-Per-Click



Australian and US markets saw the strongest sales-per-click. Canada saw slightly lower SPC values, but aligning with the CPCs discounts resulted in similar returns on media spend compared to other markets.

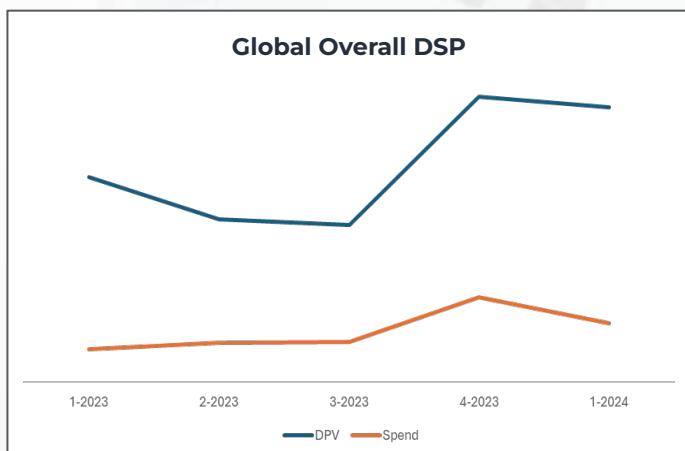
The background of the slide is a blurred image of a laptop screen displaying the Amazon website. The screen shows the 'Deals and Promotions' section with various product listings and discounts. The text '2024 Q1 Trends' is overlaid in the center in a bold, black font, with a horizontal line underneath it that transitions from orange to pink. The overall aesthetic is clean and modern, with orange and pink accents in the corners.

2024 Q1 Trends



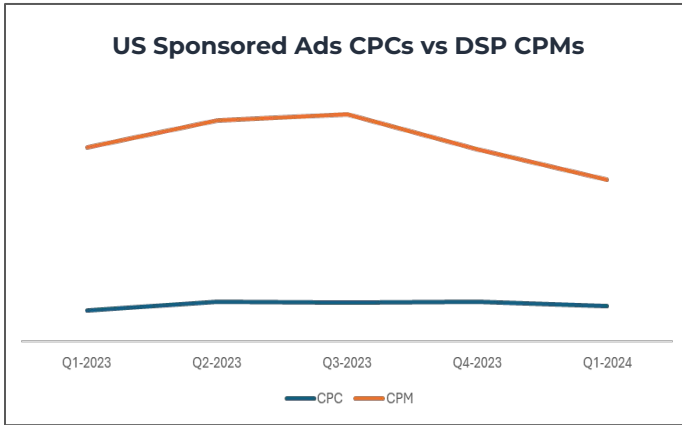
Q1 '24 YoY Sponsored Ad Spend Increased 65%

Despite seeing slight declines compared to Q4 2023 (-18% clicks and -26% spend), global spend and clicks for Sponsored Ads saw substantial increases year-over-year. Compared to Q1 2023, Q1 2024 saw a 24% increase in clicks and a 65% increase in spend.



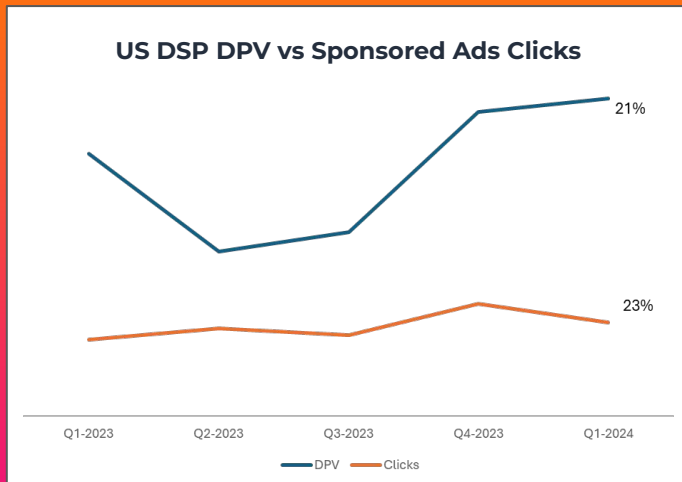
Q1 '24 YoY DSP Spend Increased 65%

Despite seeing slight declines compared to Q4 2023 (-4% for DPV and -30% for spend), global spend and detail page views for DSP saw substantial increases year over year. Compared to Q1 2023, Q1 2024 saw a 34% increase in detail page views and a 77% increase in spend.



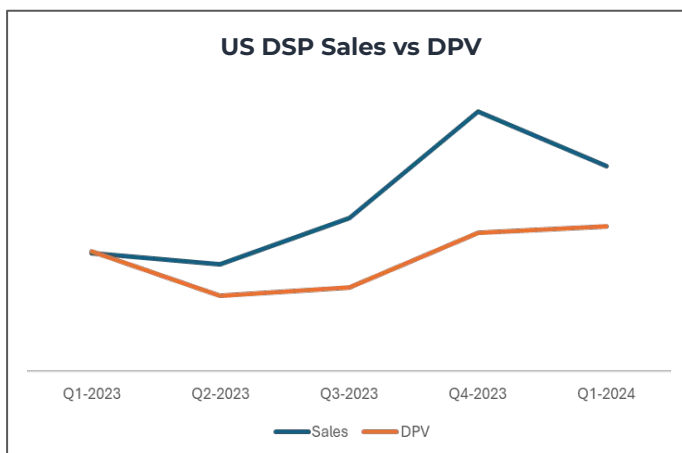
CPMs Remain Above CPCs Despite YoY Decline

Year-over-year growth in US Sponsored Ads CPCs rose 14% from Q1 2023 to Q1 2024. This coincides with the launch of Sponsored TV. Meanwhile, US DSP CPMs fell 17% YoY from Q1 2023 to Q1 2024. The cost gap between the two offerings has CPMs up 361% relative to Sponsored Ads CPCs in Q1 2024.



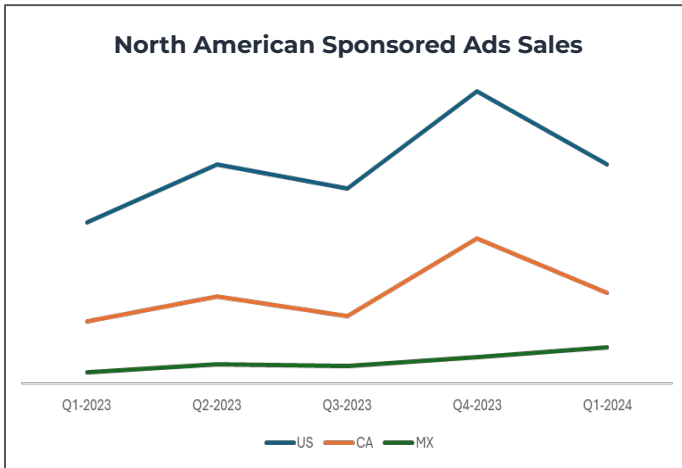
YoY Increase for Both DPV and Clicks

Year-over-year growth in US Sponsored Ads clicks rose 23% from Q1 2023 to Q1 2024. US DSP Detail Page Views also rose 23% YoY from Q1 2023 to Q1 2024. This shows that the US Amazon market still has room to grow as new ad offerings are launched and the platform continues to reimagine offerings for online shopping. DSP detail page views were up 240% relative to Sponsored Ads clicks for Q1 2024. While the traffic for DSP may be more expensive, the reach it provides increases awareness to your Amazon PDPs.



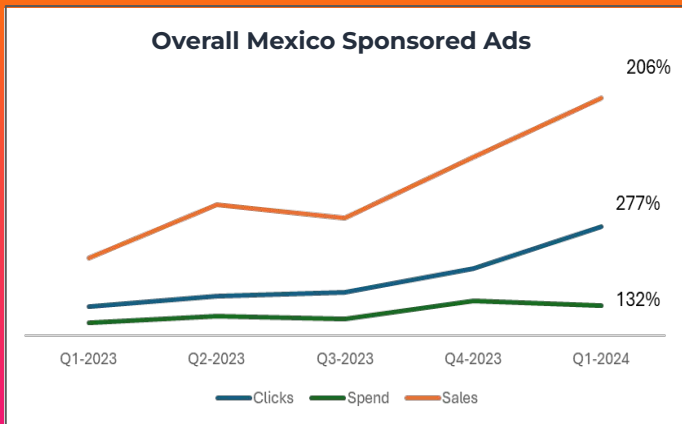
YoY Increase in Sales Per DPV

Despite seeing slight declines compared to Q4 2023 (-4% for DPV and -30% for spend), US spend and detail page views for DSP saw substantial increases year over year. Compared to Q1 2023, Q1 2024 saw a 34% increase in detail page views and a 77% increase in spend.



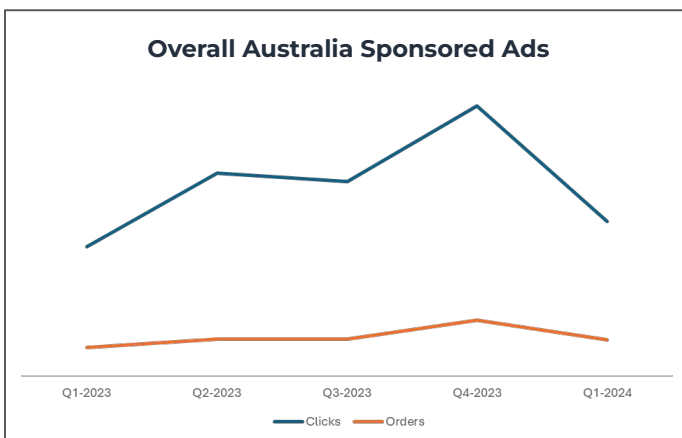
Mexico Behind CA, but Growing

Amazon's presence in the United States has been felt for many years. But the other North American markets are also growing and are valuable opportunities for expansion. Compared to Q1 2023, the US, Canada, and Mexico saw YoY sales volume increases in Q1 2024, at 36%, 46%, and 206% respectively.



Triple Digit Growth in Mexico

Amazon Mexico continued the trend of being a rapidly growing market in Q1 2024. Sponsored Ads in this region saw a year-over-year increase in clicks, spend, and sales of 277%, 132%, and 206% respectively compared to Q1 2023. This has been a region that Amazon has taken a greater focus in expanding and the results are showing. It will be worth watching this trend as Amazon expands advertising to more Latin/South American countries such as with the recent Brazil launch.



AU Continues to See Steady Growth

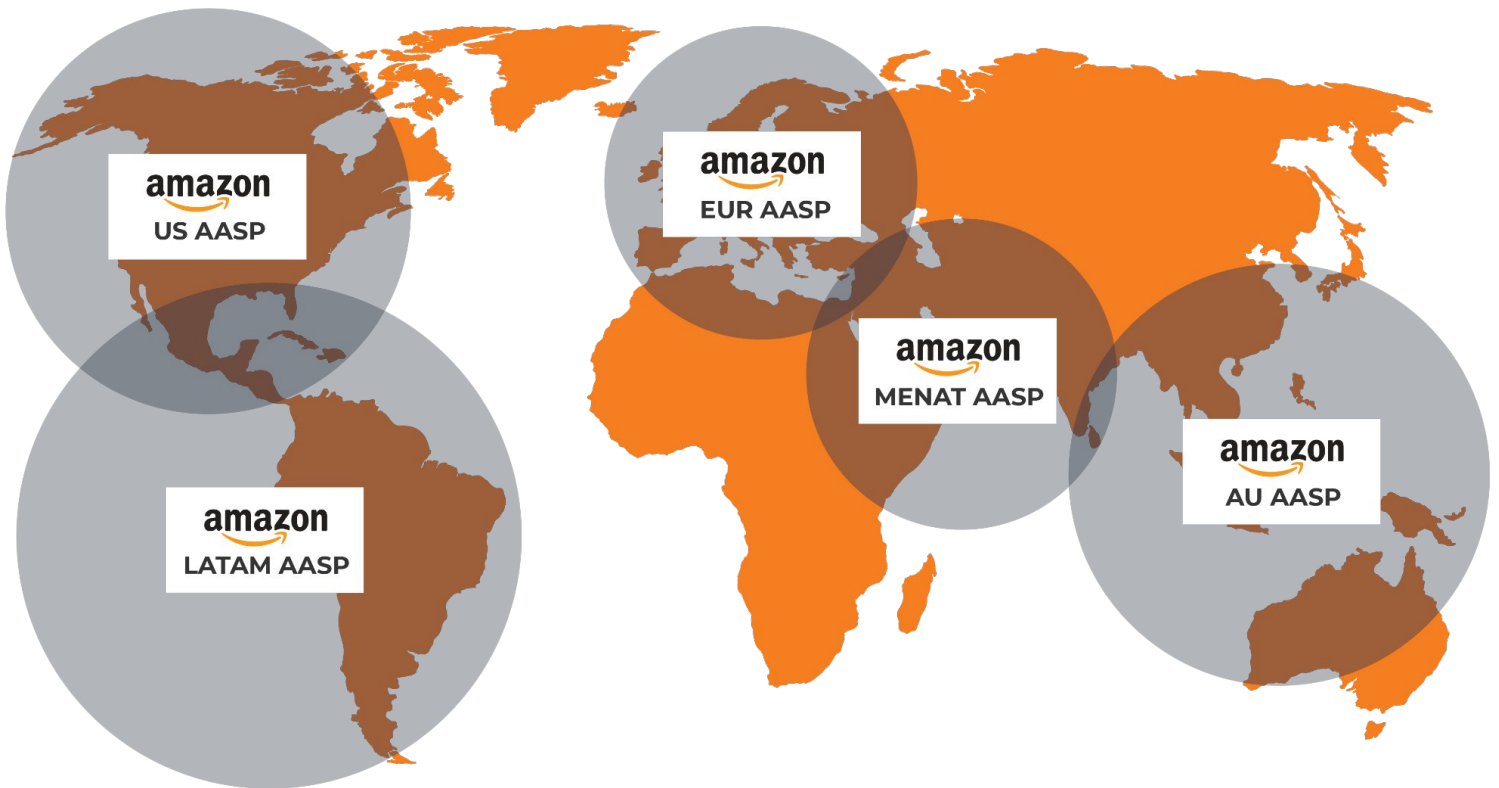
Despite seeing slight declines from Q4 2023, Amazon Australia saw an increase in traffic and order growth in Q1 2024 as compared to Q1 2023. The market saw click traffic increase 19% YoY leading to a 26% YoY increase in orders.

About 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. Some of our services include 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.

contact@podean.com

www.podean.com