

# What we learned about Amazon advertising in Q2, 'Stream Display Ads,' and the AVOD guys

Audio

On today's episode, we discuss Amazon's Q2 advertising performance, the true value of its ad business, and what to expect for the remainder of 2021. We then talk about Twitch's new

“Stream Display Ads,” the significance of Amazon's near \$1 billion fine, and why Tubi is on the up as Roku cools down a little. Tune in to the discussion with eMarketer senior forecasting analyst at Insider Intelligence Eric Haggstrom.

### US Retailers' Spending Plans for Digital Ad Platforms, April 2020

% of respondents in each group

	Increasing	Same	Decreasing
Amazon Advertising	67%	24%	9%
WMG (Walmart) advertising	67%	24%	9%
OTT/Connected TV	66%	24%	10%
YouTube ad	66%	23%	11%
Social media ad	63%	28%	9%
Podcasts	60%	30%	11%
Email marketing	57%	36%	7%
Paid search	57%	32%	11%
Target advertising/Roundel	56%	37%	8%
Audio	54%	26%	19%
Digital out-of-home advertising	53%	24%	24%
Organic search	51%	41%	8%
Kroger advertising	50%	27%	23%
Product listing ads	49%	46%	6%
Influencer marketing	47%	35%	18%
Display ad	44%	38%	18%

Note: read as “67% of retailers investing in Amazon Advertising plan to increase their budgets for this platform”; numbers may not add up to 100% due to rounding  
Source: Catalyst and Kantar, “The State of Ecommerce 2021,” Aug 3, 2020

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