Amazon Pulse Benchmark: November 2024

By Claire McBride // November 18, 2024 // Benchmarks, Briefings, Research

TL;DR: *Newest Amazon benchmarking reveals a sequential improvement in sales and advertising performance and a persistent promotional environment*

3 minute read

Our longstanding Amazon pulse benchmark is designed to provide insight into real-time sales and advertising performance on Amazon as well as promotional dynamics and inventory levels.

In short, brands and agencies reported positive sales and advertising performance over the last quarter, with promotions one of the key drivers of top line growth. Turkey-12 is expected to be even more promotional than last year, aligned with the broader year-to-date trendline.

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.

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