

# Key Themes and Announcements from Amazon unBoxed 2024

By Claire McBride // October 23, 2024 // Briefings, Research

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**TL;DR:** Amazon unBoxed unveiled several new ad features and tools that allow advertisers to enhance product discovery, drive better media performance, and unlock full-funnel visibility across the customer journey.

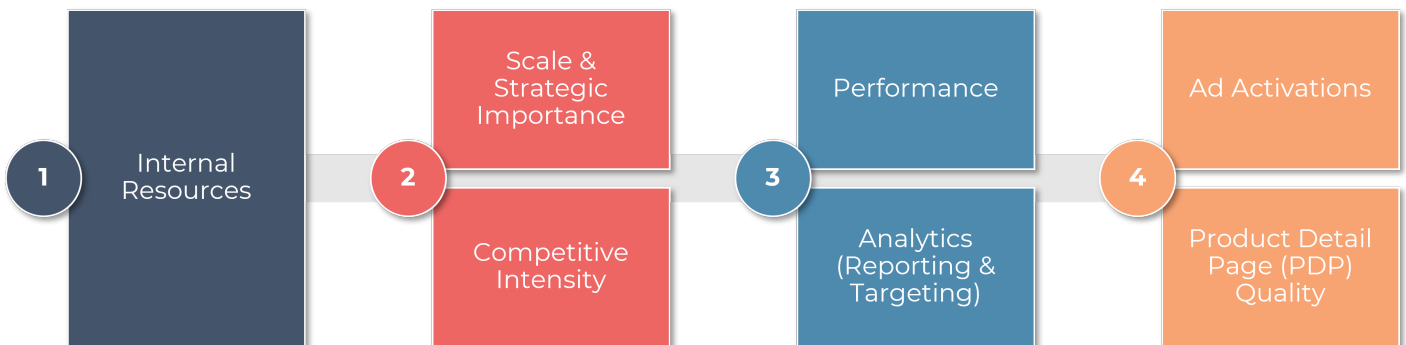
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Last week, we wrote why Amazon continues to soak up so much retail media market share despite (or perhaps because of!) its decade(+) of maturity and \$56bn in scale.

[Its superiority](#) across the six external factors of our Retail Media Allocation Framework (below) make it easy for brands to spend more with Amazon Ads relative to their other retail media and digital advertising options.

## Stratably's Retail Media Allocation Framework

7 Key Factors Driving Retail Media Allocation Decisions



This was on full display at unBoxed last week, where Amazon made several announcements spanning tools to improve **performance**, more granular **targeting** capabilities, full-funnel **reporting** tools, new **ad activations**, and more.

Today, we share the broader key themes underpinning Amazon's announcements, summaries of the most notable announcements, and implications for consumer brands leveraging Amazon Ads.

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