

# Amazon Pulse Benchmark: July 2024

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Midway through the year, our longstanding Amazon pulse benchmark checks in with the industry to understand real-time sales and advertising performance on Amazon as well as promotional dynamics and inventory levels.

In this edition, we place a particular focus on how digital leaders should be thinking about the ultra-competitive advertising environment.

The data, contextualized with our broader research, can help you benchmark your performance against the industry, set the right expectations for the quarter ahead, and invest accordingly.

Let's dive in.

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