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

**Consumer attitudes towards Amazon ads:**

*skai survey*

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

- **Sponsored display**
  - Reach audiences as they browse, search, 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**

- **55%**
  - Buy from ads they've clicked

- **16%**
  - Very few are wary of ads

- **80%**
  - Most of today's US consumers are Prime Members

**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.

**Almost 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.

**How are people finding things to buy?**

Consumers use 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 the cutting-edge approach, Connected Commerce Advertising.

**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... and it is a great platform for both legacy and new brands to sell.**

**AD**