

O2 2023

Europe



Amazon Benchmarks

perpetua

Dive into all of the Q2 2023 benchmark data for Europe, with quarterly and yearly trends for all key metrics.

Q2 isn't dominated by any major shopping event. Easter, and smaller holidays like Mother's Day are important for some advertisers but Q2 is the perfect time for experimentation, trying out new strategies, and building awareness amongst your audience. Q2 is also a great opportunity to grow the platform you need so you're ready to win when the make-or-break events come around later in the year.

What's in the report?

Our Q2 2023 Benchmark Report for Europe contains data insights and recommendations across each Amazon ad format, including performance metrics and ratio KPIs by placement,, and other relevant dimensions for ad units such as the Amazon DSP.

The focus of this report is Amazon Advertising in Europe. We provide metrics at country level for Amazon.de, Amazon.es, Amazon.fr, Amazon.it, and Amazon.co.uk (GB), as well as aggregated Europe-wide numbers for a high level view of advertising developments across the continent.

Note that where the abbreviation 'EU' is used in this report, it refers to these five Amazon marketplaces: DE, ES, FR, GB, and IT.

Selected findings for Q2 2023 include:

- Conversion rate for **Sponsored Brands** ads up 10% from Q1
- **Year-over-year spend on Sponsored Products** is down 4% but sales are up 2% in spite of the ongoing economic situation
- **Sponsored Display** ads show the benefit of increased adoption, with a 54% increase in year-over-year sales
- **Electronics** is the fastest-growing category, with sales more than tripling from Q1 to Q2 2023.

How we measure

This Perpetua Benchmark Report is based on anonymized performance data from advertising campaigns in five of Amazon's European markets: Germany, France, Spain, Italy and the United Kingdom. All quarterly benchmark figures are calculated based on advertisers who were actively running campaigns of the relevant ad type, in the relevant marketplace, for the duration of the relevant time period.

Unless otherwise stated, ratio metrics such as cost per click or conversion rate are given as median values of all advertisers who meet the relevance criteria. Volume metrics, such as attributed ad sales or number of impressions are given as averages (means).

As this report is based on Perpetua's databases, benchmarks provided are not intended to represent the official performance of Amazon Advertising, nor that of any individual advertiser.

Sponsored Products



"Q2 was a steady quarter for Sponsored Products in Europe, so it's a good benchmark for performance without the influence of major events. Take your learnings and use Q3 to optimize your listings, double-down on top-performing keywords and make sure you're ready for the shopping events of Q4."

Marta Whitfield

DATA STRATEGIST (CUSTOMER SUCCESS MANAGER)

SPONSORED PRODUCTS

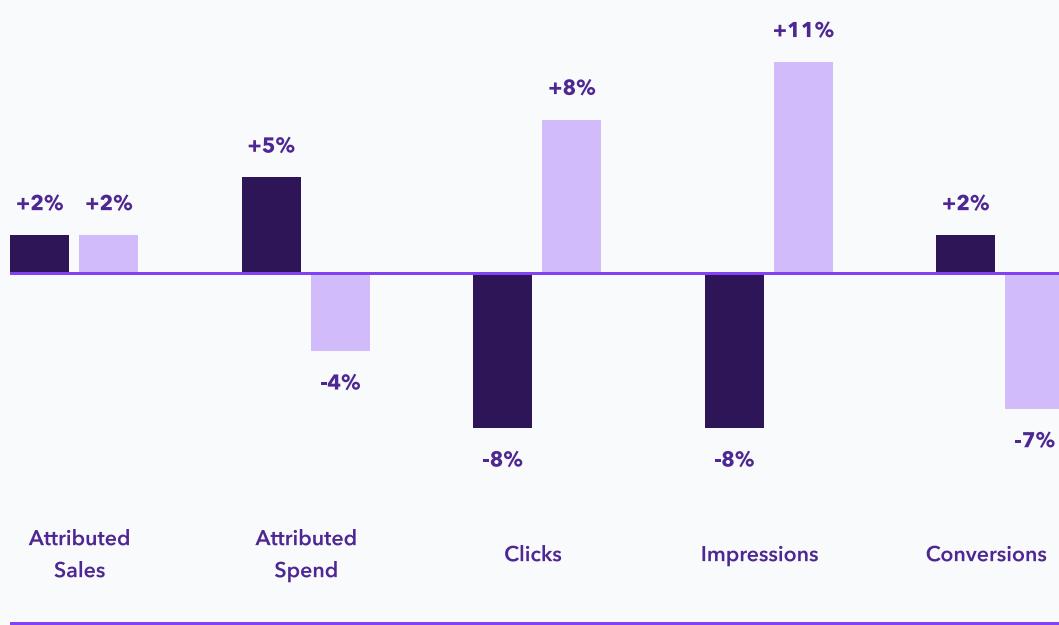
Campaign benchmarks for Q2 2023

	CPC	CVR	CTR	ROAS	CPA	AOV
Q2 2022	£0.43	8.5%	0.34%	£3.44	£5.03	£16.78
Q3 2022	£0.41	8.0%	0.35%	£3.69	£4.95	£17.82
Q4 2022	£0.40	7.9%	0.32%	£3.72	£5.06	£18.36
Q1 2023	£0.38	7.1%	0.33%	£3.78	£5.23	£18.73
Q2 2023	£0.40	7.7%	0.34%	£3.88	£5.03	£18.41
YoY	-8%	-8%	-1%	+13%	±0%	+10%
QoQ	+3%	+9%	+2%	+3%	-4%	-2%

AMAZON SPONSORED PRODUCTS

EU Q2 2023 ⚡

Volume KPIs

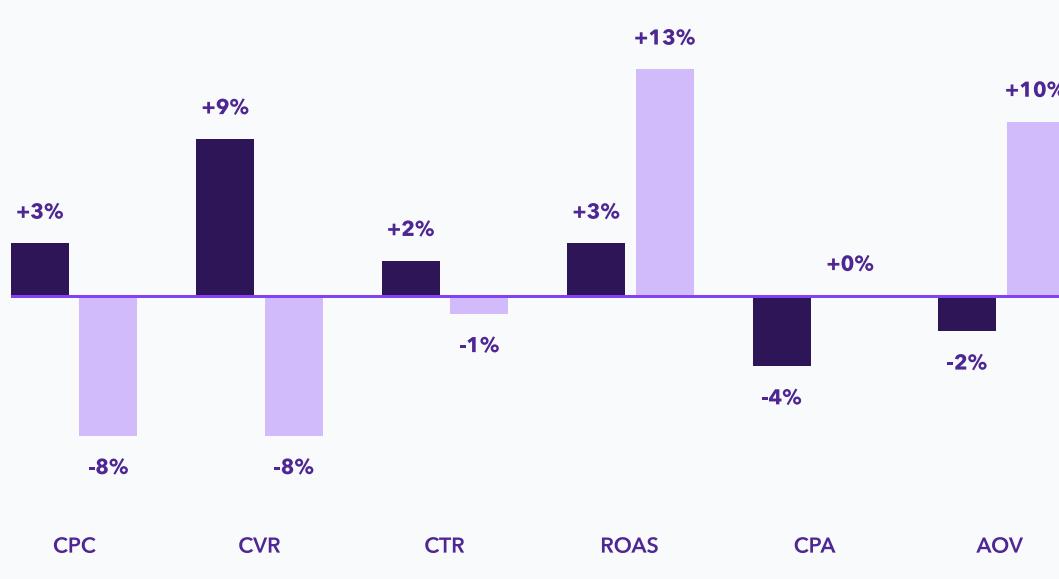


The relatively flat volume metrics for Sponsored Products in Q2 2023 reflect the slowdown in the economy and the lack of major shopping events. However, while Q2 was slow to pick up from Q1, we did see a slight increase in attributed sales (+2%) and conversions (+2%) across Amazon's European marketplaces.

AMAZON SPONSORED PRODUCTS

EU Q2 2023 ⚡

Ratio KPIs



Year-over-year, we see that CPCs have fallen (-8%), indicating that it is becoming cheaper to run Sponsored Products campaigns. On the other hand, conversion rates are also down by the same proportion, showing that customers are being more selective about what they buy. This is why it's important to ensure that your Product Detail Pages are in top shape, and to consider using full-funnel strategies for products that might require longer consideration times.

Sponsored Brands

excluding
video



"Impressions for Sponsored Brands ads have increased exponentially year-over-year, but CTR and conversion rate have dropped, meaning European advertisers need to pay attention to creatives, messaging, and targeting strategies to maintain success in their Sponsored Brands campaigns."

Aline Gobbi

DATA STRATEGIST (CUSTOMER SUCCESS MANAGER)

SPONSORED BRANDS

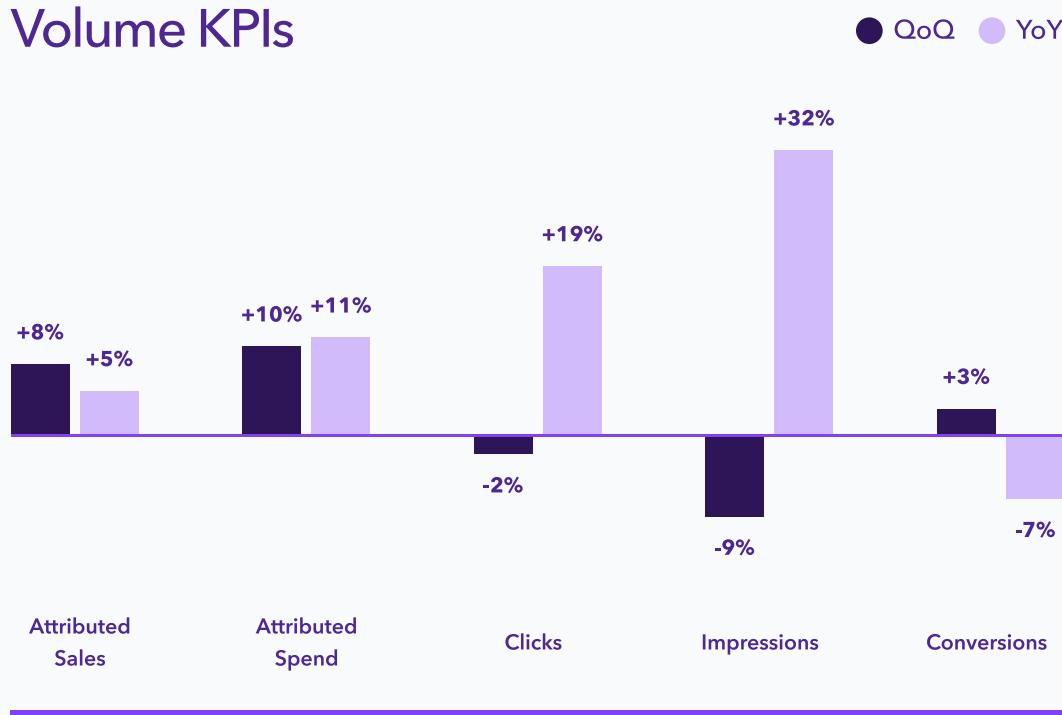
Campaign benchmarks for Q2 2023

	CPC	CVR	CTR	ROAS	CPA	AOV
Q2 2022	£0.39	7.3%	0.36%	£3.40	£5.29	£17.91
Q3 2022	£0.39	6.6%	0.33%	£3.51	£5.61	£18.97
Q4 2022	£0.36	6.3%	0.30%	£3.65	£5.59	£19.99
Q1 2023	£0.38	5.4%	0.31%	£3.21	£6.69	£20.58
Q2 2023	£0.37	5.9%	0.31%	£3.28	£6.16	£20.45
YoY	-6%	-19%	-13%	-3%	+17%	+14%
QoQ	-2%	+10%	+1%	+2%	-8%	-1%

AMAZON SPONSORED BRANDS

EU Q2 2023 ⚡

Volume KPIs



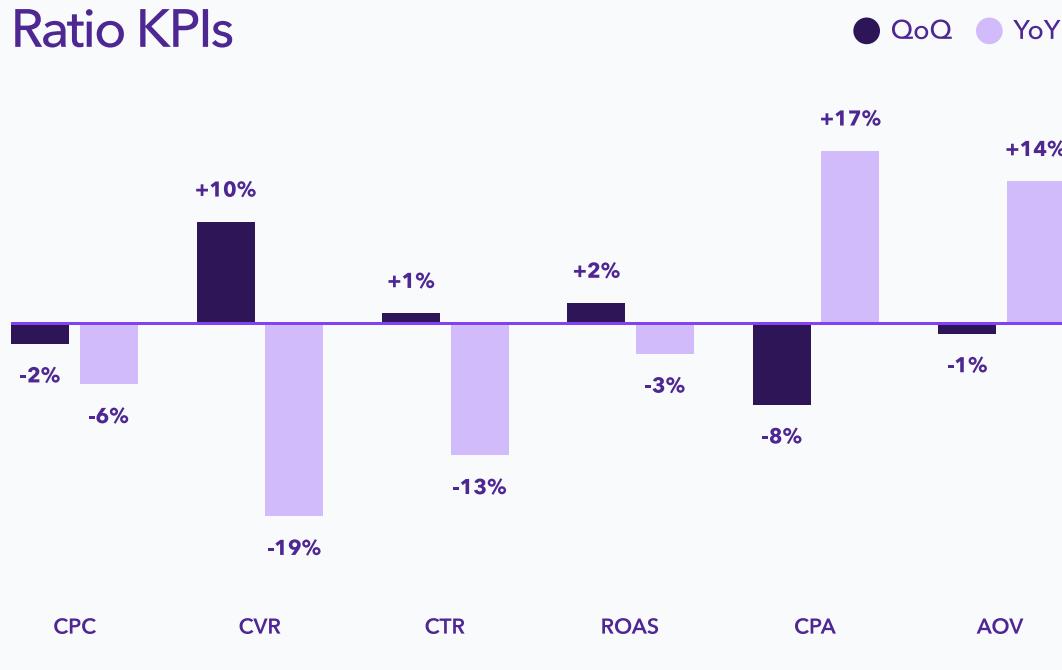
Year-over-year, we can see a 32% increase in impressions for Sponsored Brands ads. However, clicks (+19%) and conversions (-7%) haven't grown at the same pace, indicating some resistance among consumers to up their engagement with these ads.

Quarter-over-quarter, non-video Sponsored Brands lost impressions and clicks, which contrasts with Sponsored Brands video, suggesting consumers are responding more positively to the power of video as a creative format.

AMAZON SPONSORED BRANDS

EU Q2 2023 ⚡

Ratio KPIs



Although CTR (-13%) and conversion rate (-19%) have dropped year-over-year, the 10% quarterly growth for conversion rate shows that advertisers were more accurate in Q2 with the targeting for their Sponsored Brands ads.

To be successful, it's vital that your creatives capture consumers' attention. With CPCs holding steady, you should keep investing in Sponsored Brands to build brand awareness, especially ahead of the strong sales periods in Q3 and Q4.

Sponsored Brands video



"When looking at Sponsored Brands, it's important to separate video from other creative types, as the results are so different. Impressions and clicks are up this quarter for Sponsored Brands video, showing how Amazon continues to promote the visibility of this ad unit in Europe."

Aline Gobbi

DATA STRATEGIST (CUSTOMER SUCCESS MANAGER)

SPONSORED BRANDS VIDEO

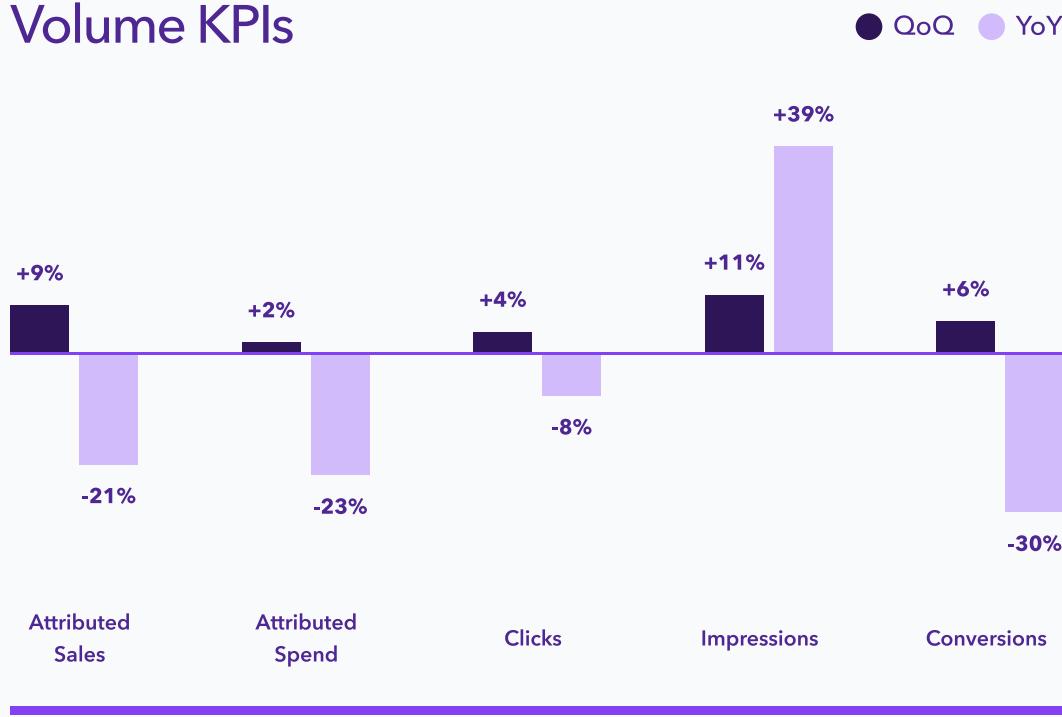
Campaign benchmarks for Q2 2023

	CPC	CVR	CTR	ROAS	CPA	AOV
Q2 2022	£0.58	9.7%	1.27%	£3.02	£5.76	£17.37
Q3 2022	£0.56	8.8%	1.18%	£3.26	£5.83	£18.49
Q4 2022	£0.56	9.0%	1.05%	£3.42	£5.99	£19.25
Q1 2023	£0.55	7.6%	0.90%	£2.98	£6.90	£19.49
Q2 2023	£0.55	7.3%	0.81%	£3.00	£6.65	£19.60
YoY	-6%	-24%	-36%	-1%	+15%	+13%
QoQ	+1%	-4%	-9%	+1%	-4%	+1%

AMAZON SPONSORED BRANDS VIDEO

EU Q2 2023 ⚡

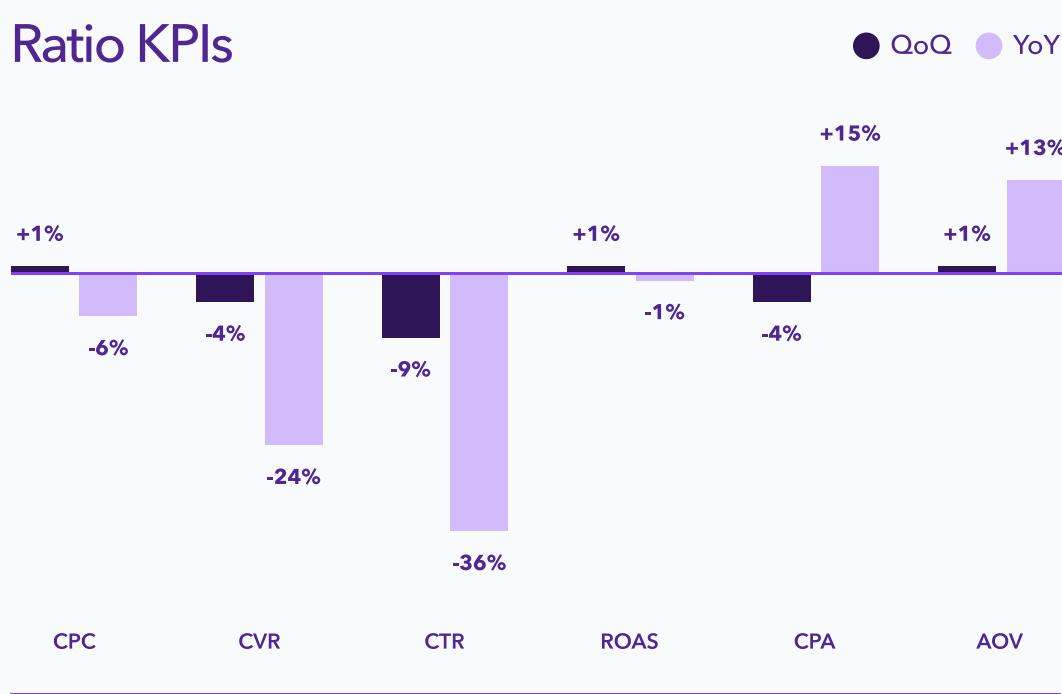
Volume KPIs



AMAZON SPONSORED BRANDS VIDEO

EU Q2 2023 ⚡

Ratio KPIs



Sponsored Brands video saw quarter-over-quarter increases in both impressions (+11%) and clicks (+4%), which is a positive sign that Amazon is continuing to push this ad unit to consumers, and that consumers continue to engage. Furthermore, advertisers raised their investment 2% from Q1 to Q2 2023, and were rewarded with a 9% boost in sales attributed to Sponsored Brands video campaigns.

Even though click volume is up for Sponsored Brands video, click-through rate is down 9% quarter-over-quarter and 36% year-over-year. While the value of video ads is beyond question—strong video creatives can raise brand awareness and draw shoppers into the top of the funnel without requiring a click—expect Amazon to look for ways to boost the CTR of Sponsored Brands video to increase the strength of this ad unit as a sales-driver.

Sponsored Display



"European advertisers using Sponsored Display are strategically scaling up as we transition into H2, to bolster efforts for a prosperous Q3 and Q4. Embracing Sponsored Display is not only advisable, but essential, and it's crucial to monitor the corresponding growth in your other ad units, as they too will be significantly influenced by the impact of your Sponsored Display ads."

Julian Rogg

DATA STRATEGIST (CUSTOMER SUCCESS MANAGER)

SPONSORED DISPLAY

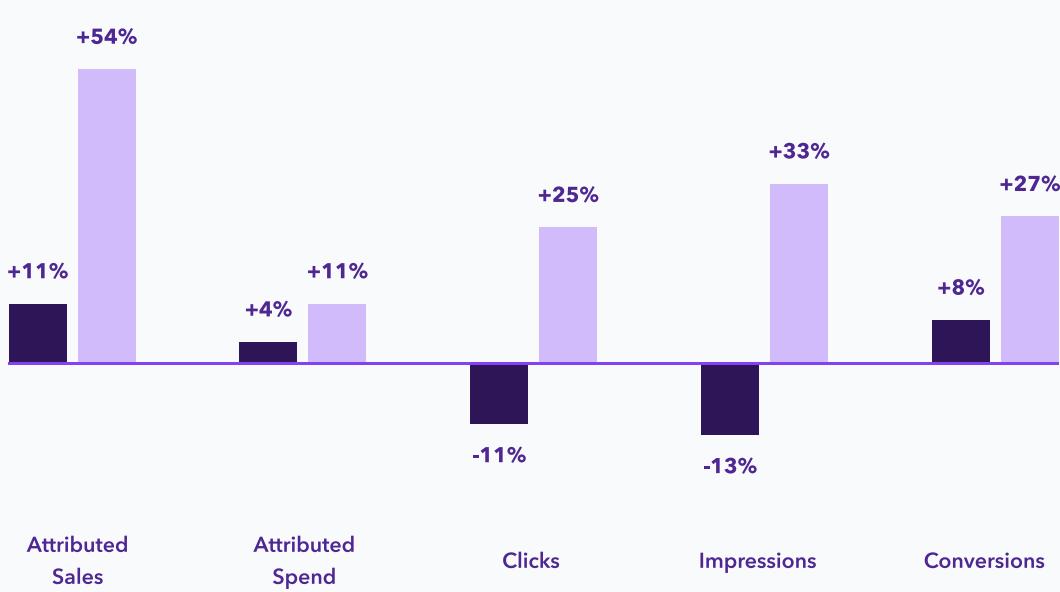
Campaign benchmarks for Q2 2023

	CPC	CVR	CTR	ROAS	CPA	AOV
Q2 2022	£0.42	4.1%	0.20%	£2.06	£9.42	£17.03
Q3 2022	£0.39	4.2%	0.21%	£2.29	£8.92	£17.97
Q4 2022	£0.39	4.7%	0.21%	£2.75	£8.16	£18.93
Q1 2023	£0.35	3.9%	0.19%	£2.54	£8.51	£19.32
Q2 2022	£0.40	4.1%	0.17%	£2.38	£9.02	£19.17
YoY	-3%	+1%	-12%	+16%	-4%	+13%
QoQ	+16%	+6%	-7%	-6%	+6%	-1%

AMAZON SPONSORED DISPLAY

EU Q2 2023 ⚡

Volume KPIs

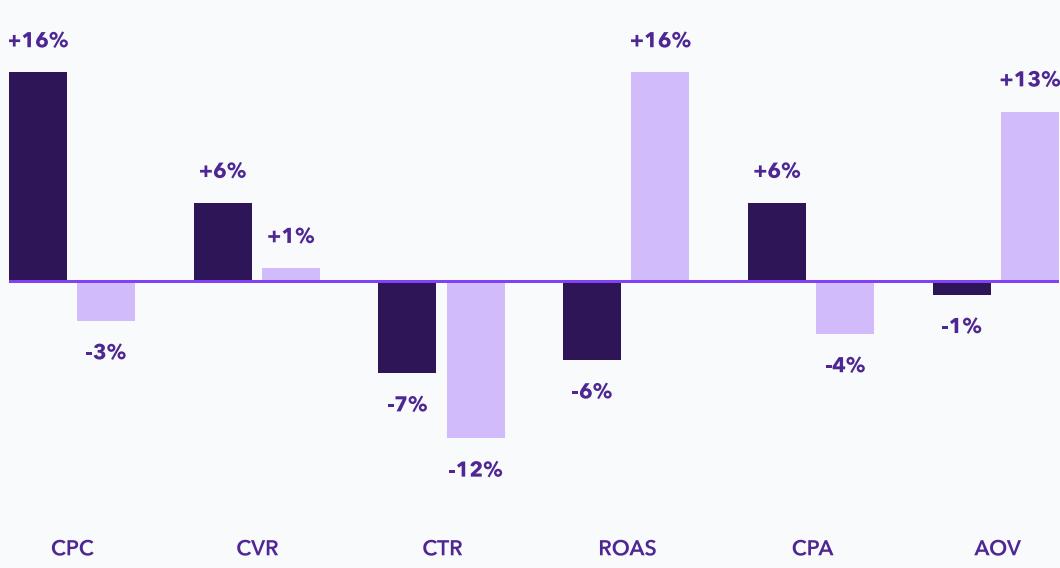


As expected, with the summer and Prime Day approaching in Q3, sales (+11%) and spend (+4%) for Sponsored Display ads increased quarter-over-quarter into Q2. Clicks (-11%) and impressions (-13%) are down but the rise in sales suggests that targeting has improved, as advertisers become more sophisticated with their Sponsored Display targeting. The huge 54% year-over-year increase in sales shows the advances in adoption this ad unit has made over the past 12 months.

AMAZON SPONSORED DISPLAY

EU Q2 2023 ⚡

Ratio KPIs



The ROAS for Sponsored Display ads is up 16% year-over-year, which shows that the increased adoption has been accompanied by increasing profitability. ROAS is slightly down (-6%) quarter-over-quarter, but the long-term positive trend is proof of the effectiveness of this ad unit—when done well. Advertisers who are yet to use Sponsored Display should consider doing so, but be sure their targeting is precise as CPCs are up 16% from Q1.

Q2 2023 Trends



"As expected, most categories experienced a boost in Q2 after a frugal Q1. For the remainder of H2 and for the future, advertisers can take advantage of anticipated seasonal changes and consumer needs by building momentum in categories with lower CPCs and key terms before the peak season arrives."

Naomi Omorogieva

DATA STRATEGIST (CUSTOMER SUCCESS MANAGER)

SPONSORED PRODUCTS

Q2 2023 ratio KPIs by category

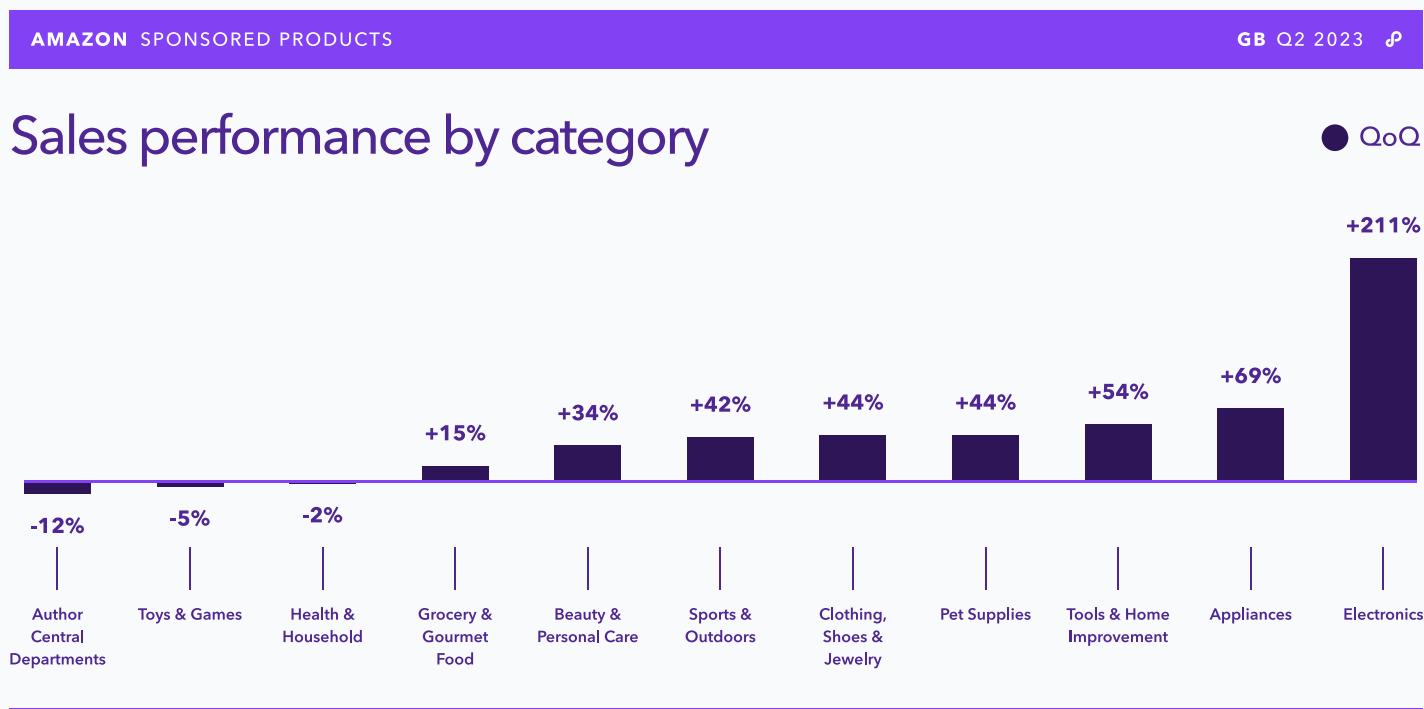
	CPC	CVR	CTR	ROAS	CPA	AOV
Appliances	£0.43	9.8%	0.37%	£4.15	£4.89	£20.02
Author Central Depts.	£0.35	7.7%	0.19%	£2.10	£5.50	£11.13
Beauty & Personal Care	£0.58	17.2%	0.28%	£3.13	£3.55	£12.62
Clothing, Shoes & Jewelry	£0.42	8.0%	0.25%	£3.55	£4.88	£19.22
Electronics	£0.70	7.9%	0.32%	£3.22	£7.69	£24.79
Grocery & Gourmet Food	£0.52	16.2%	0.28%	£4.33	£3.92	£16.71
Health & Household	£0.59	18.0%	0.33%	£3.67	£3.40	£13.20
Pet Supplies	£0.55	12.2%	0.29%	£4.00	£3.53	£14.50
Sports & Outdoors	£0.64	12.3%	0.32%	£3.89	£4.58	£19.22
Tools & Home Improvement	£0.45	12.6%	0.38%	£4.01	£4.31	£17.68
Toys & Games	£0.49	13.4%	0.32%	£4.36	£3.45	£14.13

Electronics stands out as the category with the highest CPC in Q2 (£0.70), which is up from £0.66 in Q1. However, **Electronics** advertisers saw an AOV of £24.79, almost five pounds per order more than the next strongest category (**Appliances**: £20.02), showing that while the market was more competitive, consumers were interested in high-ticket items, justifying the higher investment in ads.

Another category with a positive Q2 is **Tools & Home Improvement** (+54%), boosted largely by an uptick in conversion rate (12.6%, up from 10.0% in Q1). This suggests that consumers had done more browsing in Q1, with more readiness to complete purchases in Q2 as they look to use the summer months for home renovations.

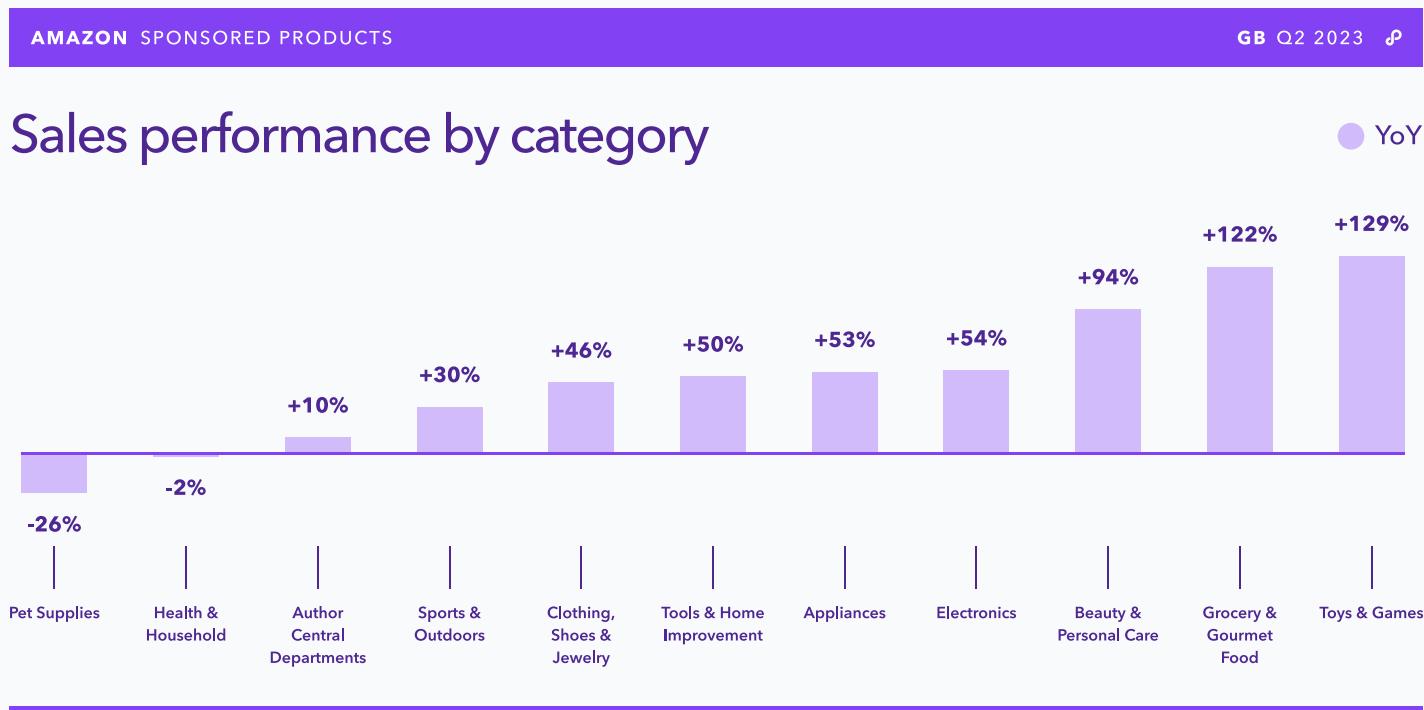
SPONSORED PRODUCTS

Attributed sales by category



Electronics saw ad sales on Amazon UK more than triple quarter-over-quarter. Though not at the same trajectory, Q2 also brought an increase in sales for most other categories.

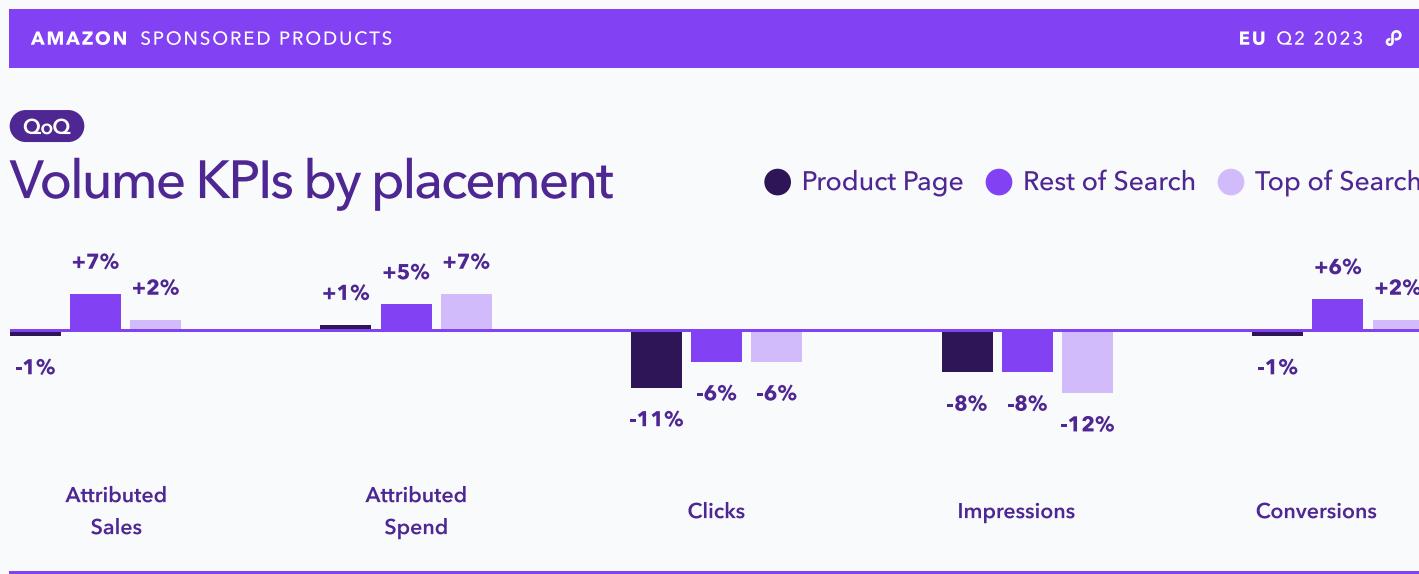
Even though **Toys & Games** had a slight decrease in sales this quarter (-5%), this category still had the highest ROAS, with advertising generating £4.36 for every pound invested.



Yearly trends give us insight into longer-term growth. Here, we see big increases for **Toys & Games** (+129%), **Grocery & Gourmet Food** (+122%), and **Beauty & Personal Care** (+94%).

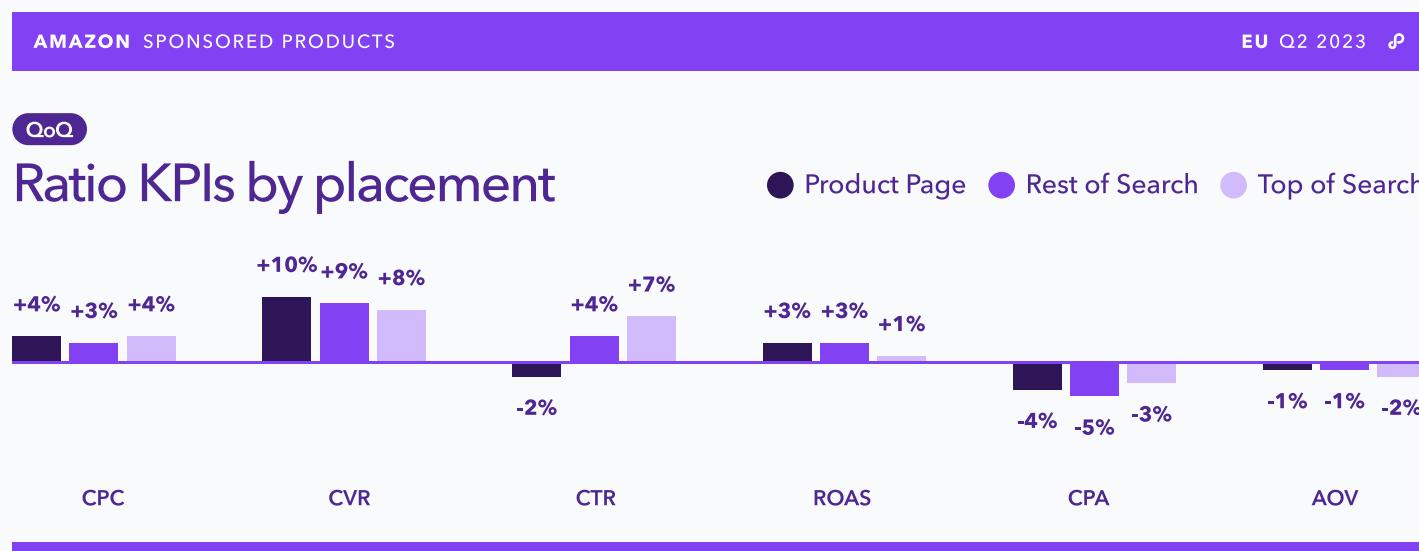
Strong Q2 sales in these categories should help advertisers gain momentum, as they use low CPCs to create a foundation for when competition increases later in the year.

Performance by placement



In our [Q1 2023 Benchmark Report](#), we looked in some depth at the relative performance of different ad placements for Sponsored Products ads, finding that top-of-search far outperformed both rest-of-search and Product Detail Page

placements. This remains the case, with top-of-search ads delivering a conversion rate of 11.6% and a ROAS of £4.72 in Q2 2023.



While top-of-search remains by far the most visible and best-performing placement, Q2 saw positive developments in the conversion rate for all ad placements, growing between 10% (Product Detail Pages) and 8% (top-of-search).

Click-through rates grew most for top-of-search (+7%), showing that European consumers continue to engage most actively with these prominent ads.

Placement benchmarks for Q2 2023

	CPC	CVR	CTR	ROAS	CPA	AOV
Product Page	£0.36	5.5%	0.12%	£3.10	£6.23	£18.56
Rest of Search	£0.36	6.8%	0.76%	£3.58	£5.17	£18.12
Top of Search	£0.47	11.6%	4.20%	£4.72	£3.99	£18.56

Amazon DSP



"Strong year-over-year ROAS growth and purchase rate for off-Amazon ads show that these don't just drive impressions, but they can generate a strong and efficient return when targeting the right audience at the right time, with an impactful creative & message."

Lydia Clissitt

ADVERTISING ACCOUNT MANAGER

AMAZON DSP

YoY by inventory

	CPM	CTR	CPC	DPVR	CPDPV	PR	NTB PR	ROAS
3P	+13%	-28%	+99%	+2%	+33%	+550%	+247%	+246%
AZOO DS	+51%	-17%	+115%	+43%	+3%	+55%	+46%	+24%
AZOO MB	+26%	-21%	+59%	+50%	±0%	+39%	+7%	+14%
AZPS	+42%	-33%	+130%	+1%	+45%	+521%	+1191%	+246%
Mobile AAP	+49%	-30%	+89%	+8%	+52%	+722%	+290%	+512%

Amazon DSP ads are no longer just about driving visibility. Increasing purchase rates show that they can also spur shoppers into action and drive sales. For many products, scaling Amazon DSP advertising has become easier, although CPC and CPM have gone up year-over-year.

Despite higher costs, purchase rate & ROAS increased year-over-year—particularly for off-Amazon placements. CPM for these is cheaper, making purchase rate easier to scale. That's why we see PR go up 700% for Mobile App, and 500% for 3P & Amazon partnership sites.

QoQ by inventory

	CPM	CTR	CPC	DPVR	CPDPV	PR	NTB PR	ROAS
3P	+5%	-4%	+8%	-6%	-10%	+127%	+52%	+127%
AZOO DS	+56%	-24%	+168%	+3%	+64%	+16%	-2%	±0%
AZOO MB	+52%	-27%	+86%	+7%	+63%	+36%	+23%	+2%
AZPS	+27%	+38%	+64%	+15%	-20%	+30%	+55%	+214%
Mobile AAP	+107%	+21%	+22%	±0%	+13%	-14%	-17%	+21%

Average ROAS from 3P environments increased 127% quarter-over-quarter. When targeting off-Amazon inventory, we generally see a higher new-to-brand purchase rate, and in Q2 2023 this grew by over 50%.

Costs (CPM and CPC) generally increased quarter-over-quarter, likely due to more advertisers entering the Amazon DSP auction due to the onset of the more seasonal shopping period, therefore creating higher competition for inventory.

Campaign benchmarks for Q2 2023

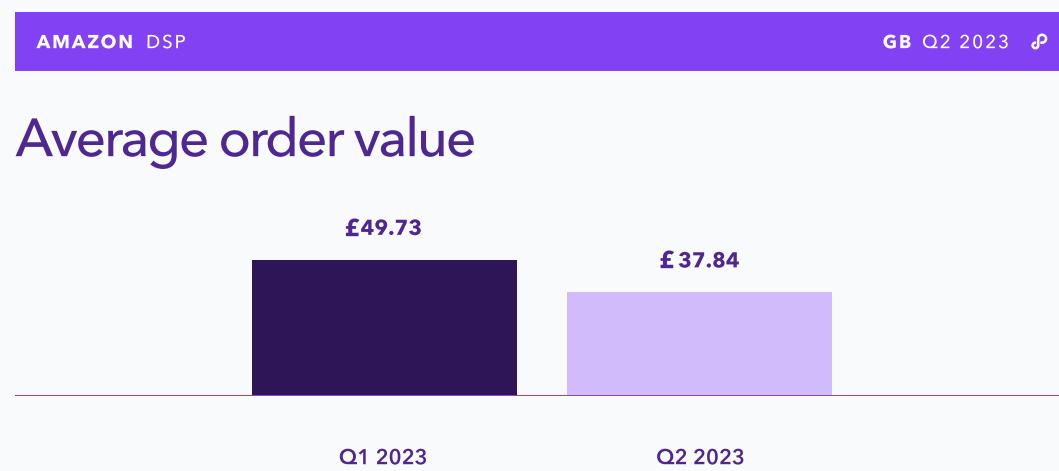
	CPM	CTR	CPC	DPVR	CPDPV	PR	NTB PR	ROAS
3P	£1.97	0.10%	£1.59	0.34%	£0.57	0.02%	0.01%	£3.91
AZOO DS	£5.30	0.10%	£7.01	1.27%	£0.50	0.08%	0.04%	£7.33
AZOO MB	£4.58	0.14%	£3.06	1.82%	£0.31	0.09%	0.04%	£7.26
AZPS	£2.39	0.11%	£2.45	0.29%	£0.89	0.01%	<0.01%	£1.74
Mobile AAP	£1.58	0.15%	£0.85	0.26%	£0.39	0.01%	0.01%	£3.94

With 1.82%, Amazon Owned & Operated Mobile saw the highest detailed page view rate (DPVR), and ultimately the lowest cost per DPV (£0.31). This is an important mobile environment to ensure high delivery, especially when running a campaign with the PDP as the landing page.

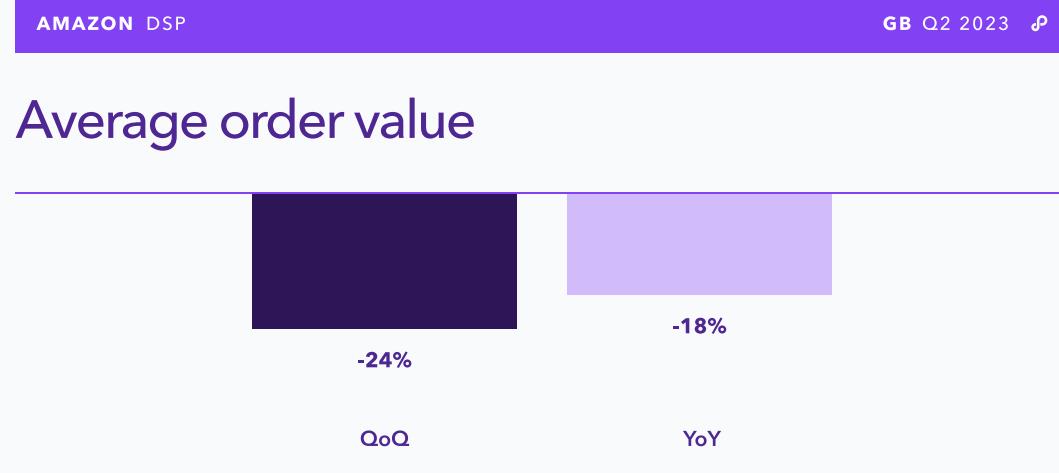
Purchase rate averages highest across ads placed on Amazon Owned & Operated sites (Desktop: 0.08%, Mobile: 0.09%), whilst CTR is highest from Mobile App (0.15%). This is expected due to the nature of where the ads place and a customer's frame of mind when seeing ads in this environment.

AMAZON DSP

Average order value



Given the diversity of Amazon DSP ads, it's hard to attribute the quarter-over-quarter drop in AOV to any one factor. The year-over-year decline (~18%) is easier to interpret, and reflects the changes in the economic landscape over the past 12 months, with people less inclined (on the whole) to buy higher-priced items.



Advertisers looking to make the most of their Amazon DSP campaigns should invest sooner rather than later, so they can benefit from a comparatively cheap advertising environment and build brand awareness ahead of the peak shopping periods in Q3 and Q4.

AMAZON DSP**Performance by funnel YoY**

	CPM	CTR	CPC	DPVR	CPDPV	PR	NTB PR	ROAS	Sales	Spend
Lower Funnel	+45%	-34%	+169%	+149%	+29%	+139%	+45%	+68%	-53%	-17%
Mid Funnel	-62%	-63%	-21%	-37%	-54%	-64%	-69%	+27%	+310%	+200%
Upper Funnel	-1%	-19%	+53%	+7%	-7%	+138%	+71%	+80%	-48%	-54%

High competition and an increased focus on profitability meant that lower-funnel CPMs grew by 45% year-over-year, with a sharp 139% rise in purchase rate. By contrast, mid-funnel Amazon DSP campaigns have grown less competitive over the last 12 months, with CPM (-62%) and CPC (-21%) both falling year-over-year. However, lower costs meant brands were willing to invest and drive more sales (+200%).

At the top of the funnel, ROAS is up 80% year-over-year, with brands getting better returns and successfully applying more efficient tactics in their Amazon DSP campaigns.

Performance by funnel QoQ

	CPM	CTR	CPC	DPVR	CPDPV	PR	NTB PR	ROAS	Sales	Spend
Lower Funnel	+112%	+1%	+123%	+34%	+120%	+93%	+62%	+12%	+52%	+8%
Mid Funnel	+844%	+11%	+416%	+397%	+47%	+356%	-23%	-4%	+121%	+87%
Upper Funnel	+1%	-9%	+27%	-24%	+5%	-37%	-39%	-12%	+45%	+46%

The quarterly trends are quite different. Mid-funnel Amazon DSPs campaigns became more expensive from Q1 to Q2 due to seasonality. Some brands only invest in mid-funnel ads around Prime Day and other major events.

For lower-funnel ads, we're looking at increases across the board for Q2, which can be linked to advertisers using the Amazon DSP as a purchase-driving tactic in isolation. This data shows that Amazon DSP doesn't just have to be for raising awareness at the top of the funnel.

Benchmarks for Q2 2023

	CPM	CTR	CPC	DPVR	CPDPV	PR	NTB PR	ROAS
Lower Funnel	£5.18	0.15%	£3.71	1.61%	£0.41	0.12%	0.04%	£6.37
Mid Funnel	£1.43	0.09%	£1.51	0.65%	£0.21	0.03%	<0.01%	£5.84
Upper Funnel	£1.66	0.16%	£1.16	0.41%	£0.35	0.01%	<0.01%	£2.36



Amidst the ever-changing eCommerce landscape, the seasonality of the funnel made mid-funnel Amazon DSP ads a costly endeavor in Q2. As a result, the increasing interest in lower-funnel strategies shows that Amazon DSP can serve not only as an upper-funnel tactic but also as a powerful tool to drive sales in a more cost-efficient manner."

Tim Siegfried

ADVERTISING ACCOUNT MANAGER

Country Comparison



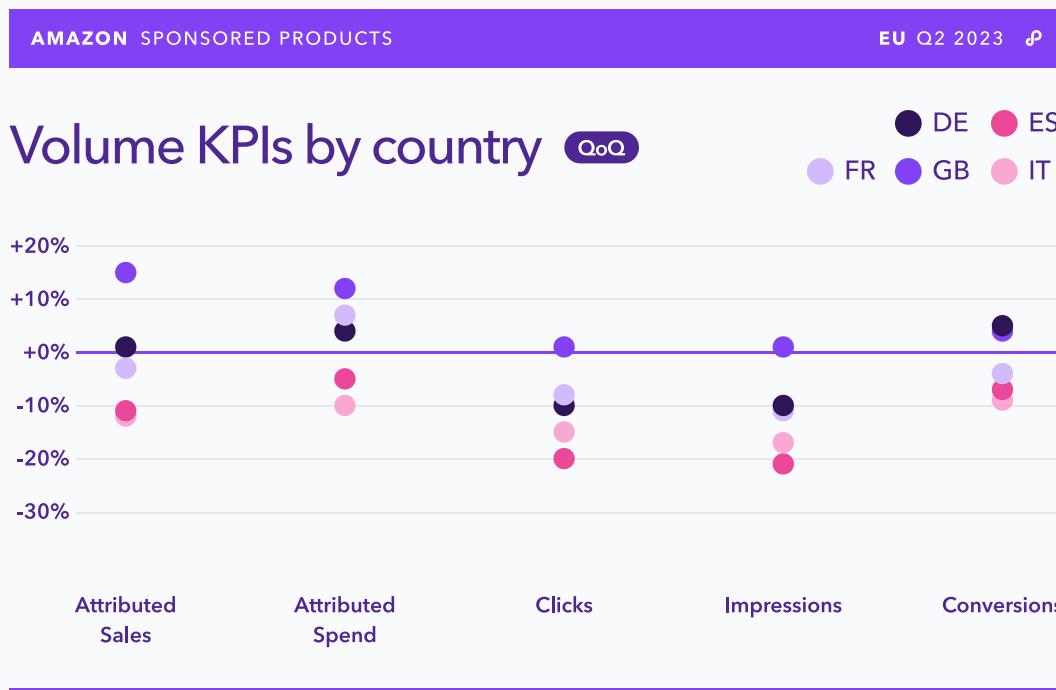
"Different regions in EMEA operate uniquely when it comes to advertising. Some are more mature and expensive than others, shoppers shop differently and advertisers should expect varied results. It is important to create your ad strategy for each region specifically, taking into account their nuances."

Laura Conboy

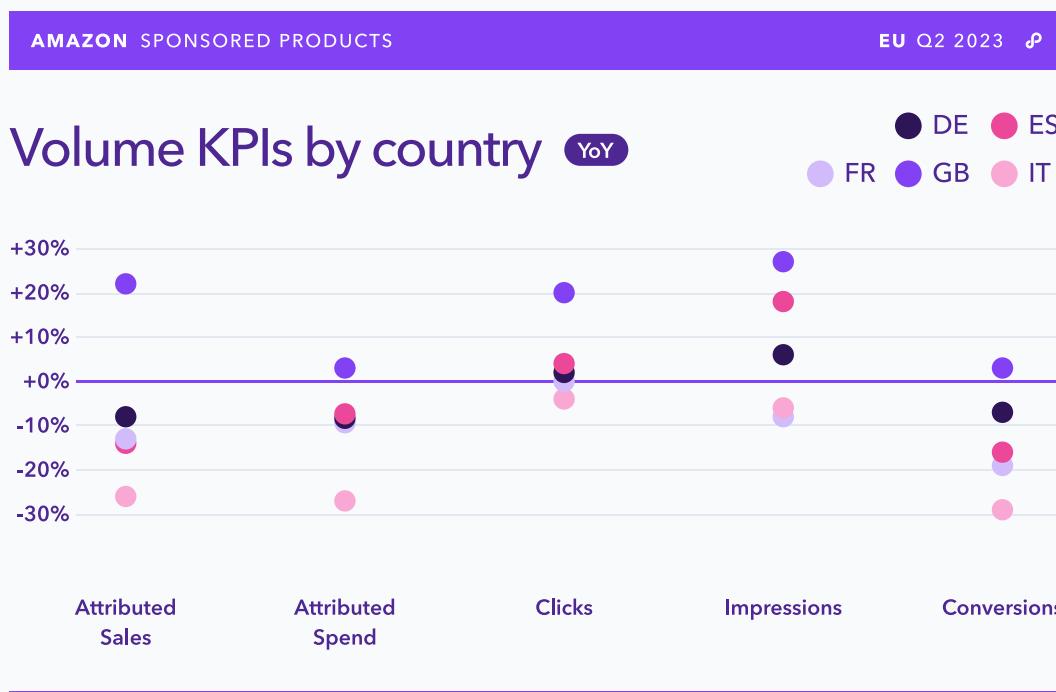
SENIOR DATA STRATEGIST (SENIOR CUSTOMER SUCCESS MANAGER)

SPONSORED PRODUCTS

Performance by country



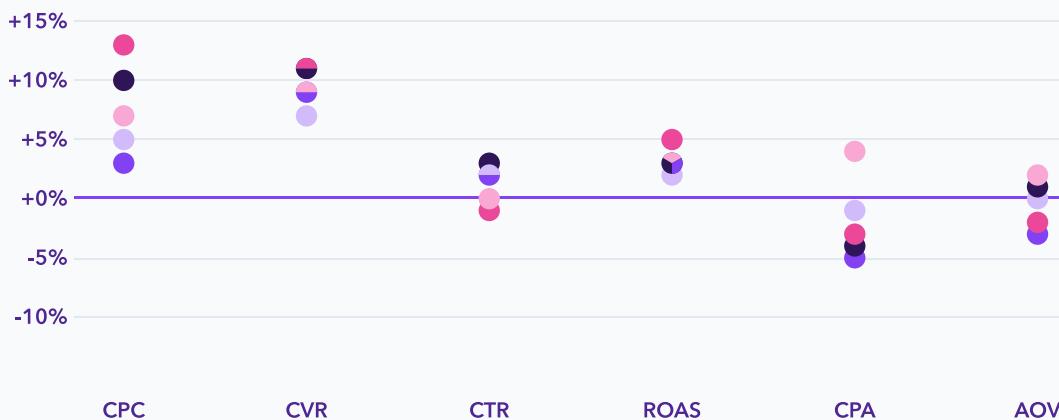
The Q2 2023 data for specific European countries shows a lot of variation for Sponsored Products. Most notably, all volume metrics have fallen year-over-year in Spain and Italy, whereas Amazon.co.uk (GB) has seen positive spend (+12%) and sales (+15%) growth.



The annual trends tell a similar—though not identical—story. Volumes in Italy are down, with a 27% drop in ad spend leading to 29% fewer conversions. The UK shows its marketplace maturity, as it is the only country with positive annual spend growth (+3%). Some trends can be observed across Europe, with the increase in impressions always outpacing spend (or falling less), confirming that Amazon is boosting the display of ads to consumers.

AMAZON SPONSORED PRODUCTS

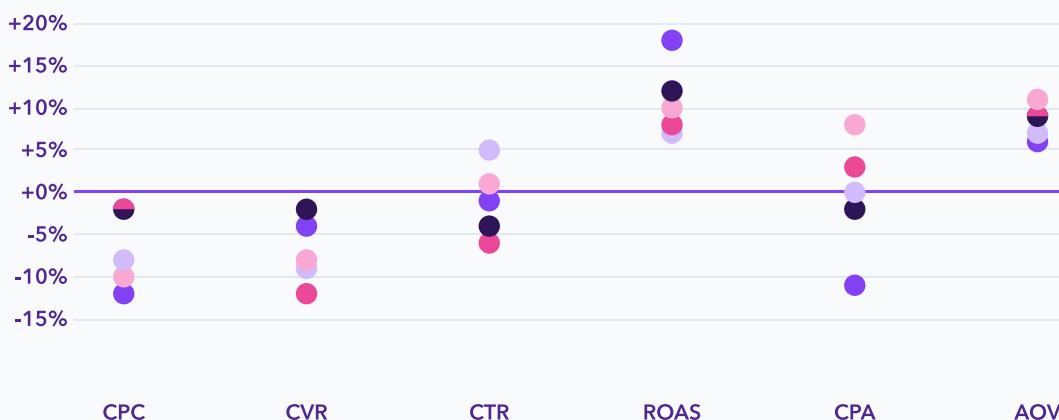
EU Q2 2023 ⚡

Ratio KPIs by country QoQ
DE ES
FR GB IT


For the ratio KPIs, most directional trends are shared across Amazon's European marketplaces. For example, CPCs increased quarter-over-quarter in each of the five markets. Conversion rates are also up by between 7% (France) and 11% (Germany and Spain), and ROAS has also risen from Q1 in all five countries. Similar trends across markets of varying maturity indicates that the more nascent markets (e.g., Spain and Italy) have the potential to grow like Germany or the UK.

AMAZON SPONSORED PRODUCTS

EU Q2 2023 ⚡

Ratio KPIs by country YoY
DE ES
FR GB IT


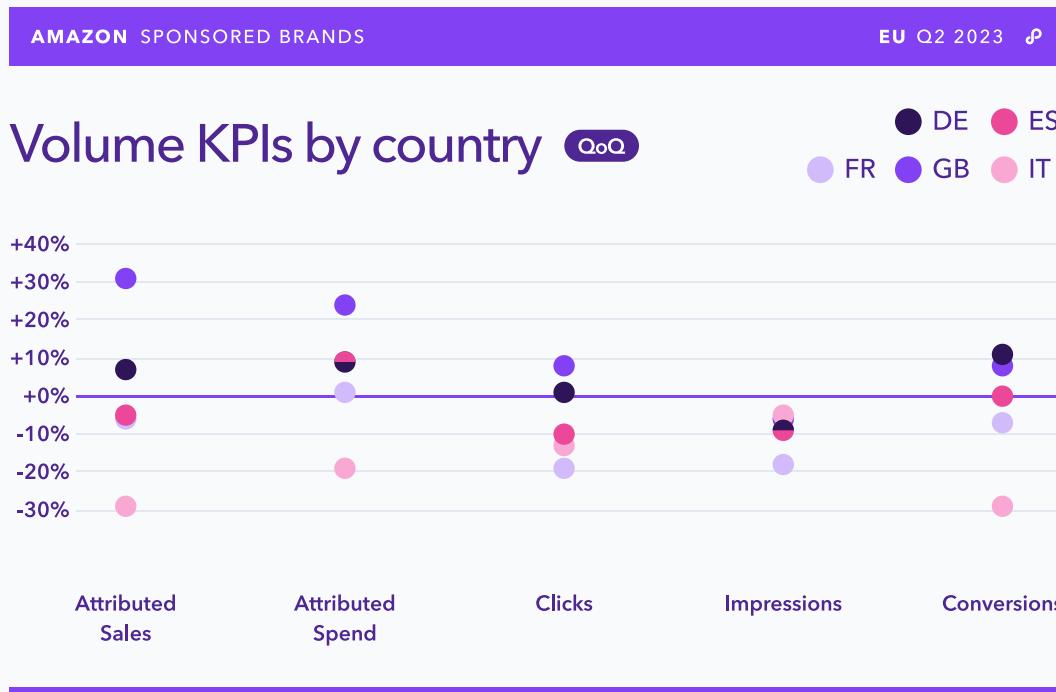
If you are expanding to another European market, make sure you tailor your strategy to the benchmark of that market and shift your budgets and inventory to countries that are performing the best. When planning your campaigns, consider that for example CPCs for Sponsored Products are lower in Spain and Italy, but so are the conversion rates.

Campaign benchmarks for Q2 2023 in local currency

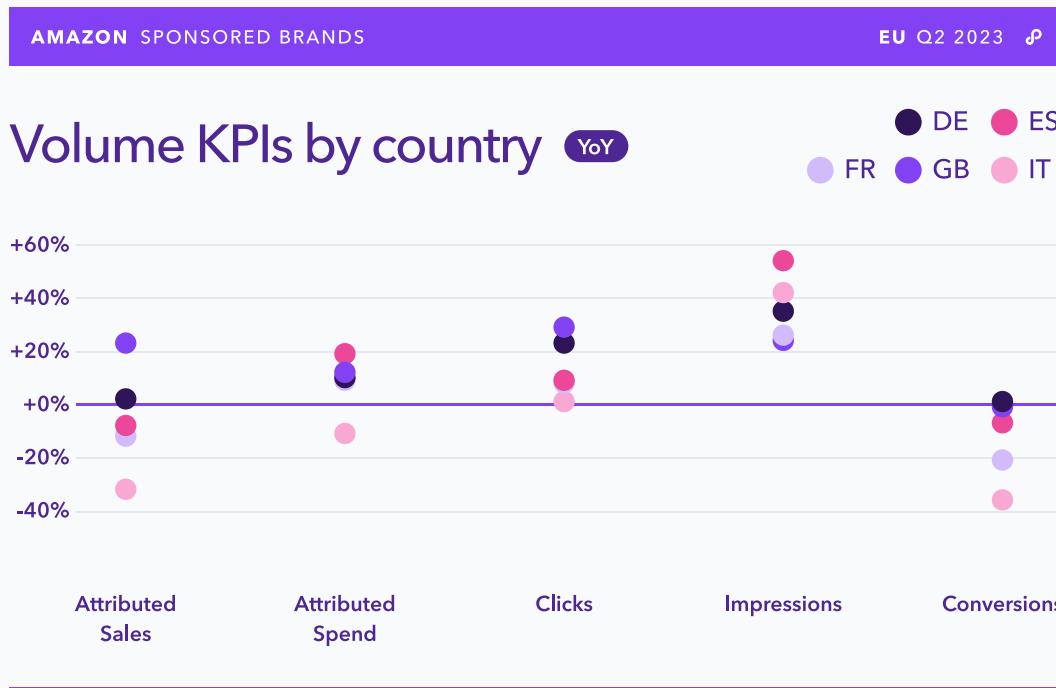
	CPC	CVR	CTR	ROAS	CPA	AOV
DE	€0.53	8.3%	0.38%	€3.97	€5.95	€23.32
ES	€0.33	4.9%	0.30%	€3.75	€6.26	€21.67
FR	€0.42	7.0%	0.35%	€4.25	€5.76	€23.23
GB	£0.52	11.4%	0.32%	£3.65	£4.68	£15.96
IT	€0.30	5.0%	0.34%	€4.09	€5.94	€21.75

SPONSORED BRANDS

Performance by country



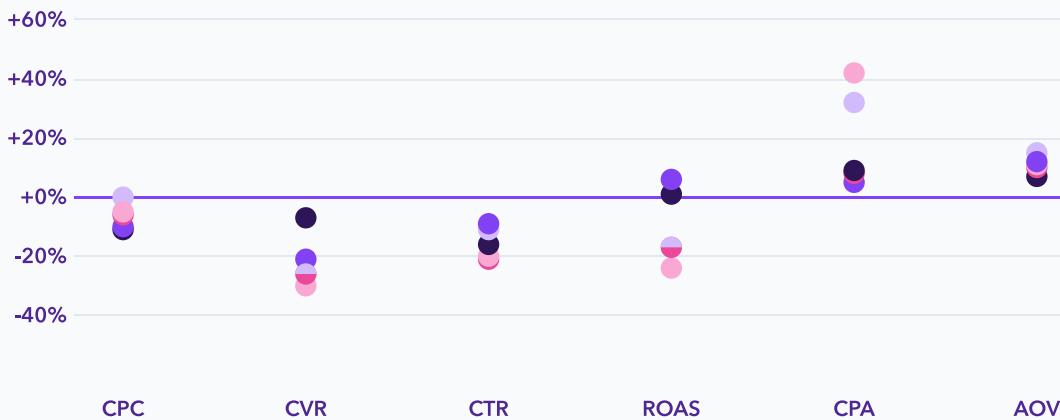
Sponsored Brands performance for Germany and the UK deserves special attention this quarter, as attributed sales went up 5% and an incredible 29% respectively. In Italy, where we also saw a drop in spend for Sponsored Products ads, ad spend fell by 19% and ad sales also fell by 29% versus Q1.



Year-over-year, we see how the Europe-wide trends were felt in the individual marketplaces, with the boom in impressions most noticeable in Spain (+54%) and Italy (+42%). The tough environment for Italian advertisers is visible in the lack of click growth (+1%) and the largest drop in conversions (-36%) of any of the five European countries.

AMAZON SPONSORED BRANDS EU Q2 2023 ⚡
Ratio KPIs by country QoQ


With the exception of Italy ($\pm 0\%$), all European marketplaces saw positive quarter-over-quarter conversion rate growth, ranging from +3% in the United Kingdom to +11% in Germany. Increased spend and investment, coupled with slightly lower CPCs (GB: -3%, DE: -2%) resulted in positive ROAS trends, with both German (+6%) and UK-based advertisers (+3%) seeing improved returns on their Sponsored Brands investment.

AMAZON SPONSORED BRANDS EU Q2 2023 ⚡
Ratio KPIs by country YoY


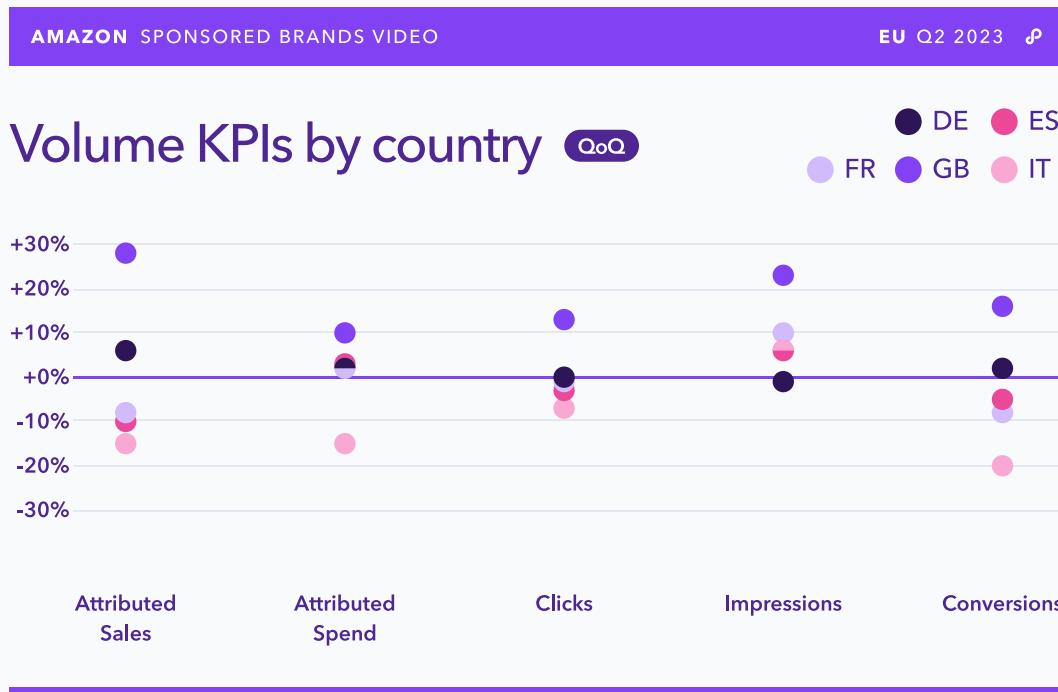
For Sponsored Brands, you should allocate more resources to regions with better trends, optimize campaigns for specific audience segments, and leverage localized strategies to capitalize on the performance in these countries. And where there are currently declines, such as Italy, advertisers should analyze market trends and competitor strategies to make better decisions and regain market share.

Campaign benchmarks for Q2 2023 in local currency

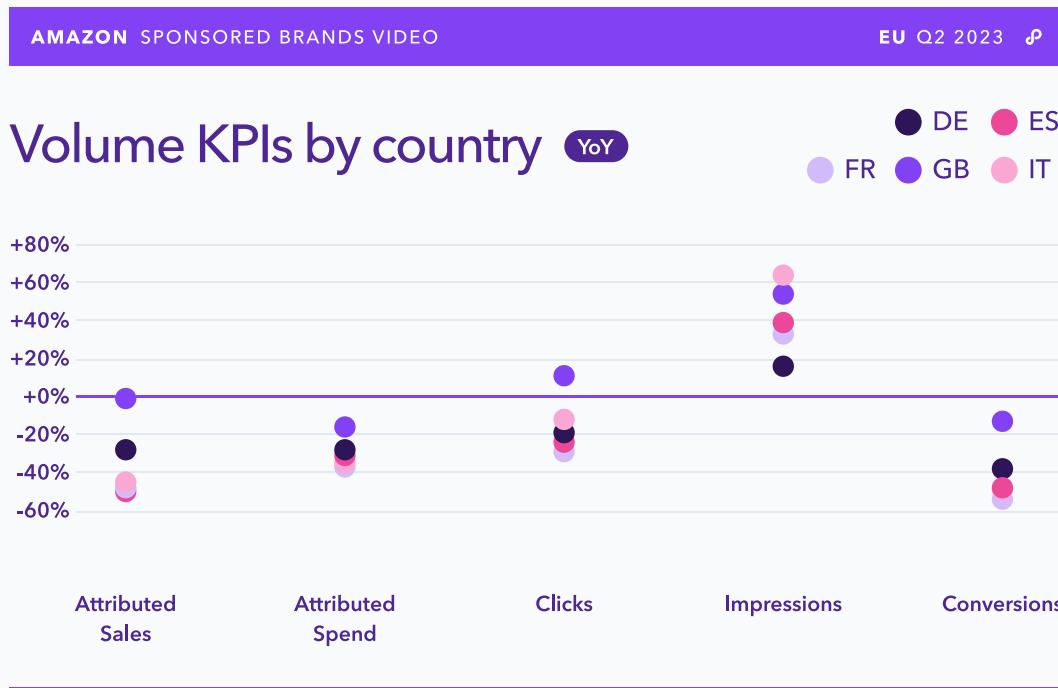
	CPC	CVR	CTR	ROAS	CPA	AOV
DE	€0.47	6.0%	0.27%	€3.42	€7.77	€26.03
ES	€0.29	4.0%	0.37%	€3.38	€6.18	€22.63
FR	€0.37	4.6%	0.32%	€3.48	€7.78	€26.62
GB	£0.44	7.4%	0.31%	£3.12	£5.84	£17.69
IT	€0.29	4.0%	0.35%	€3.16	€6.95	€23.23

SPONSORED BRANDS VIDEO

Performance by country



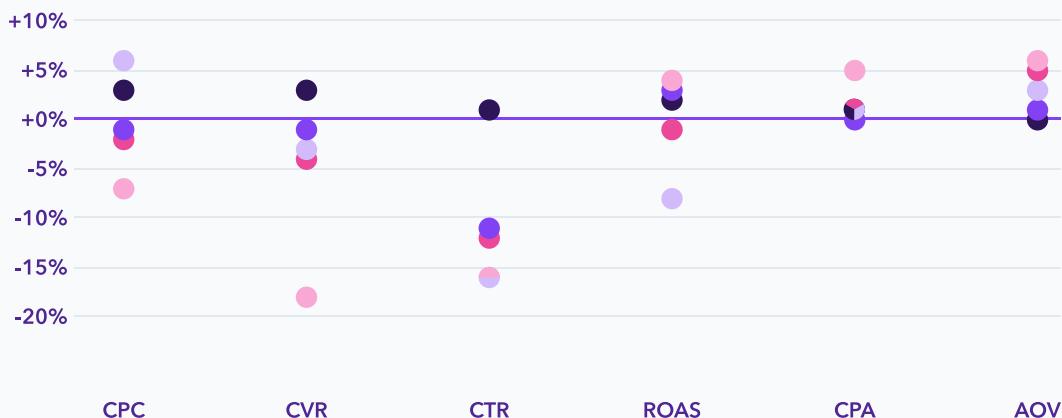
While it's important to differentiate between Sponsored Brands video and other Sponsored Brands ads, we do see some trends common to both formats. Sponsored Brands video saw the biggest quarter-over-quarter volume growth in the United Kingdom, with 10% more sales and 28% more attributed sales than in Q1.



The annual trends for Sponsored Brands video are similar (though not always of the same magnitude) across all 5 European marketplaces, with impressions up by between 16% (Germany) and 64% (Italy). Spend and sales are down in all countries, except the United Kingdom, where sales have held near-steady (-1%) despite a 16% drop in spend.

AMAZON SPONSORED BRANDS VIDEO

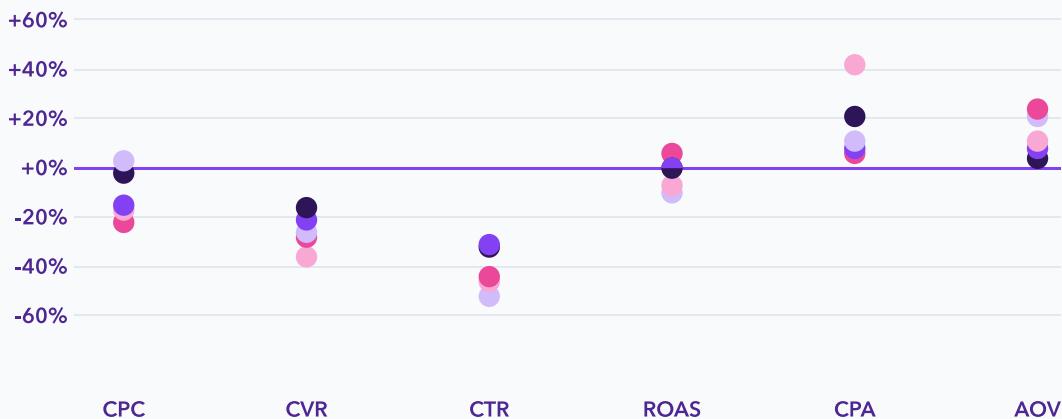
EU Q2 2023 ⚡

Ratio KPIs by country QoQ
DE ES
FR GB IT


We see differing quarterly CPC trends for Sponsored Brands video, with increases in France (+6%) & Germany (+3%), but declines in the UK (-1%), Spain (-2%), and Italy (-7%). This underlines the importance of monitoring developments within each marketplace, as CPCs of just €0.44 in Italy & Spain provide different opportunities to the €0.61 in France or €0.66 in Germany.

AMAZON SPONSORED BRANDS VIDEO

EU Q2 2023 ⚡

Ratio KPIs by country YoY
DE ES
FR GB IT


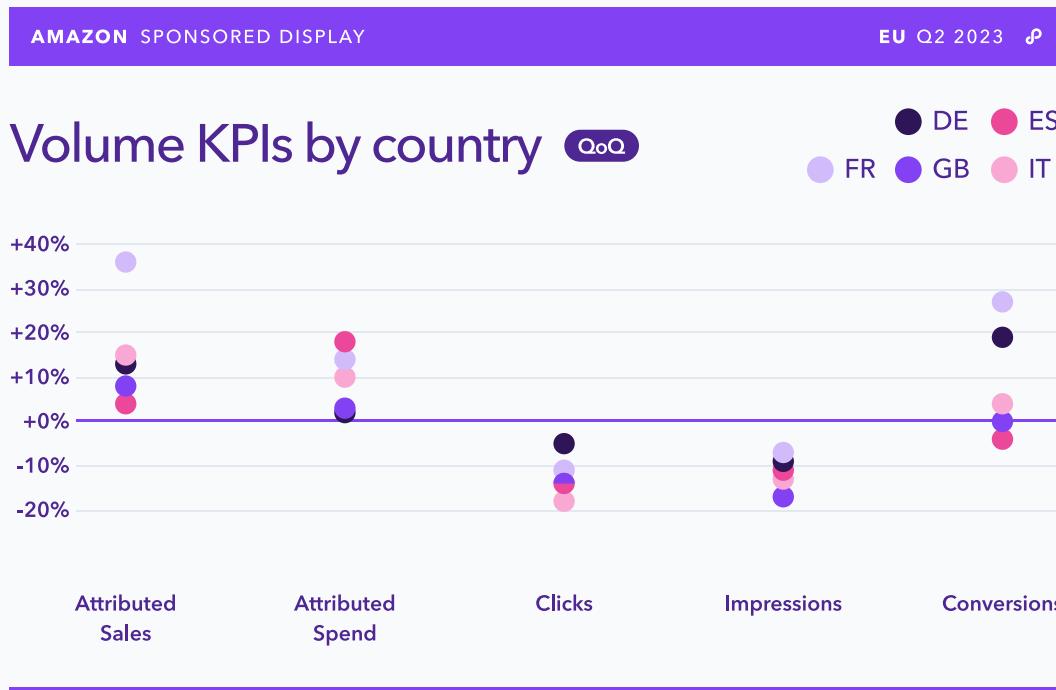
The annual trends for Sponsored Brands video ratio metrics do not differ greatly across Europe, but there is nuance to be found. ROAS is trending positively year-over-year in Spain (+6%) but it is either flat (France and Germany) or slightly down (UK and Italy) elsewhere. You should evaluate your performance and strategy for each marketplace individually so that you can take the right decisions to boost sales and reverse any negative trends.

Campaign benchmarks for Q2 2023 in local currency

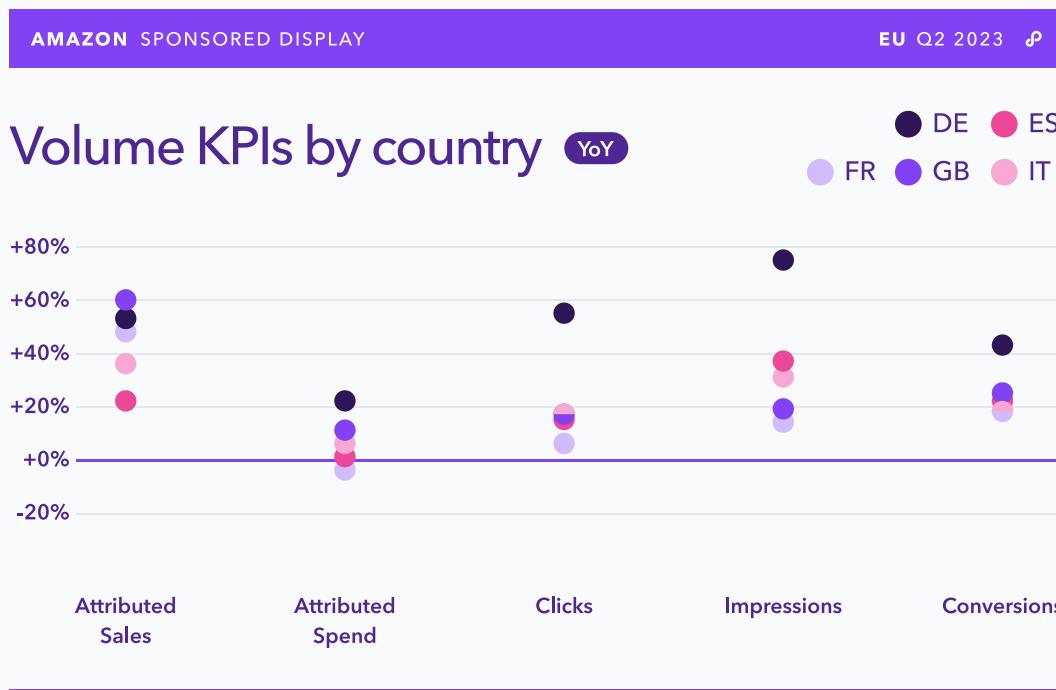
	CPC	CVR	CTR	ROAS	CPA	AOV
DE	€0.66	7.3%	0.89%	€3.26	€8.44	€25.25
ES	€0.44	5.4%	0.95%	€2.94	€7.96	€24.14
FR	€0.61	6.3%	0.75%	€3.21	€8.28	€26.06
GB	£0.61	9.4%	0.72%	£2.83	£6.08	£16.79
IT	€0.44	5.0%	0.96%	€3.05	€7.78	€22.43

SPONSORED DISPLAY

Performance by country



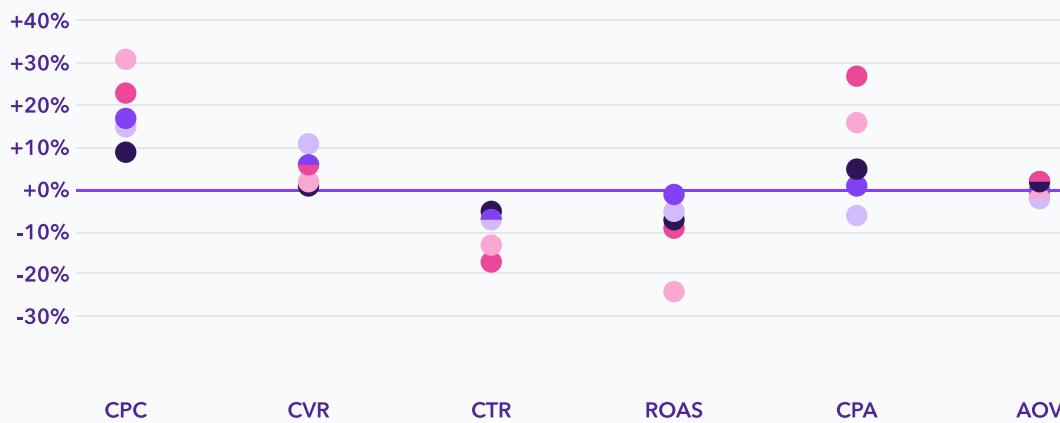
Adoption-wise, Germany and the United Kingdom have seen slower quarter-over-quarter increase in ad spend (+2% and +3% increase respectively), because the markets here are more mature. This can be backed up by the annual growth rates, which are highest in these countries (Germany: +22%, United Kingdom: +11%).



While the year-over-year growth rates in Sponsored Display spend for Spain (+1%), France (-4%), and Italy (+6%) are behind those in Germany and the United Kingdom, the more positive quarterly trends indicate that these markets may be catching up with their European counterparts. Impressions, clicks, conversions, and—crucially—sales are up year-over-year in all of these countries.

AMAZON SPONSORED DISPLAY
EU Q2 2023 ⚡

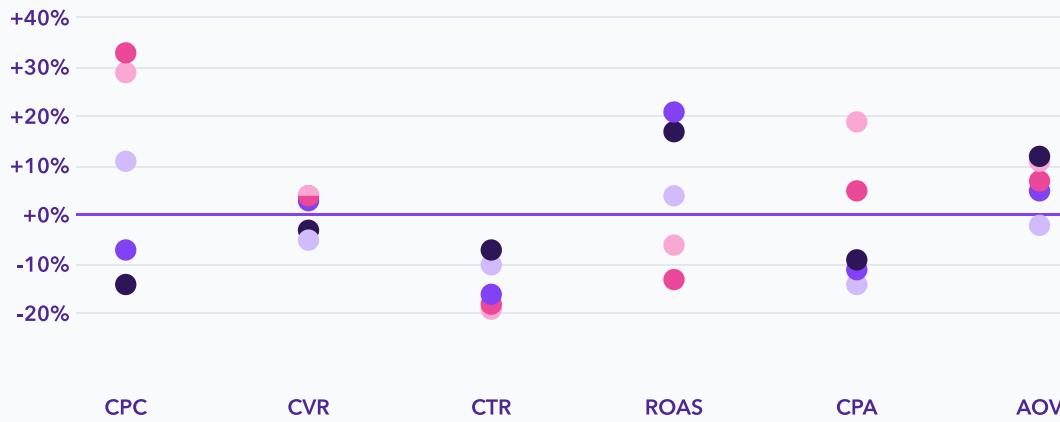
Ratio KPIs by country (QoQ)

DE ES
FR GB IT


Looking at the effectiveness of Sponsored Display ads, we can see that conversion rates have grown the most quarter-over-quarter in France (+11%), which has helped overall conversions also rise by a significant 27%. In Italy, ROAS from Sponsored Display ads fell the most (-24%), which is largely due to a 31% increase in CPC as this ad unit becomes more competitive.

AMAZON SPONSORED DISPLAY
EU Q2 2023 ⚡

Ratio KPIs by country (YoY)

DE ES
FR GB IT


CPCs are lowest, making Sponsored Display advertising cheapest in Spain, where a click cost just €0.35 in Q2 2023. However, a conversion rate of just 3.1% meant that CPA (€11.21) was amongst the highest in Europe. Even within the Eurozone, each country is feeling the impacts of inflation and other economic conditions differently, which has a knock-on effect on consumer behavior and advertising performance.

Campaign benchmarks for Q2 2023 in local currency

	CPC	CVR	CTR	ROAS	CPA	AOV
DE	€0.45	4.2%	0.18%	€2.75	€10.32	€25.73
ES	€0.35	3.1%	0.19%	€2.28	€11.21	€20.91
FR	€0.44	3.3%	0.17%	€2.46	€11.81	€24.28
GB	£0.49	5.5%	0.16%	£2.07	£8.35	£16.62
IT	€0.37	3.1%	0.20%	€2.13	€10.78	€21.26

Q2 2023

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