

Amazon slows down as its ad business breaks out, 3D shopping, and store openings and closings

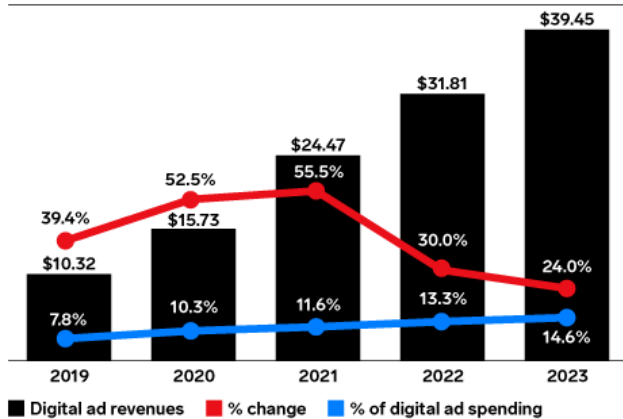
Audio



On today's episode, we discuss what Amazon's deceleration is telling us and what to make of the ecommerce giant's ad business breaking out. Then for "In Other News," we talk about whether shopping in 3D can move the needle and what store openings and closings reveal about the brick-and-mortar landscape. Tune in to the discussion with our analyst Andrew Lipsman.

US Net Digital Ad Revenues at Amazon, 2019-2023

billions, % change, and % of digital ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites
Source: eMarketer, Oct 2021

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