

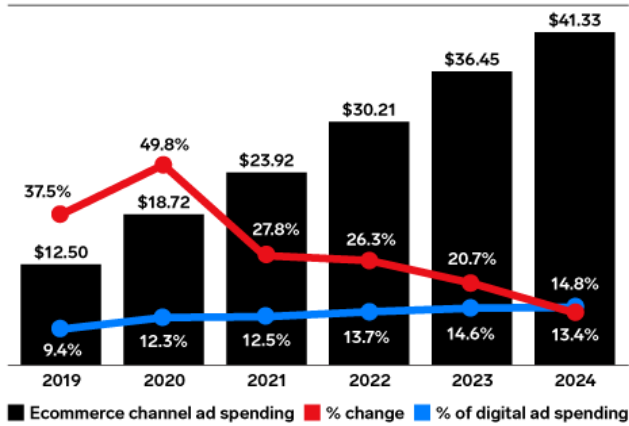
# The Ad Platform: What to expect for Prime Day

Audio

Amazon has been moving its shopping holiday around, and now it's next week. Melissa Burdick, co-founder and president at retail media buying technology firm Pacvue, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss what Amazon gets out of having Prime Day in Q2 and the latest in the retail media war.

## US Ecommerce Channel Ad Spending, 2019-2024

billions, % change, and % of digital ad spending



Note: digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce; examples include advertising on Amazon, Walmart, and eBay; excludes advertising on social networks or search engines  
Source: eMarketer, March 2021

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