

# 3 Benchmarks on Amazon Performance 1Q-to-Date

By Claire McBride // February 19, 2024 // Benchmarks, Forecasts, Research

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*3 minute read*

Our continuous Amazon benchmarks provide an independent view on how sales performance, advertising performance, and promotional activity is trending over time for brands.

The research can help you understand if your business is over- or under-pacing the market and can serve as a quantitative check on if you're investing appropriately in advertising spend and/or promotions in order to win on the platform.

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