

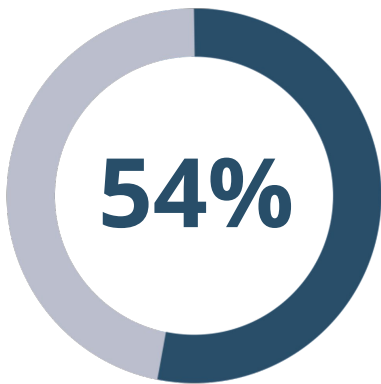
The Growth of Amazon Advertising through the Latest Metrics



marketplace
STRATEGY

Amazon Advertising is Amazon's cost-per-click (CPC) model of search advertising. Its goal is to help brands increase product page views and drive sales velocity. Below we outline why this advertising option has quickly grown in popularity.

Amazon Advertising Impact and Reach



of product searches begin on Amazon. *(LSA Insider)*



1 of every 10 product pages viewed on Amazon is a result of sponsored ads. *(vox.com)*

Between **10%** and **60%** of the impact driven by search ads on Amazon result in **off-Amazon sales**. *(PR Newswire)*



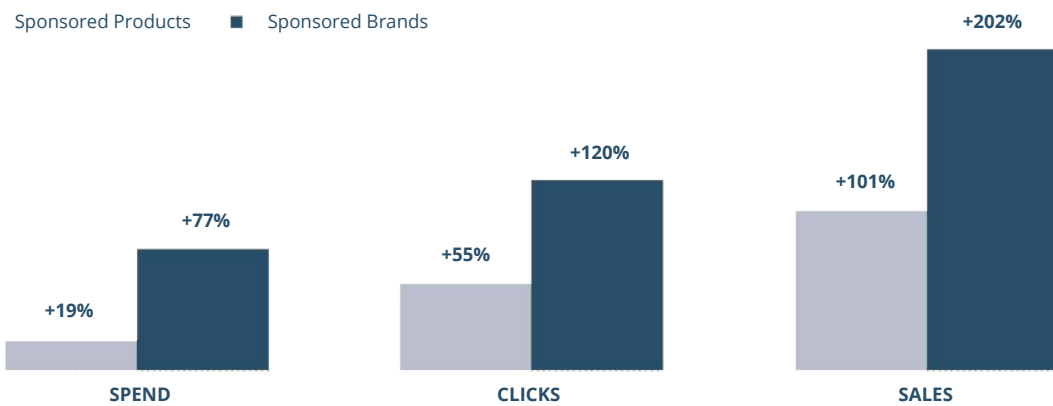
Due to Amazon's impressive impact and wide reach, brands have responded by increasing their investment.

Amazon Advertising Investments

Advertisers will spend \$11.3 billion on Amazon's advertising platform in 2019. *(eMarketer)*

\$11.3
BILLION

■ Sponsored Products ■ Sponsored Brands



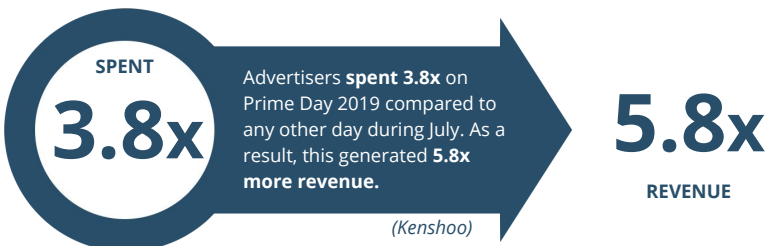
Spend on Amazon Sponsored Brands increased by **77%** year-over-year (YOY) in Q1 2019. Sales grew by more than **200%** YOY as a result. *(Marketing Charts)*

Massive shifts in investments have paid off for brands and retailers. Most have seen substantial revenue increases. Amazon Prime Day specifically drove results for brands that implemented advertising strategies.

Amazon Prime Day Results

All Amazon's search index was up **184%** during the first 24 hours

of Prime Day, compared with the 48 hours prior. *(eMarketer)*



According to *eMarketer*, Amazon's paid search revenues in the U.S. will increase by nearly 30%. If projections prove to be true, Amazon Advertising will reach \$7.09 billion in revenue and capture 12.9% of the market.