

Global Amazon Media Report

Q2 2024

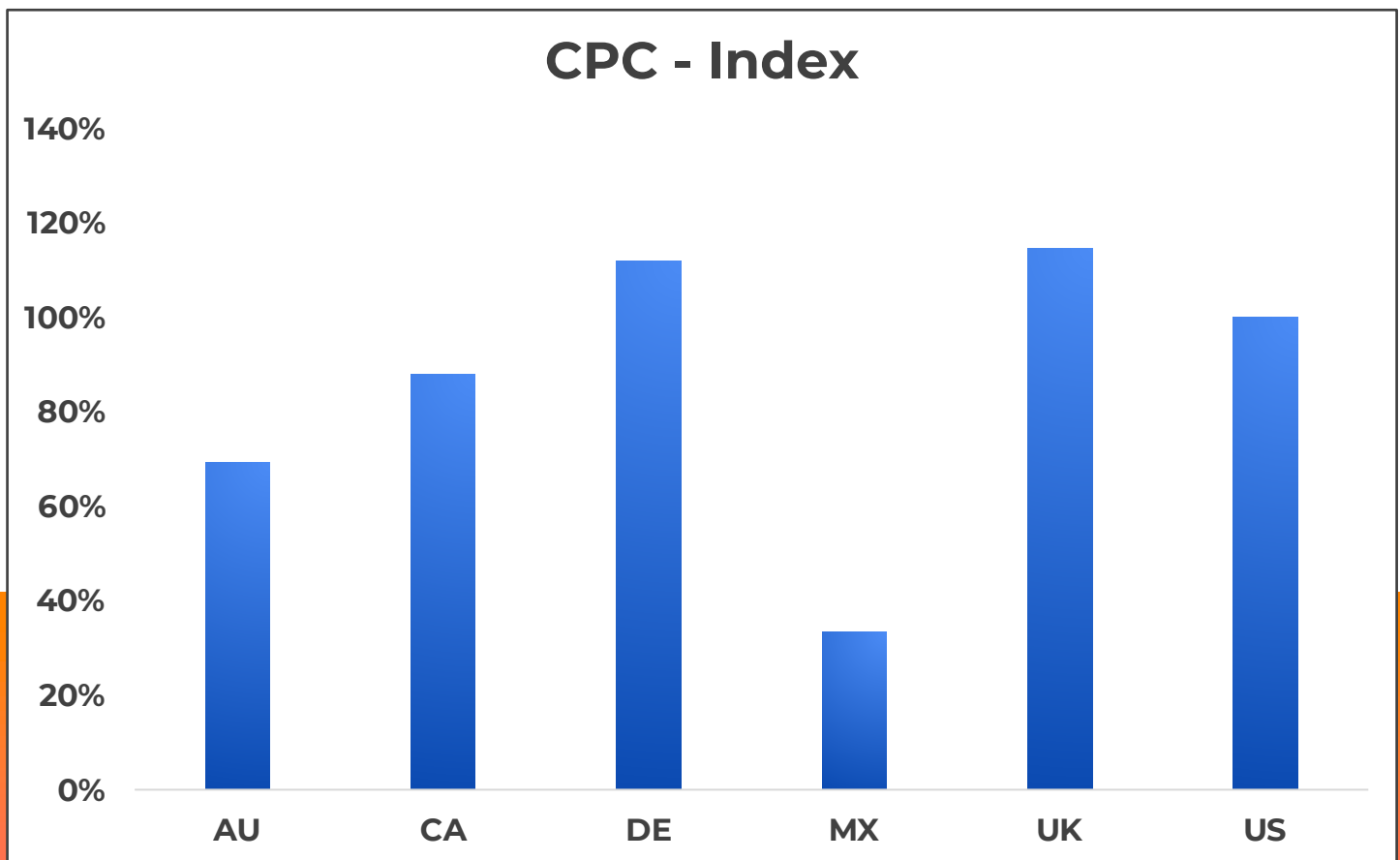
About the Report

The **Global Amazon Media Q2 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.

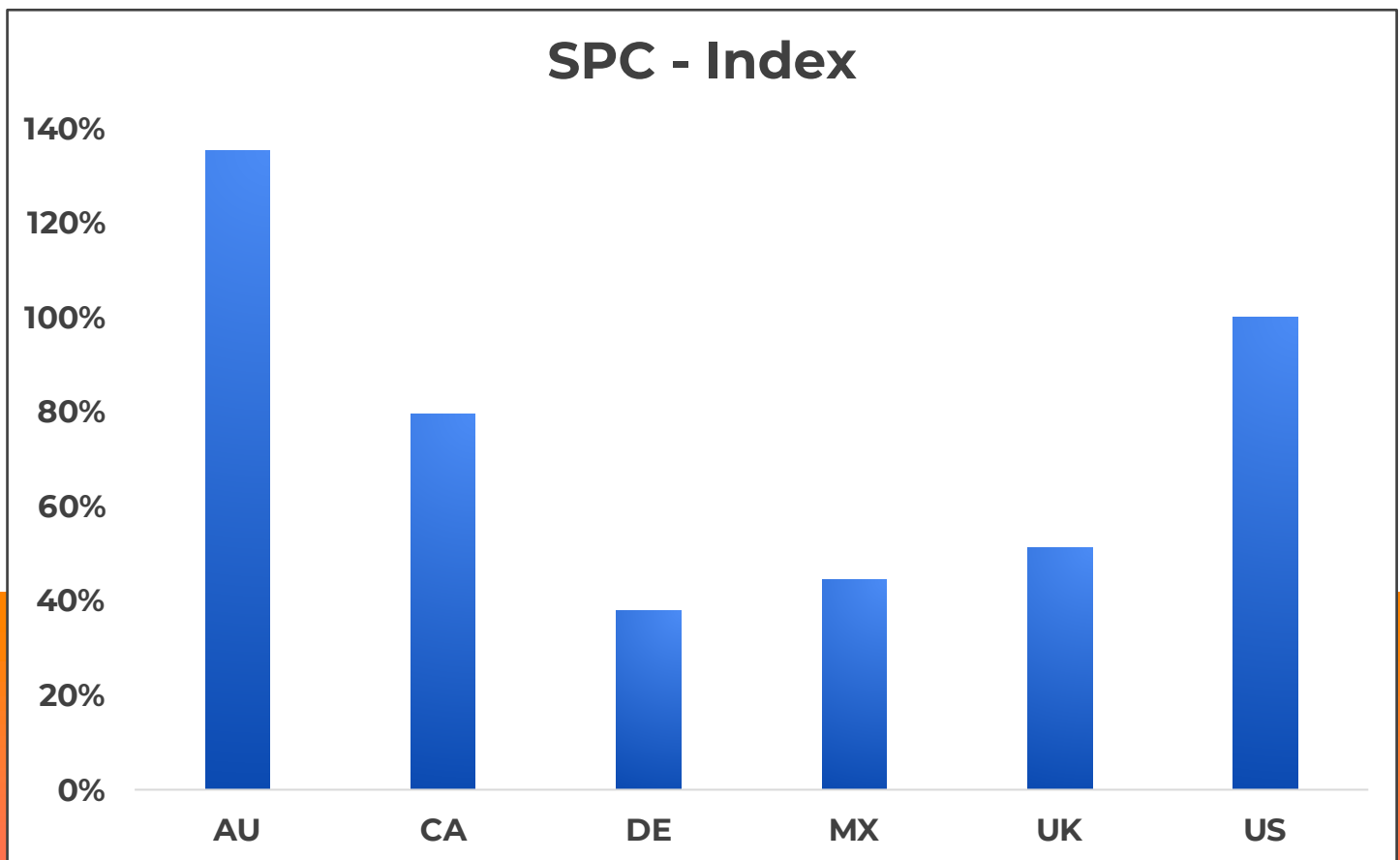
2024 Q2 GLOBAL INDEX

UK and Germany See Higher CPCs Than US Market



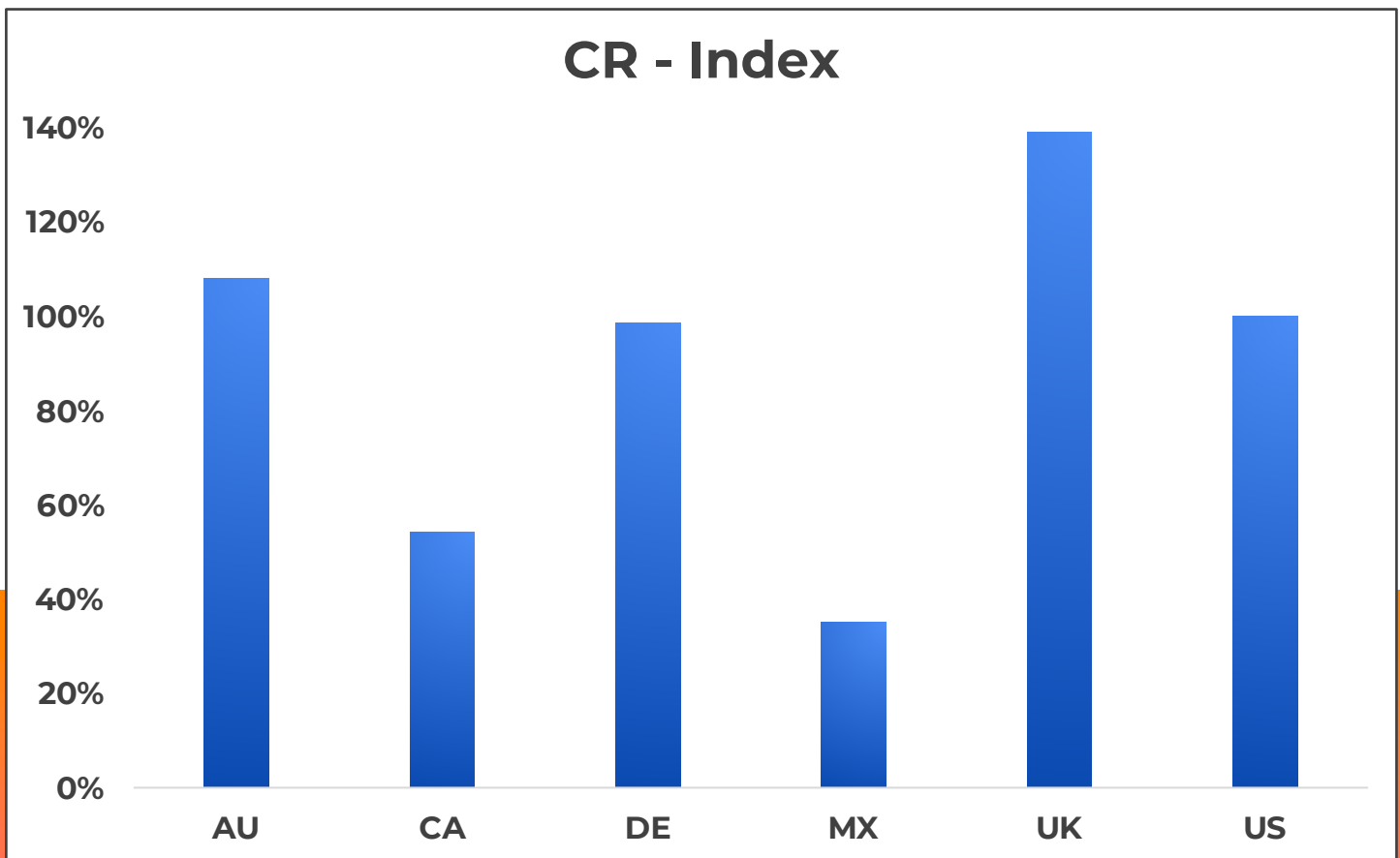
Cost-per-click (CPC) values are consistent globally, except in Mexico and the AU, where Sponsored Ads Traffic sees discounts of 66% and 30%, respectively.

AU Continues to Surpass US in Sales-Per-Click



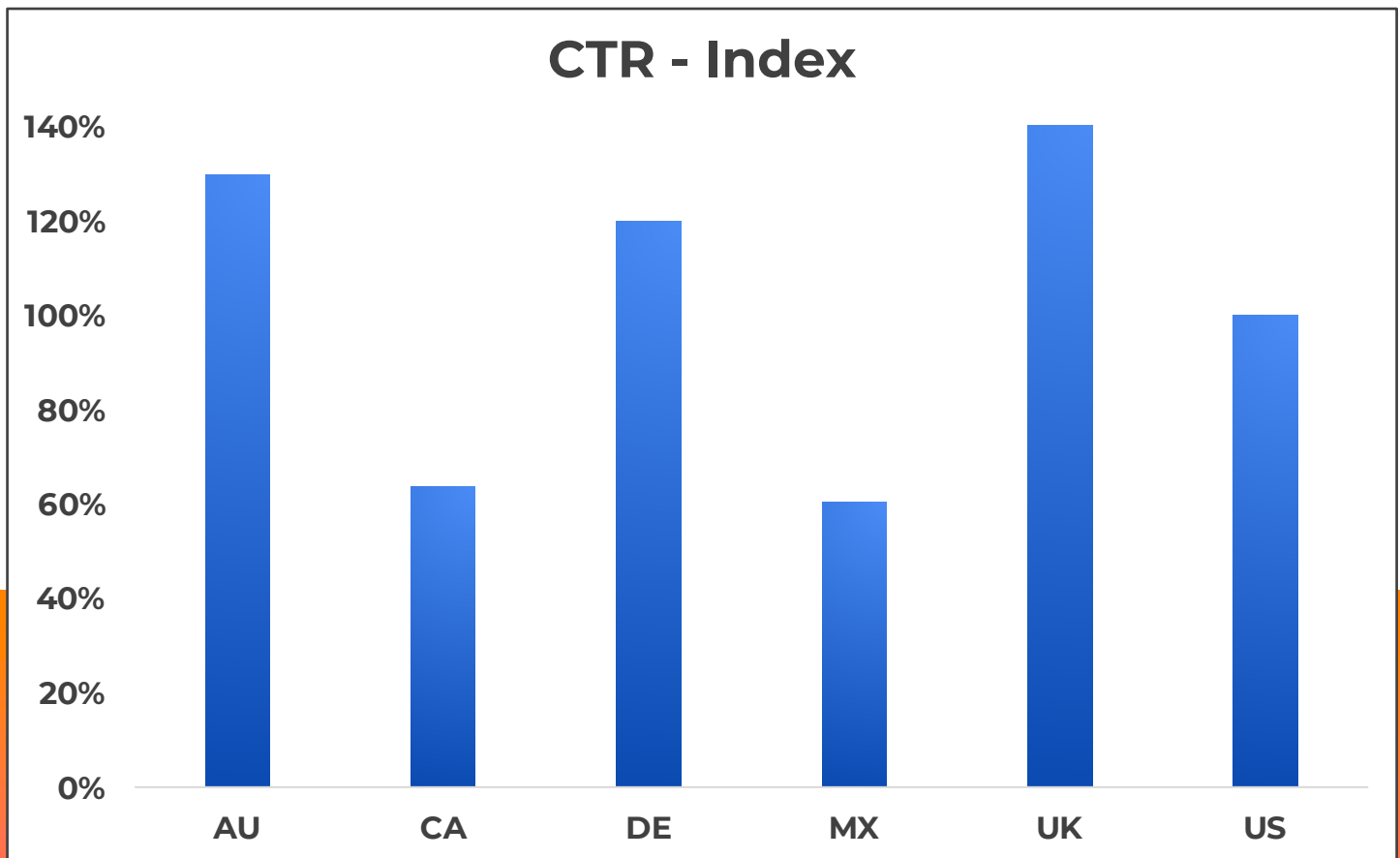
The Australian and US markets see the strongest sales-per-click (SPC) rates across the globe, consistent with our findings from Q1 2024.

UK Continued to See the Highest Conversion Rate



Mexico has the lowest conversion rate for Sponsored Ads globally, aligning with its cheaper cost-per-click (CPC). In contrast, the UK and Australia have higher conversion rates than other markets globally, consistent with our Q1 2024 findings.

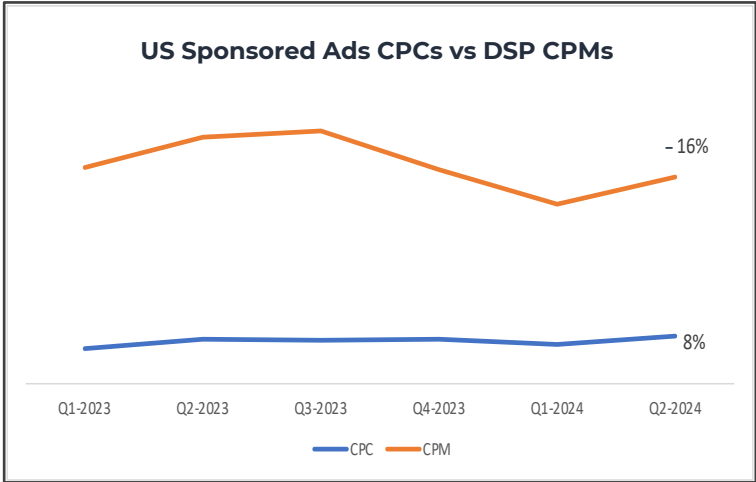
Engagement Rate is Highest in UK and AU



Globally, click-through rates (CTR) for Sponsored Ads are fairly consistent, except in Canada and Mexico, where engagement is roughly 64% and 60% of other markets. However, Mexico did see a relative CTR improvement of 20% QoQ, indicating the growth of this Amazon market.

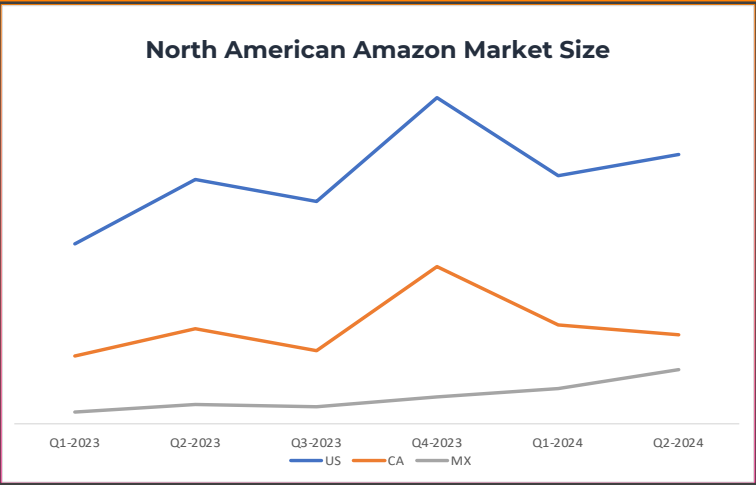
The background of the slide is a blurred screenshot of the Amazon Australia 'Deals and Promotions' page. The page shows various product listings with images, prices, and promotional banners. The Amazon logo and navigation links are visible at the top. The text 'Deals and Promotions' is prominently displayed at the top of the page content. The overall theme is e-commerce and digital marketing.

2024 Q2 TRENDS



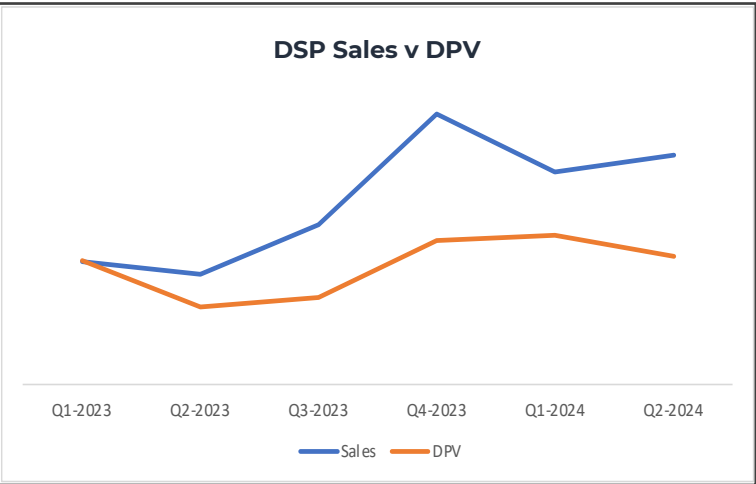
Sponsored Ad CPCs Continue to Rise

Year-over-year, US Sponsored Ads cost-per-click (CPC) rose 8% from Q2 2023 to Q2 2024, likely due to changes in dynamic bid options and further adoption of Sponsored TV. Meanwhile, US DSP CPMs fell 16% YoY from Q2 2023 to Q2 2024. This only partially closed the cost gap between the two offerings, as CPMs are still up 332% relative to Sponsored Ads CPCs in Q2 2024.



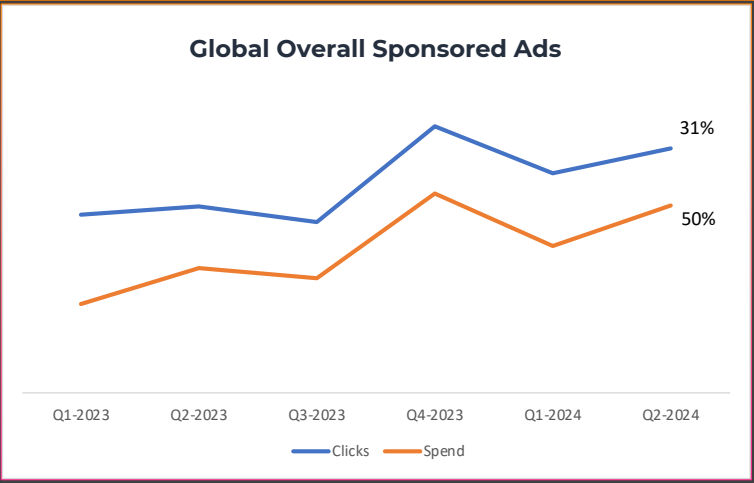
Mexico Saw 176% Increase in Sales

Amazon's growing presence in Mexico continues to be felt when compared to the rest of the North American Markets. While the US saw a 10% growth and Canada experienced a 6% decline year-over-year for Q2, Mexico continues to close the gap with a 176% sales increase YoY for Q2.



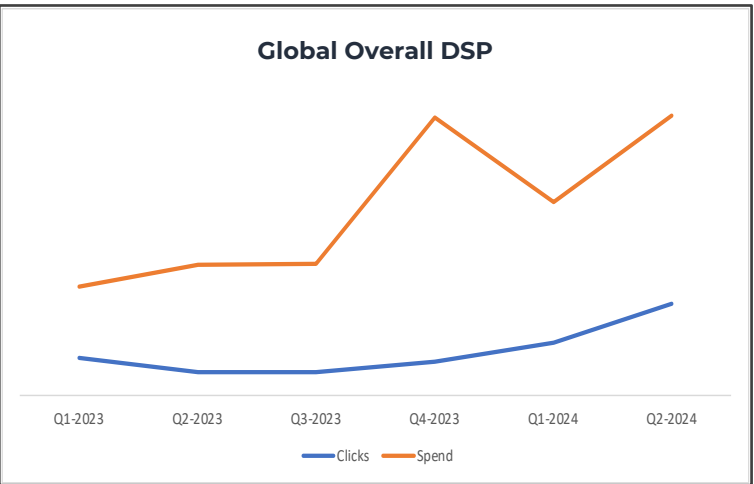
DSP is Driving Higher Sales Per DPV

Amazon DSP has seen continued growth over the years in the US, a trend that continued in Q2 2024. Compared to Q2 2023, Amazon DSP saw US sales and detail-page views (DPV) grow at 108% and 64% respectively. This comes after multiple improvements to the audience capabilities and targeting options available, as well as expanded opportunities within the Connected TV platform.



Sponsored Ad Clicks Increased 31%

Globally, Amazon continues to see traffic growth YoY as more markets are introduced and smaller markets continue to expand in their size. Click traffic and spend for Sponsored Ads saw positive increases YoY, with 31% and 50% increases respectively for Q2 2024, as compared to Q1 2024.



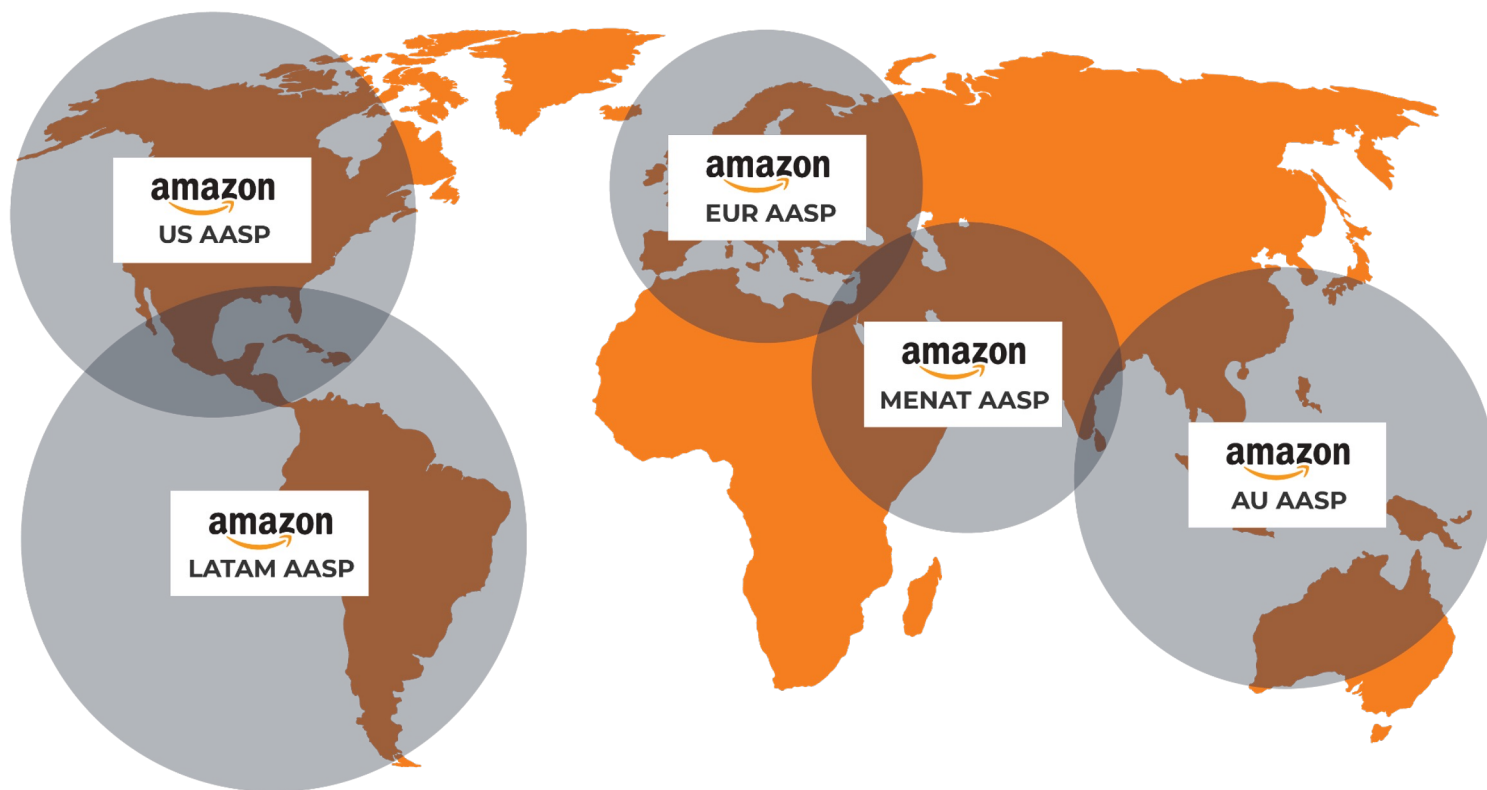
DSP Clicks Increased 289%

Following the trend of Sponsored Ads, the Amazon DSP saw even greater global growth in Q2 2024 compared to Q2 2023. Click traffic and spend on the platform grew by 289% and 73%, respectively, outpacing Sponsored Ads growth. This increase is attributed to DSP expansion in global markets and achieving offering parity across all markets, leading to higher adoption rates.

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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