

The Ad Platform: Advertising on Amazon During the Pandemic

AUDIO |

eMarketer Editors

Melissa Burdick, co-founder and president of Amazon ad buying technology provider Pacvue, joins host Nicole Perrin to explain Amazon's ad products and share how the ongoing crisis (including logistics difficulties) is changing advertising on the ecommerce marketplace.

Comparative Estimates: Amazon Sponsored Products Ad Benchmarks in North America, Q4 2019

% change vs. same period of prior year

	Ad spending	Clicks	Cost-per-click
Merkle	63%	42%	15%
Pacvue*	37%	18%	16%
Tinuiti*	30%	16%	12%

Note: *US only

Source: various, as noted, Feb 18, 2020

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