

Consumer attitudes towards Amazon ads: a Skai survey

We asked **1,000 US consumers** what they thought about Amazon Ads

Key takeaways

- ✓ Consumers find Amazon Ads useful
- ✓ Many may not even realize that they are clicking ads
- ✓ People are discovering items to buy on Amazon but also via search engines and in social media

Amazon ads overview



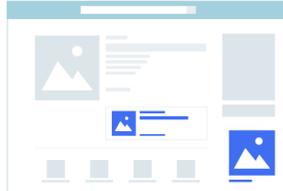
Sponsored products

Individual product listings appear in shopping results and on product detail pages. Therefore, they look like other search results and blend in with the organic results.



Sponsored brands

Appear on top of, alongside, or within shopping results with a highly customizable and attention-grabbing product portfolio.

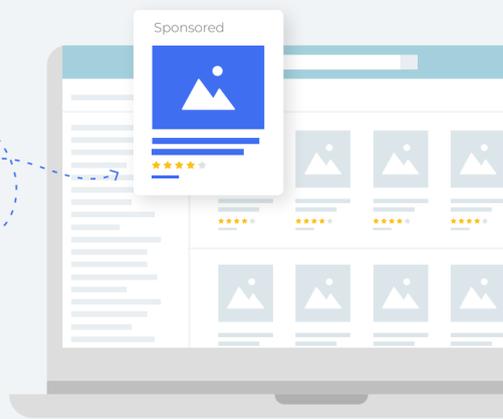


Sponsored display

Reach audiences as they browse, research, or buy products on the home page, product detail pages, shopping results pages, and Twitch, as well as third-party websites and apps.

Nearly half of respondents don't notice Amazon Ads in the search results.

But just about every Amazon search results page has Sponsored ads. The fact that only half of consumers notice them is highly beneficial for advertisers because ads seamlessly fade into the online shopping experience.



Consumer survey results



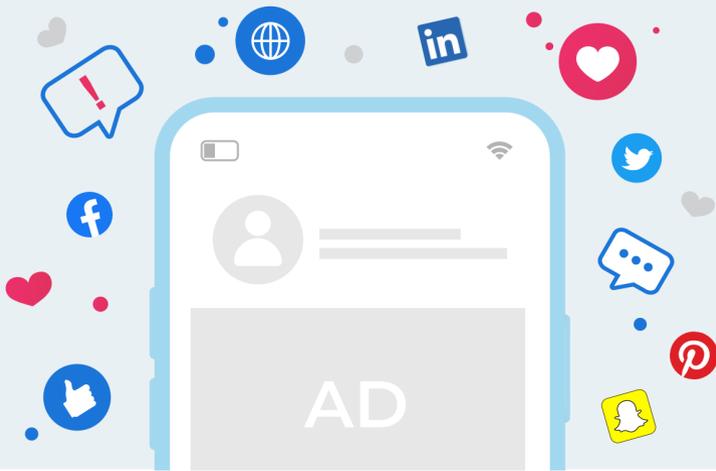
Buy from ads they've clicked



Very few are wary of ads



Most of today's US consumers are Prime Members



How are people finding things to buy?

Consumers are using **search engines** and **social media** to discover products to buy on Amazon. Marketers need to utilize these channels as part of the full online funnel. At Skai, we call this cutting-edge approach, Connected Commerce Advertising.

Here's what people said when we asked them to describe amazon ads

- Amazon is perfect to buy stuff you **want or need**
- Ads are almost **always relevant** to what I searched for
- A **good place** to find items you can't find anywhere else

Consumers want a **2nd prime day** earlier in the year



More than 50% of consumers purchase from Amazon multiple times a month

...and even multiple times a week.

Targeting is okay.
70% are okay with Amazon targeting ads by keyword searches or browsing and purchasing history

Shoppers are using Amazon a lot

but they aren't necessarily buying the same things again and again. It is a great platform for both legacy and new brands to sell.



Shoppers on Amazon

VS



Shoppers on other websites

