The Amazon ad juggernaut: What's your experience been?

Last year, we surveyed our readers to find out where marketers were prioritizing spend on Amazon's growing list of offerings, as compared to spend on Google Shopping and other platforms geared toward retailers.

We found that 80% of those advertising on platforms that support digital commerce campaigns planned to increase spending on Amazon in 2019. And nearly half said they planned to increase it by more than 25%.

Has that actually occurred? Have results met with expectations? We're eager to find out how perceptions and use of the platform have changed in the past year. That's why we're asking commerce advertisers to fill out a brief survey on the topic.

We hope you'll take a few minutes to share your experience with us and, in return, you'll get a chance to win an All-Access pass (worth more than $2000) to one of our SMX events in the U.S. happening in the next two years.

Don't delay, as we'll be closing the survey at the end of the week and we'll share results in our digital commerce marketing track at SMX West 2020 in February.

About The Author

Pamela Parker is Senior Editor and Projects Manager for Third Door Media’s Content Studio, where she produces Martech Intelligence Reports and other in-depth content for digital marketers in conjunction with Search Engine Land, Marketing Land, MarTech Today and Digital Marketing Depot. Prior to taking on this role at TDM, she served as Content Manager and Executive Features Editor. Parker is a well-respected authority on digital marketing, having reported and written on the subject since its beginning. She’s a former managing editor of ClickZ and has also worked on the business side helping independent publishers monetize their sites at Federated Media Publishing.

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