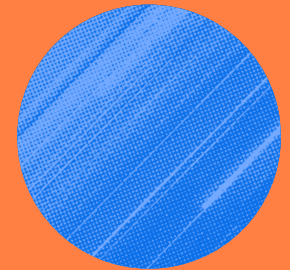
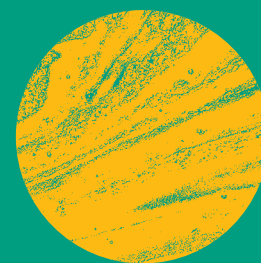
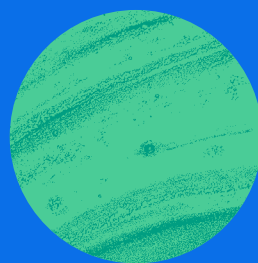
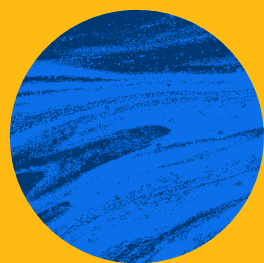




Q2 CPC REPORT

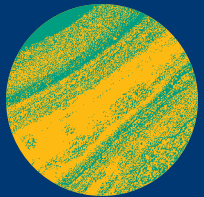
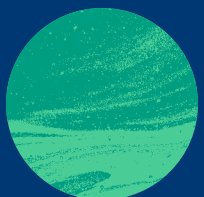
2023 · US

Outperform Your
Competitors with
Powerful Commerce
Benchmark Data





REPORT
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01. Amazon Benchmarks
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 04. Category Trends
 05. About Us

Amazon's advertising landscape has seen decreased average CPC

Along with a moderate increase in ad spend and record ROAS for Sponsored Products since pre-pandemic levels.

Walmart Connect has made substantial strides refining its advertising platform

Evident in the 124% year-over-year surge in CTR and 40% increase in ROAS, which collectively underscore the platform's growing efficiency and robustness.

Instacart has seen stable CPC and a rising ROAS year-over-year

However, competitive spend and costs are beginning to rise this quarter heading into the summer.



KEY FINDINGS

As the dust settled from the economic turbulence of Q1, brands and agencies began to navigate the new landscape of eCommerce with a renewed focus on strategic advertising and consumer engagement.

The initial months of Q2 saw brands grappling with the challenge of balancing their advertising budgets against the backdrop of a volatile economic climate. Not to mention increasing competition from platforms for brand's ad spend. However, as the quarter progressed, there was a noticeable shift in strategy. Brands began to invest more heavily in sponsored ads, leveraging the robust targeting capabilities of platforms like Amazon, Walmart Connect, and Instacart to reach their audiences.

With the easing of inflation, consumers were more open to discretionary spending, leading to a surge in eCommerce activity. This was especially evident in CPG and household goods categories. Ad spend in both the Grocery and Beauty categories on Amazon grew more than 60% year-over-year, compared to the total Amazon average of about 7%.

By the end of Q2, brands and agencies were not just focused on maximizing their advertising spend, but also on understanding and adapting to the rapidly changing consumer behavior. The challenge for the upcoming quarters will be using industry benchmarks as a guide to target and delight consumers.

This report combines data from Pacvue and Helium 10's first-party databases, offering a comprehensive view of advertising data on a large scale. It contains information from thousands of advertisers across various brand sizes and product categories, making it one of the most extensive reports of its kind in the industry.



2023 Q2 CPC REPORT

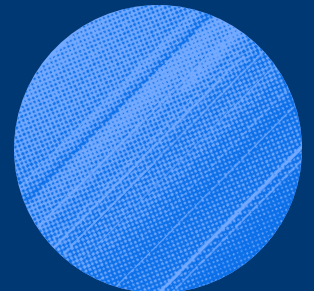
Amazon Benchmarks

Use this report to benchmark your own performance on Amazon and uncover trends in the industry.




ROAS


conversion
rate grows



Amazon Trends & Findings

 CPC for Amazon Sponsored Products declined 4.0% YoY, while the CPC for Sponsored Brands declined 6.7% YoY. The current average CPC for Sponsored Products is \$1.21.

 Average ad spend on Amazon Sponsored Products increased 7.1% YoY, while Sponsored Brands ad spend decreased 6.2% YoY.

 ROAS reached an average of \$4.91 for Sponsored Products in Q2, representing a 3.2% increase YoY and reaching the highest ROAS since the beginning of the pandemic in Q2 2020. For Sponsored Brands, ROAS decreased 1.5% YoY.

SPONSORED PRODUCT ADS

— Positive Change — Negative Change

TIME/ CHANGE	CTR	CPC	CPA	CVR	ACOS	ROAS	eCPM
2022 Q2	0.26%	\$1.26	\$6.80	18.50%	21.01%	\$4.76	\$3.27
2022 Q3	0.30%	\$1.18	\$6.67	17.65%	20.53%	\$4.87	\$3.57
2022 Q4	0.31%	\$1.17	\$7.05	16.54%	20.47%	\$4.88	\$3.62
2023 Q1	0.34%	\$1.15	\$6.47	17.72%	20.89%	\$4.79	\$3.92
2023 Q2	0.35%	\$1.21	\$6.58	18.37%	20.35%	\$4.91	\$4.23
QoQ Change	2.9%	5.2%	1.7%	3.7%	-2.6%	2.5%	7.9%
YoY Change	34.6%	-4.0%	-3.2%	-0.7%	-3.1%	3.2%	29.4%

SPONSORED BRAND ADS

— Positive Change — Negative Change

TIME/ CHANGE	CTR	CPC	CPA	CVR	ACOS	ROAS	eCPM
2022 Q2	0.50%	\$1.65	\$9.60	17.23%	24.64%	\$4.06	\$8.26
2022 Q3	0.57%	\$1.61	\$9.92	16.28%	25.42%	\$3.93	\$9.19
2022 Q4	0.54%	\$1.57	\$10.56	14.86%	25.17%	\$3.97	\$8.43
2023 Q1	0.52%	\$1.49	\$10.01	14.93%	26.53%	\$3.77	\$7.72
2023 Q2	0.51%	\$1.54	\$9.85	15.60%	25.03%	\$4.00	\$7.88
QoQ Change	-1.9%	3.4%	-1.6%	4.5%	-5.7%	6.1%	2.1%
YoY Change	2.0%	-6.7%	2.6%	-9.5%	1.6%	-1.5%	-4.6%



Q2 2023 TRENDS



Amazon Takeaways



Sponsored Brands



Despite a YoY decrease in daily ad spend there was a quarter-on-quarter increase of 3.2%, indicating a recent surge in investment in this ad type.

CPA saw a slight increase of 2.6% YoY to \$9.85, but it is important to monitor this metric as it might be an indication of shifts in audience behavior or the competitive landscape.

Despite a slight YoY decrease in ROAS (-1.5%), there was a QoQ increase of 6.1%. This may be a result of a more efficient campaign or better ad creatives leading to a higher return on investment.

Sponsored Products

CVR showed a slight decrease YoY (-0.7%) but increased QoQ (3.7%). While the YoY decrease is minimal, the QoQ increase suggests recent optimizations may be driving better conversion performance.



Daily ad spend for Sponsored Brands has had a recent surge in investment

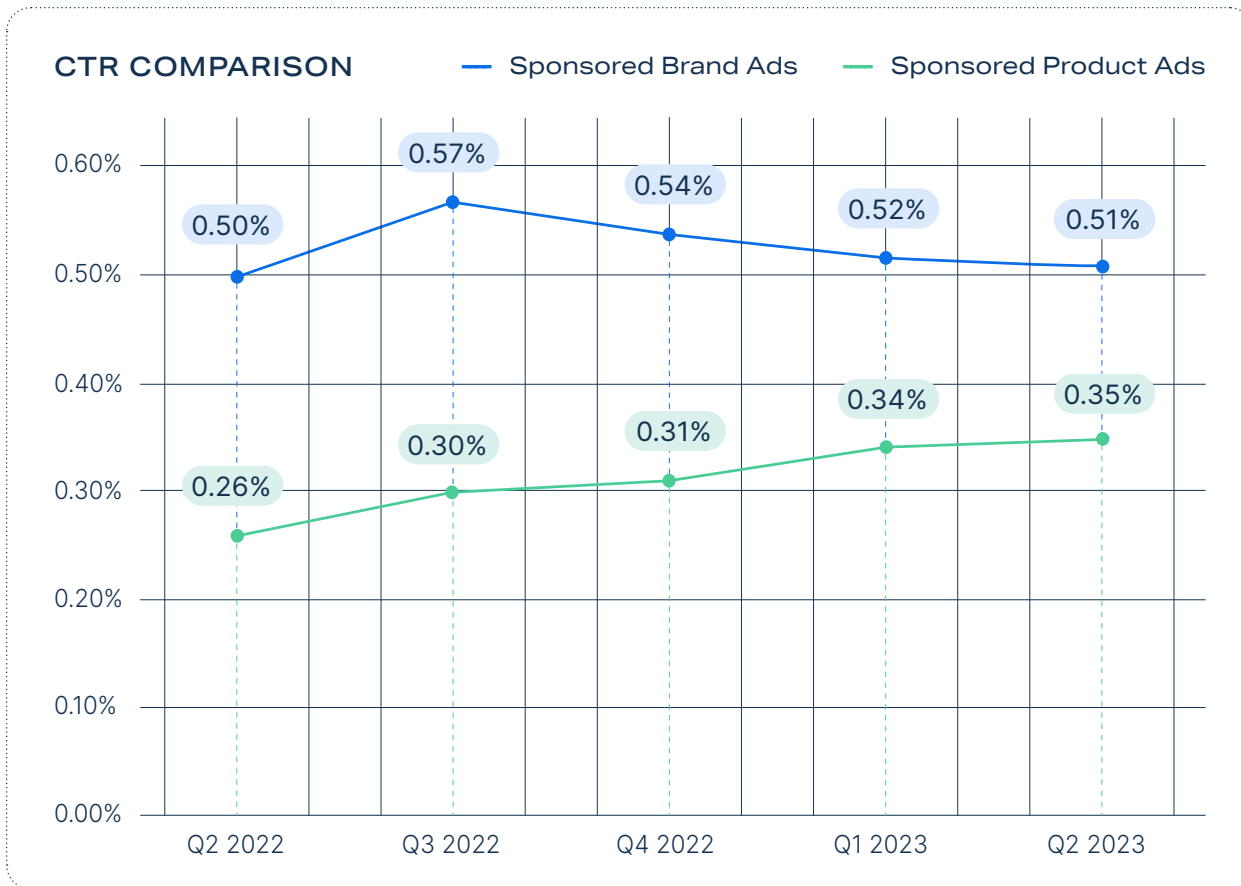
The recent YoY increase in CPA for Sponsored Brands may indicate a shift in audience behavior or the competitive landscape

Recent optimizations to CVR for Sponsored Products may be driving better conversion performance

Translate your goals into business impact

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Amazon click-through-rates stay stable for Sponsored Products & Brands.



QoQ Analysis

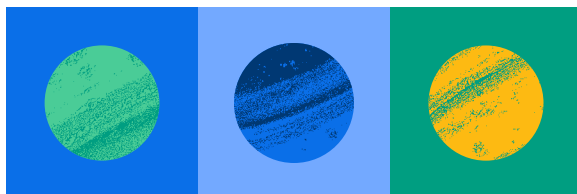
For Sponsored Brand Ads, CTR slightly decreased from 0.52% in Q1 2023 to 0.51% in Q2 2023, representing a QoQ change of -1.9%.

For Sponsored Product Ads, CTR improved from 0.34% in Q1 2023 to 0.35% in Q2 2023, a QoQ increase of 2.9%.

YoY Analysis

For Sponsored Brand Ads, CTR increased slightly from 0.50% in Q2 2022 to 0.51% in Q2 2023, a YoY increase of 2.0%.

For Sponsored Product Ads, CTR demonstrated a significant growth from 0.26% in Q2 2022 to 0.35% in Q2 2023, a YoY increase of 34.6%.

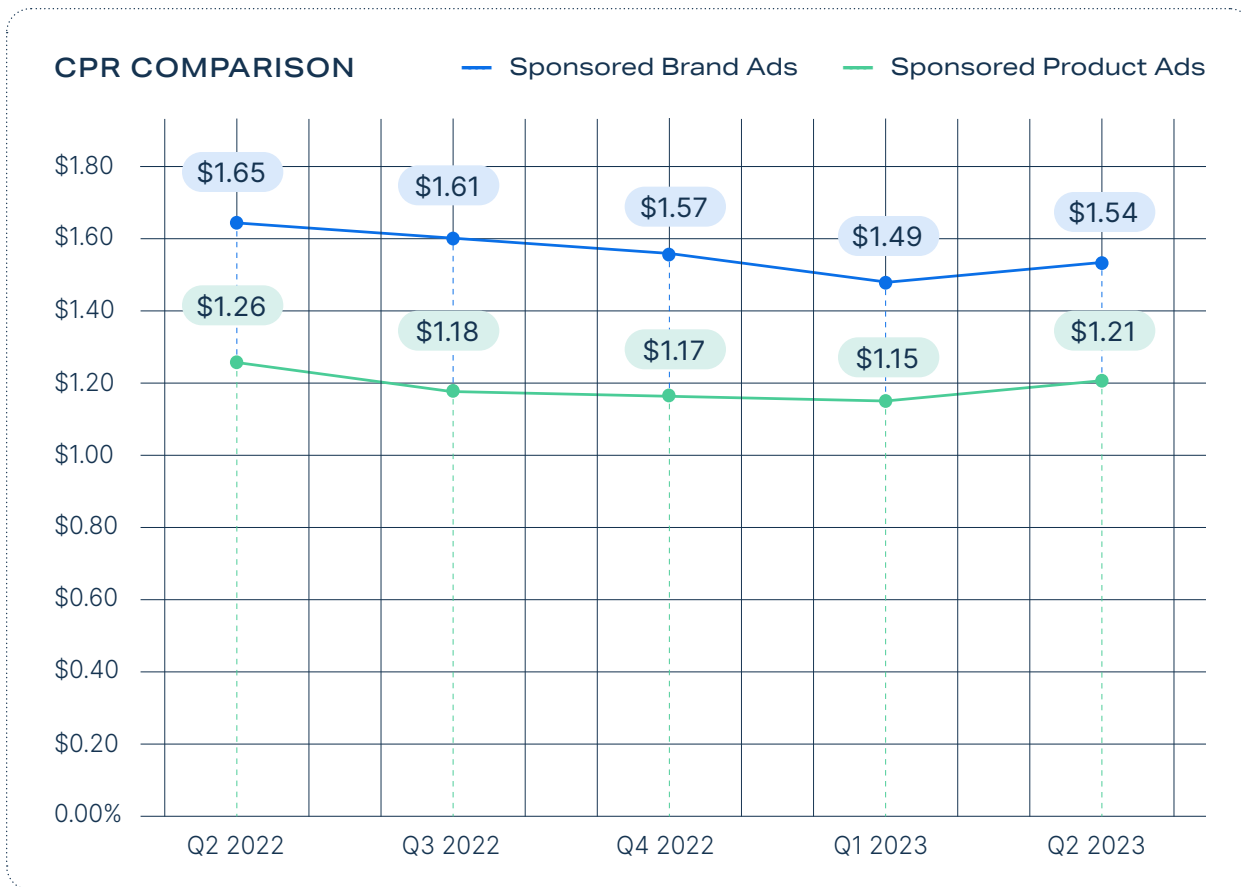


Exclusive insights from Q2 are here!

Watch our experts uncover the trends.

[Learn More](#)

Cost-per-click (CPC) increases slightly for Amazon Sponsored Products & Brands.



QoQ Analysis

For Sponsored Brand Ads, CPC increased from \$1.49 in Q1 2023 to \$1.54 in Q2 2023, indicating a QoQ increase of 3.4%.

For Sponsored Product Ads, CPC also increased from \$1.15 in Q1 2023 to \$1.21 in Q2 2023, a QoQ increase of 5.2%.

YoY Analysis

For Sponsored Brand Ads, CPC decreased from \$1.65 in Q2 2022 to \$1.54 in Q2 2023, a YoY decrease of 6.7%.

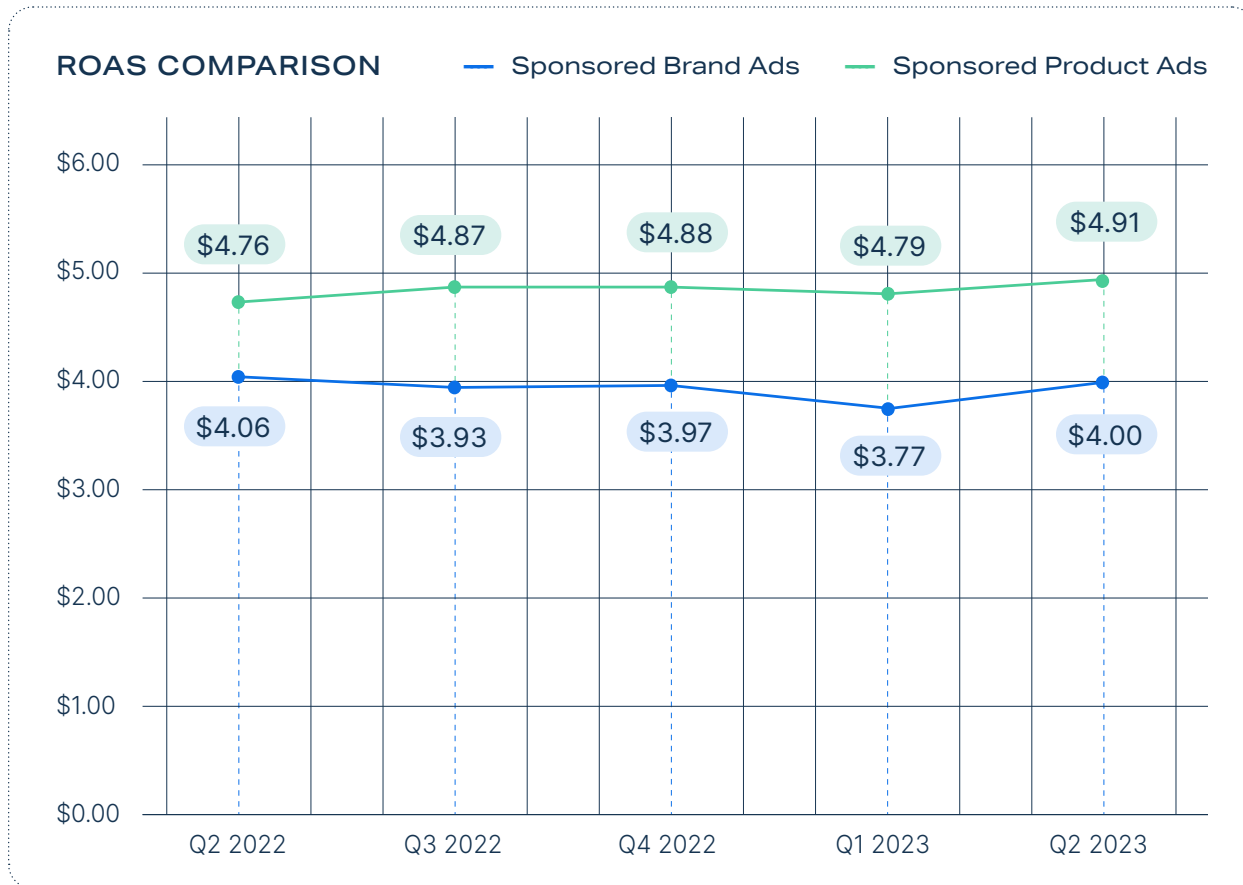
For Sponsored Product Ads, CPC decreased from \$1.26 in Q2 2022 to \$1.21 in Q2 2023, a YoY decrease of 4.0%.



Forward thinking brands rely on Pacvue.

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Amazon ROAS stays stable both YoY and QoQ through Q2 2023.



QoQ Analysis

For Sponsored Brand Ads, the ROAS decreased from Q2 2022 (\$4.06) to Q1 2023 (\$3.77), a decrease of 7.1%. However, there was an increase in Q2 2023 (\$4.00), which represents an increase of approximately 6.1% from Q1 2023.

For Sponsored Product Ads, the ROAS increased from Q2 2022 (\$4.76) to Q2 2023 (\$4.91), an increase of approximately 3.1%.

YoY Analysis

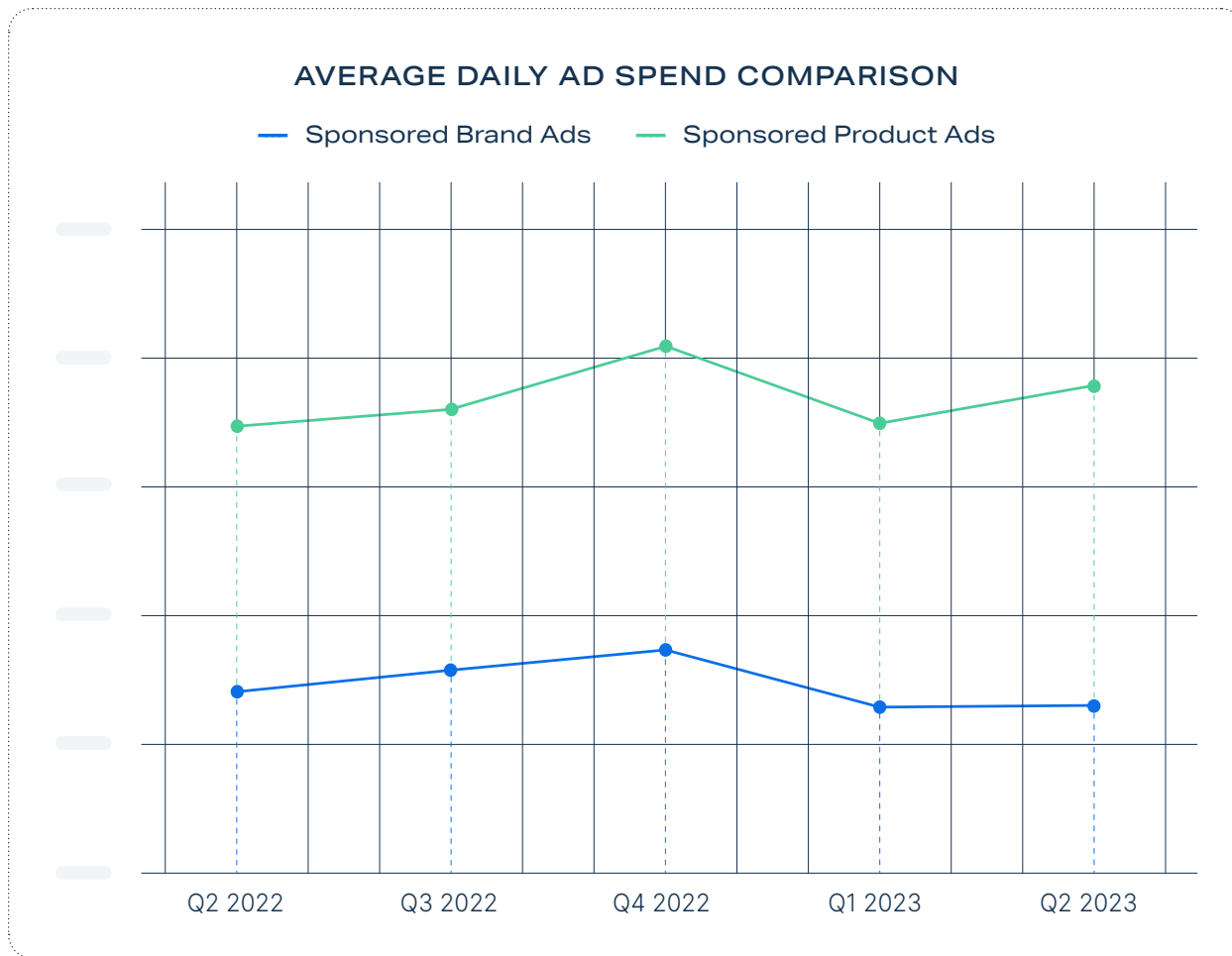
Comparing June 2022 to June 2023, the ROAS for Sponsored Brand Ads increased by approximately 2.6% (from \$3.86 to \$3.96). For Sponsored Product Ads, there was a slight increase of approximately 0.6% (from \$4.80 to \$4.83).

SUMMARY

Sponsored Brands Ads saw a general decrease in ROAS from April 2022–January 2023, followed by a slight increase from February–June 2023. The quarterly data shows a similar trend.

The year-over-year comparison shows a slight increase for both Sponsored Brand Ads and Sponsored Product Ads. Sponsored Brands Ads remained relatively stable throughout the period.

Average daily ad spend for Amazon Sponsored Products and Brands rising since January 2023.



📊 QoQ Analysis

For Sponsored Brand Ads, average daily spend increased 3.2% quarter-over-quarter.

For Sponsored Product Ads, average daily spend increased 7.5% quarter-over-quarter.

📊 YoY Analysis

For Sponsored Brand Ads, average daily spend decreased 6.2% year-over-year.

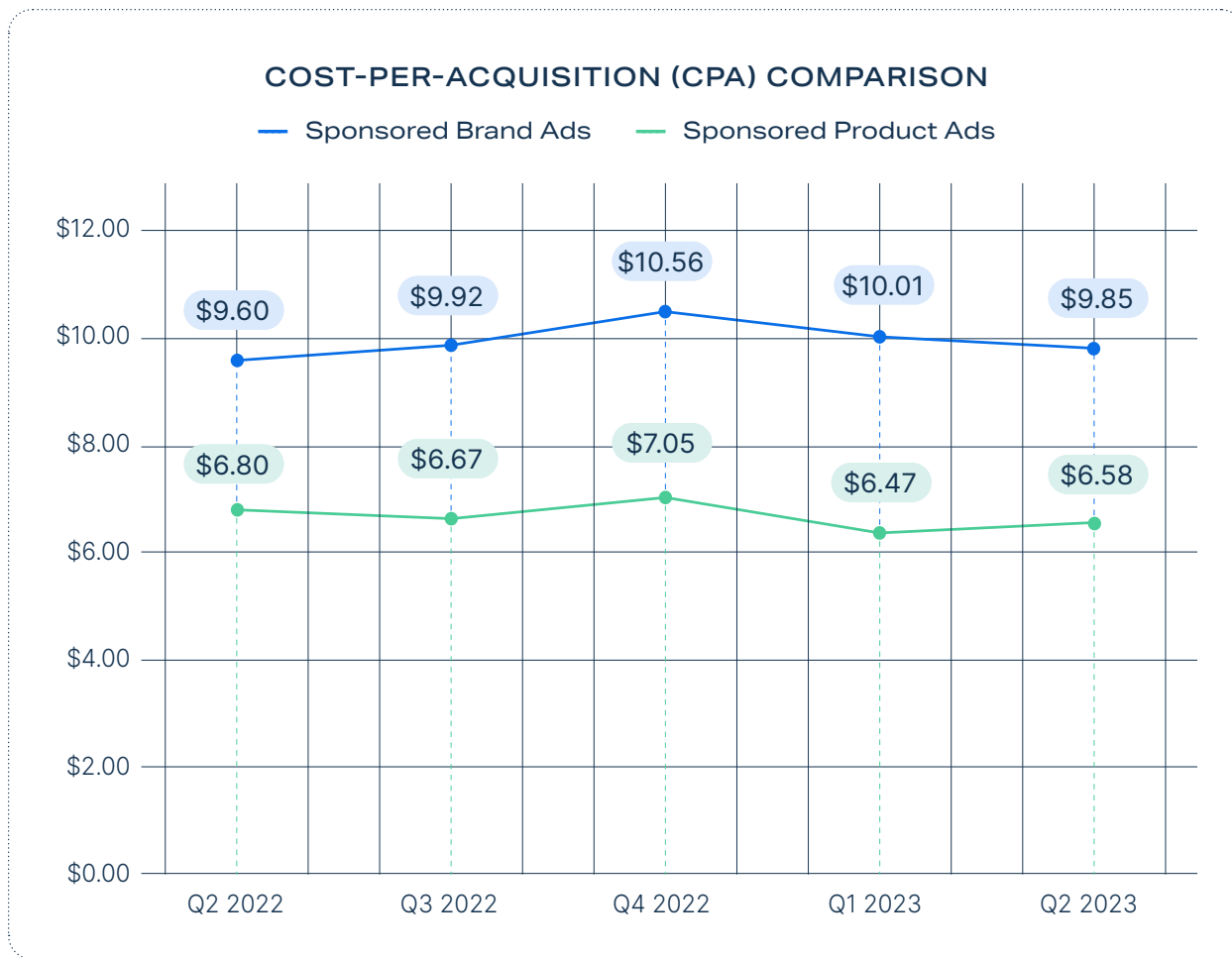
For Sponsored Product Ads, average daily spend increased 7.1% year-over-year.

ACCELERATE YOUR SUCCESS

Discover the actionable insights you need to propel greater impact.

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Amazon cost-per-acquisition drops consecutive quarters since peak in Q4 2022.



QoQ Analysis

For Sponsored Brand Ads, the CPA increased from Q2 2022 (\$9.60) to Q4 2022 (\$10.56), an increase of approximately 10%. However, there was a decrease in Q1 2023 (\$10.01) and Q2 2023 (\$9.85), which represents a decrease of approximately 6.7% from Q4 2022 to Q2 2023.

For Sponsored Product Ads, the CPA increased from Q2 2022 (\$6.80) to Q4 2022 (\$7.05), an increase of approximately 3.7%. However, there was a decrease in Q1 2023 (\$6.47) and a slight increase in Q2 2023 (\$6.58), representing a decrease of ~6.7% from Q4 2022 to Q2 2023.

YoY Analysis

Comparing June 2022 to June 2023, the CPA for Sponsored Brand Ads increased by approximately 0.8% (from \$9.94 to \$10.02). For SP there was a decrease of approximately 0.3% (from \$6.75 to \$6.73).

Both SB and SP saw fluctuations in CPA from Apr 2022 – Jun 2023. The quarterly data shows an increase from Q2 – Q4 2022, decrease in Q1 2023, and a slight increase in Q2 2023. The YoY comparison shows a slight increase for SB and a slight decrease for SP.

Conversion Rate for Amazon Sponsored Products and Brands grew in Q2 2023.

QoQ Analysis

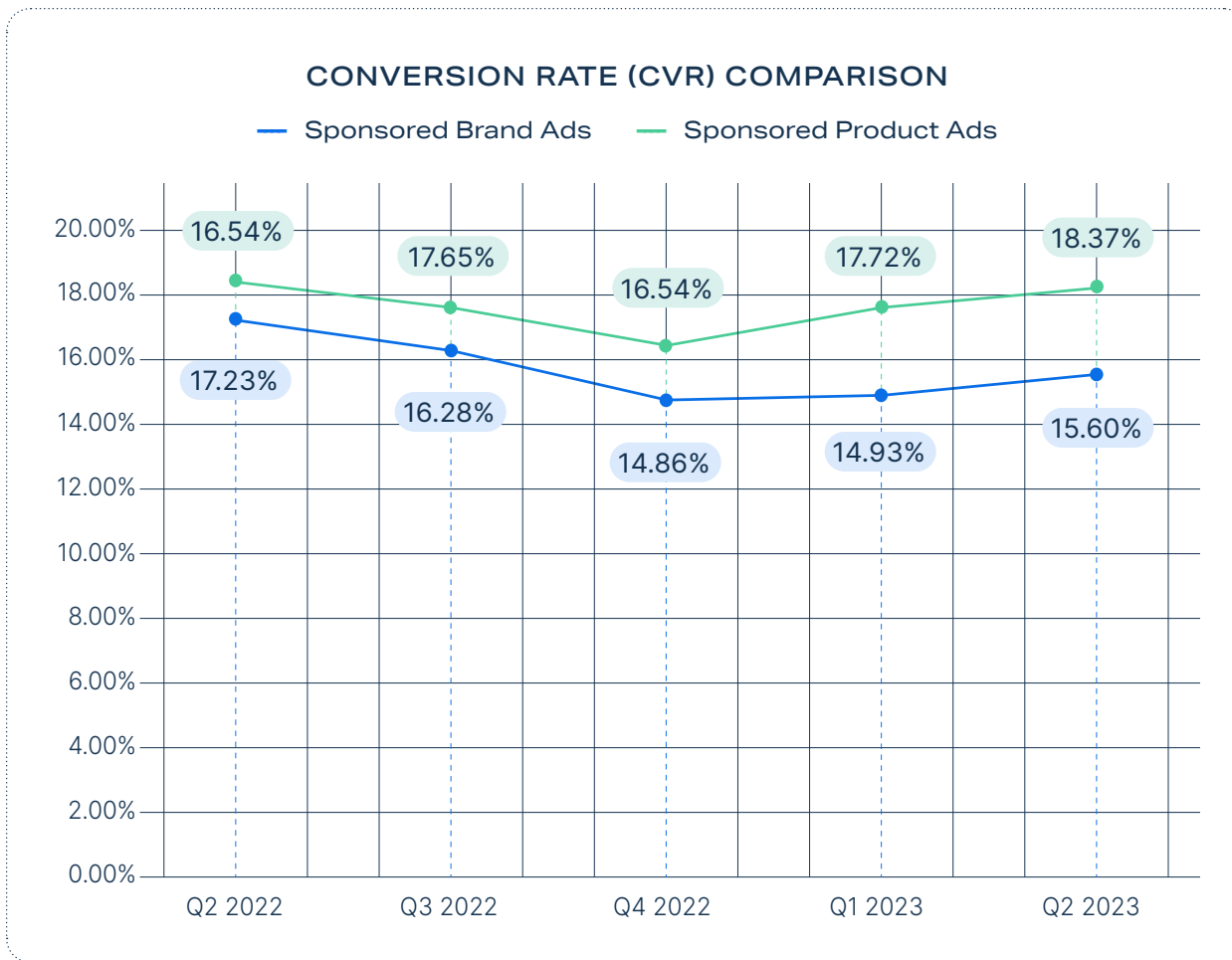
For Sponsored Brand Ads, the Conversion Rate decreased from Q2 2022 (18.50%) to Q1 2023 (14.93%), a decrease of approximately 19.3%. However, there was an increase in Q2 2023 (15.60%), which represents an increase of approximately 4.5% from Q1 2023.

For Sponsored Product Ads, the CVR decreased from Q2 2022 (17.23%) to Q4 2022 (14.86%), a decrease of approximately 13.8%. However, there was an increase in Q1 2023 (17.72%) and Q2 2023 (18.37%), representing an increase of approximately 19.2% from Q4 2022 to Q2 2023.

YoY Analysis

Comparing June 2022 to June 2023, the ROAS for Sponsored Brand Ads increased by approximately 2.6% (from \$3.86 to \$3.96). For Sponsored Product Ads, there was a slight increase of approximately 0.6% (from \$4.80 to \$4.83).

Both SB and SP saw a general decrease in CVR from Apr 2022 – Jan 2023, followed by a slight increase from Feb – Jun 2023. The quarterly data shows a similar trend. The YoY comparison shows a slight decrease for SB and a slight increase for SP.





2023 Q2 CPC REPORT

Walmart Connect Benchmarks

Use this report to benchmark your own performance on Walmart Connect and uncover trends in the industry.



CTR



sponsored ads
skyrockets



eCPM
increases

Walmart Connect Q2 2023 Trends, Findings & Takeaways

SPONSORED PRODUCT ADS

— Positive Change — No Change — Negative Change

TIME / CHANGE	CTR	CPC	ACOS	ROAS	eCPM	BRAND AVG DAILY SPEND
2022 Q2	0.42%	\$0.71	20.20%	\$4.95	\$2.95
2022 Q3	0.49%	\$0.54	13.95%	\$7.17	\$2.68
2022 Q4	0.61%	\$0.62	15.59%	\$6.41	\$3.84
2023 Q1	0.81%	\$0.58	14.23%	\$7.02	\$4.72
2023 Q2	0.94%	\$0.58	14.42%	\$6.93	\$5.45
QoQ Change	16.05%	0.00%	1.34%	-1.28%	15.47%	2.19%
YoY Change	123.81%	-18.31%	-28.61%	40.00%	84.75%	14.52%

Walmart Connect Key Findings



Walmart Connect has demonstrated consistent improvements over the past year. Crucially, CTR has steadily increased MoM, with a significant year-over-year change of 124%.



ROAS has increased 40% year-over-year, even while spend on the platform has increased 14.5%.

Elevated efficiency & effectiveness of Walmart Connect

The steady increase in CTR and brand spend, combined with the increase in ROAS highlights a positive trend in Walmart Connect's efforts to elevate the efficiency and effectiveness of its advertising platform.

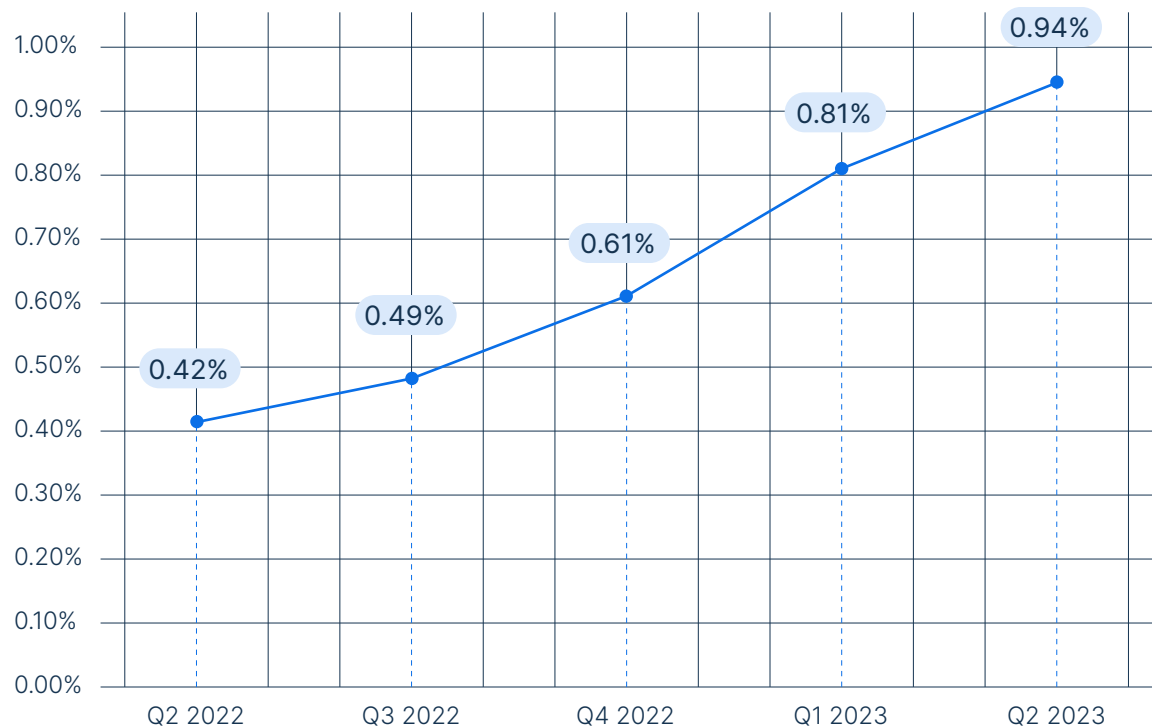
Strength of key metrics

The considerable increase in eCPM reflects the strength of key metrics like ROAS, CTR, and ACOS.

Walmart Connect Sponsored Search click-through-rates (CTR) increase 16% QoQ and over 123% YoY.

WALMART CONNECT (CTR) CLICK-THROUGH-RATE

— Sponsored Search



QoQ Analysis

For Click-Through Rate (CTR), there was a substantial increase from Q1 2023 (0.81%) to Q2 2023 (0.94%), representing a growth of approximately 16.05%.

YoY Analysis

Comparing Q2 2022 (0.42%) to Q2 2023 (0.94%), there was a substantial increase in the CTR, approximately 123.81%.

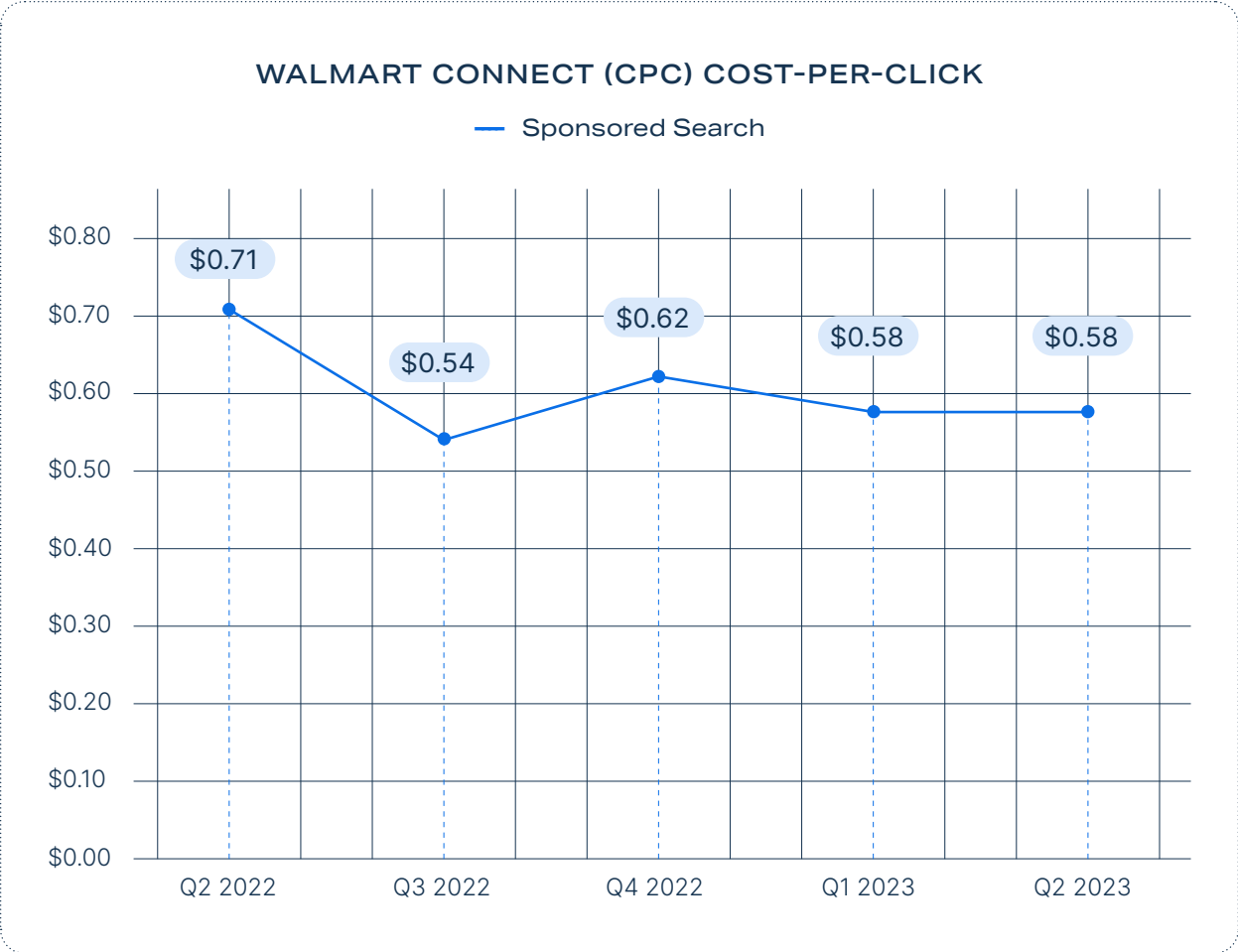
As it stands as of July 2023, Walmart Connect Sponsored Search CTRs are significantly higher than both Amazon Sponsored Brands (0.51%) & Sponsored Products (0.35%) in Q2.

ACCELERATE YOUR SUCCESS

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Walmart Connect Sponsored Search cost-per-click (CPC) stays flat in Q2 2023.



QoQ Analysis

Cost-per-click (CPC), remained stable at \$0.58 from Q1 2023 to Q2 2023.

YoY Analysis

Comparing Q2 2022 (\$0.71) to Q2 2023 (\$0.58), there was a decrease in CPC, approximately 18.31%.

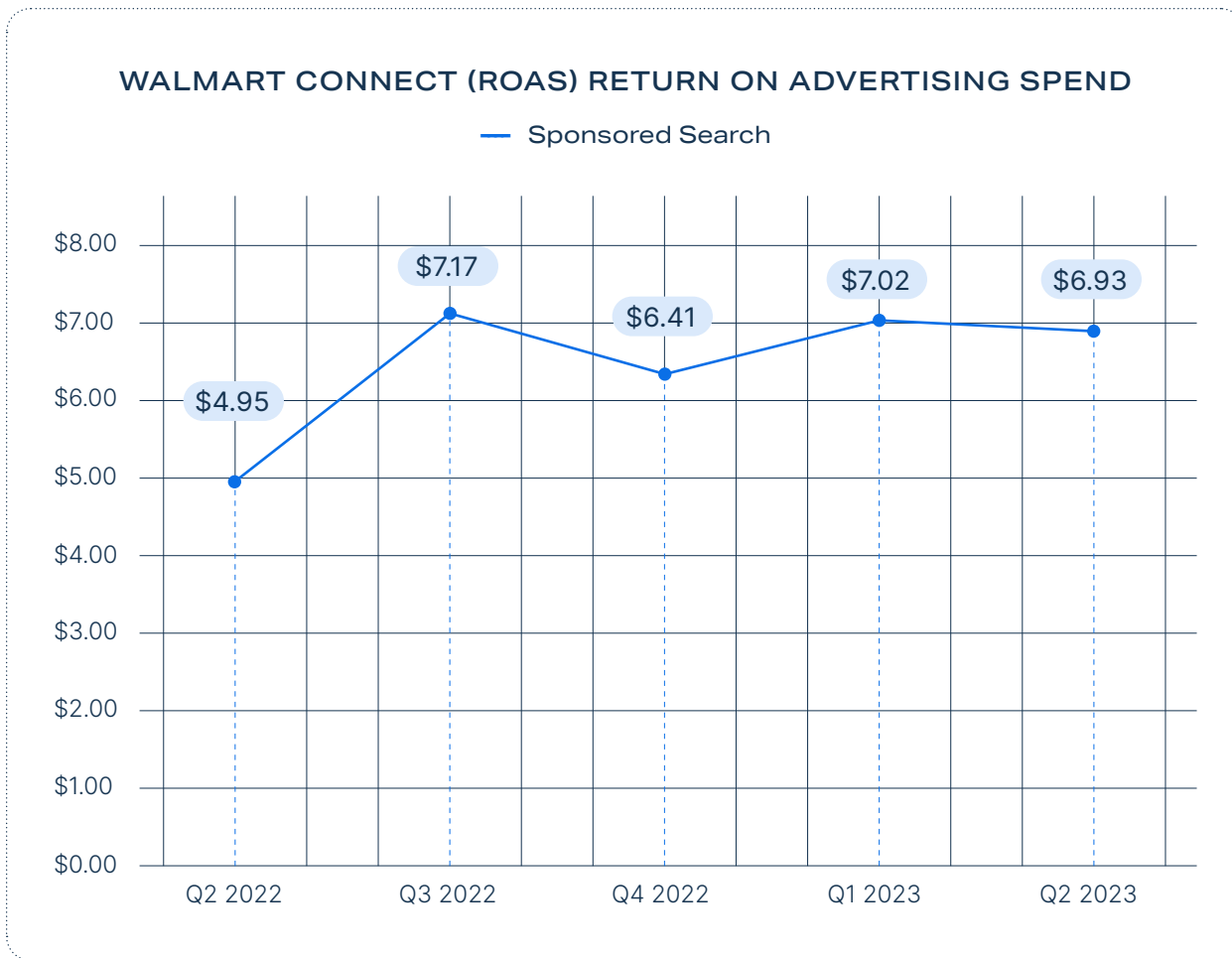


Maximize your commerce potential

We can help your business get a head start on the future.

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Return on Advertising Spend for Walmart Connect Sponsored Search drops slightly in Q2.



QoQ Analysis

For Return on Ad Spend (ROAS), there was a slight decrease from Q1 2023 (\$7.02) to Q2 2023 (\$6.93), which is a decrease of approximately 1.28%.

YoY Analysis

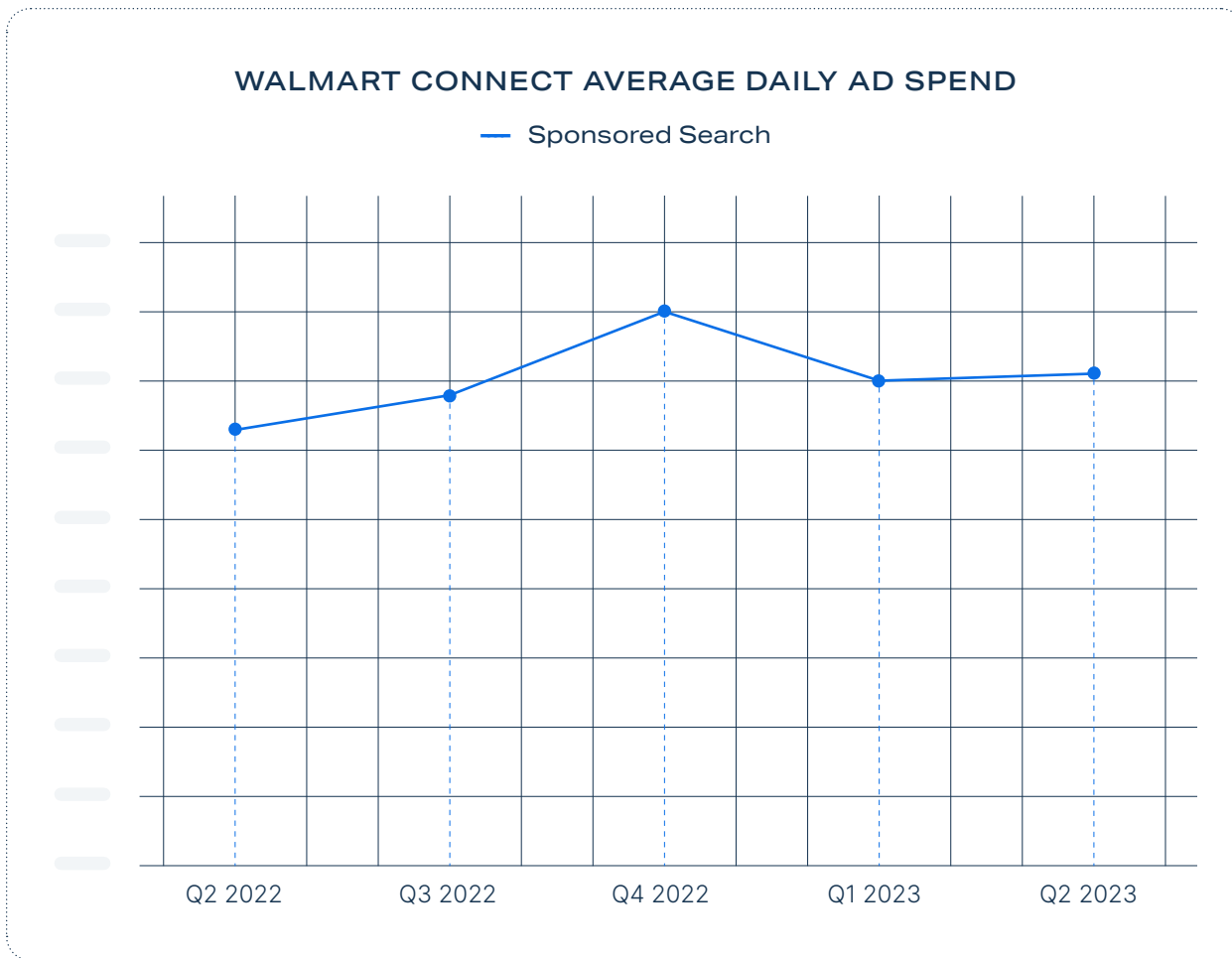
Comparing Q2 2022 (\$4.95) to Q2 2023 (\$6.93), there was a notable increase in ROAS, approximately 40%.

CASE STUDY |

“The Pacvue tool helped our business to use our budget more efficiently and to improve Sales and ROAS.”

[Learn More](#) →

Average Daily Ad Spend on Walmart Connect Sponsored Search rises slightly in Q2 2023.



QoQ Analysis

For Average Daily Spend, there was an increase of approximately 2.19% quarter-over-quarter.

YoY Analysis

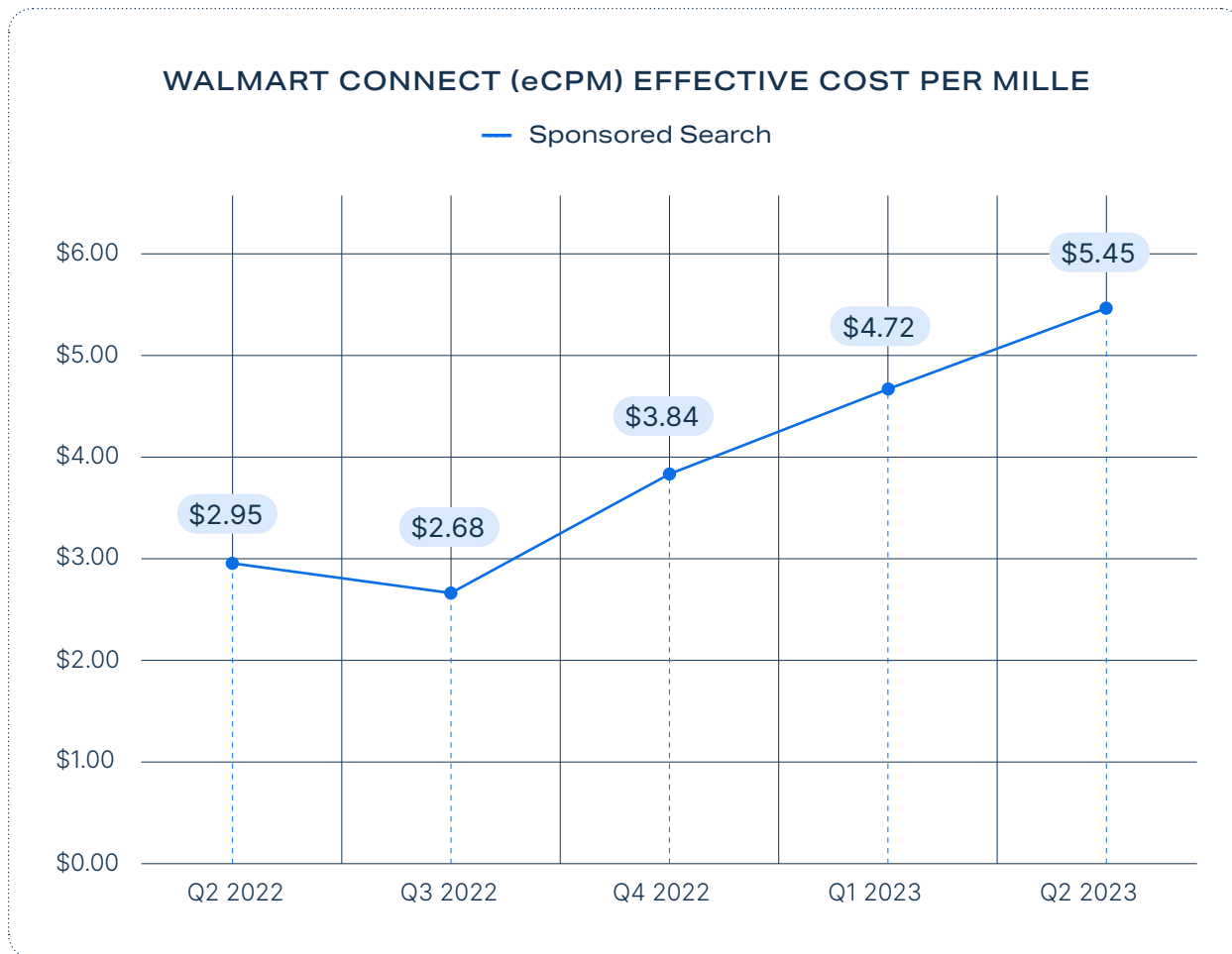
Comparing Q2 2022 to Q2 2023, there was an increase in Average Daily Spend, approximately 14.52%. But with Walmart Connect's ROAS up 40% and CTR up 123% YoY, it would not be surprising to see average daily spend increase at a faster rate.

DID YOU KNOW?

With Pacvue XL Copilot, you can quickly analyze the state of your business, product, or campaign.

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Walmart Connect Sponsored Search eCPM (Effective Cost per Mille) skyrockets YoY, climbing nearly 85%.



QoQ Analysis

For Effective Cost Per Mille (eCPM), there was a noticeable increase from Q1 2023 (\$4.72) to Q2 2023 (\$5.45), an increase of approximately 15.47%.

YoY Analysis

Comparing Q2 2022 (\$2.95) to Q2 2023 (\$5.45), there was a substantial increase in eCPM, approximately 84.75%.

As it stands in July 2023, Walmart Connect Sponsored Search eCPM is \$1.67 higher than Amazon, a difference of 28.31% daily spend increase at a faster rate.

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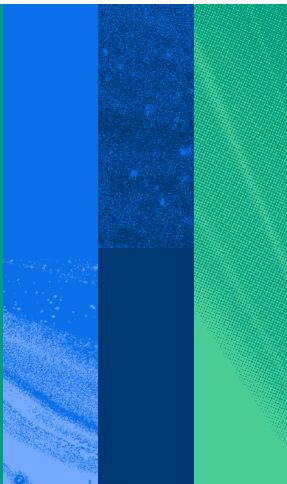
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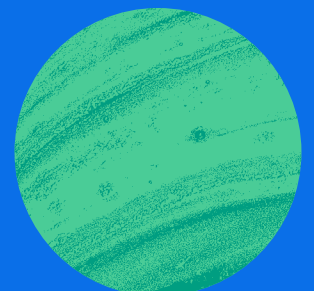
2023 Q2 CPC REPORT

Instacart Benchmarks

Use this report to benchmark your own performance on Instacart and uncover trends in the industry.



ROAS



Instacart Q2 2023 Trends & Key Findings

SPONSORED PRODUCT ADS

— Positive Change — Negative Change

TIME / CHANGE	CTR	CPC	CPA	ACOS	ROAS	eCPM	BRAND AVG DAILY SPEND
2022 Q2	2.04%	\$0.90	\$1.04	19.72%	\$5.07	\$18.46
2022 Q3	1.91%	\$0.90	\$1.05	19.48%	\$5.13	\$17.18
2022 Q4	2.10%	\$0.92	\$1.07	19.49%	\$5.13	\$19.31
2023 Q1	2.18%	\$0.86	\$0.99	17.24%	\$5.80	\$18.66
2023 Q2	2.32%	\$0.91	\$1.06	17.96%	\$5.57	\$21.22
QoQ Change	6.42%	5.81%	7.07%	4.18%	-3.97%	13.72%	1.44%
YoY Change	13.73%	1.10%	1.92%	-8.92%	9.86%	14.95%	-8.21%

Note: Instacart began to use viewable impressions (defined by the Media Ratings Council (MRC)) instead of display impressions since 1/1/22, leading a drop in impressions and increase in CTR and eCPM.

Instacart Key Findings



Average CPC is nearly flat, increasing 1.1% in Q2 2023 to \$0.91.



Avg daily ad spend declined 8.2% YoY. This decline occurred largely at the beginning of Q1, following a 25.2% drop in Dec 2022 – Jan 2023 and has been climbing the past six months.



Average ROAS increased 9.86% YoY to \$5.57.



Q2 2023 TRENDS



Instacart Takeaways



ACOS and ROAS



Both show an improving trend from where they stood in Dec 2022, suggesting greater efficiency in advertising spend during this period. After Apr 2023, ACOS increases and ROAS decreases are trending in less efficient directions.



These patterns seem to align with the seasonal spikes ahead of summer holiday and winter holiday peaks, where attention and competition likely increase for food and household goods.

Effective Cost Per Mille

eCPM has seen consistent growth over the data period. It's crucial for brands to understand the cost of reaching a thousand potential customers has grown significantly. Nearly 30% since April 2022, or approximately 2% every month.

Brands should look into their advertising strategies and possibly recalibrate for greater efficiency.

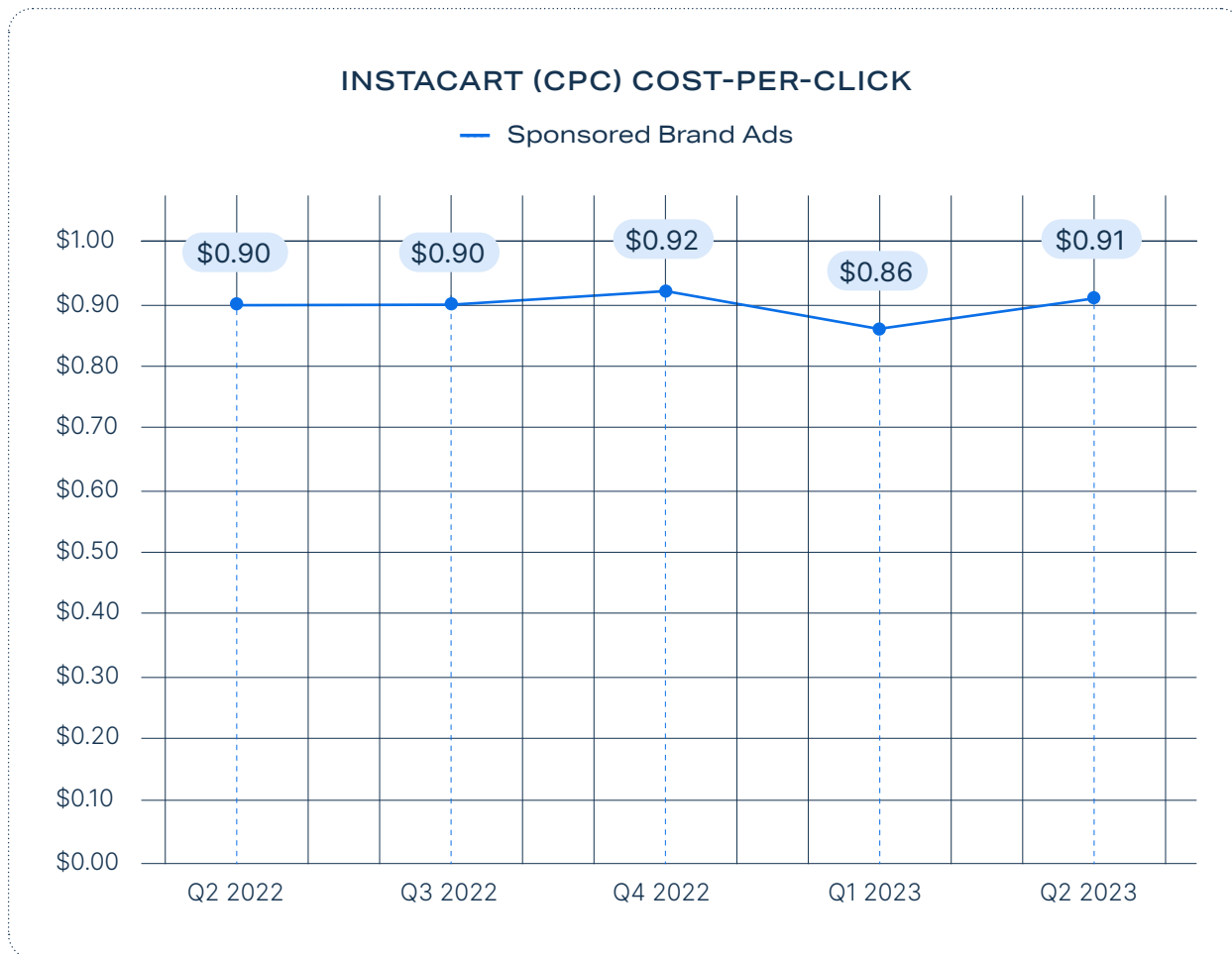
Continue to monitor which products follow seasonal spikes ahead of summer and winter holidays.

Brands should consider testing audience targeting to get more value for their eCPM dollars.

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Instacart Ads cost-per-click (CPC) rose slightly in Q2; almost identical to year-over-year CPC.



QoQ Analysis

Instacart Ads CPC increased from \$0.86 in Q1 2023 to \$0.91 in Q2 2023, a QoQ change of 5.81%.

YoY Analysis

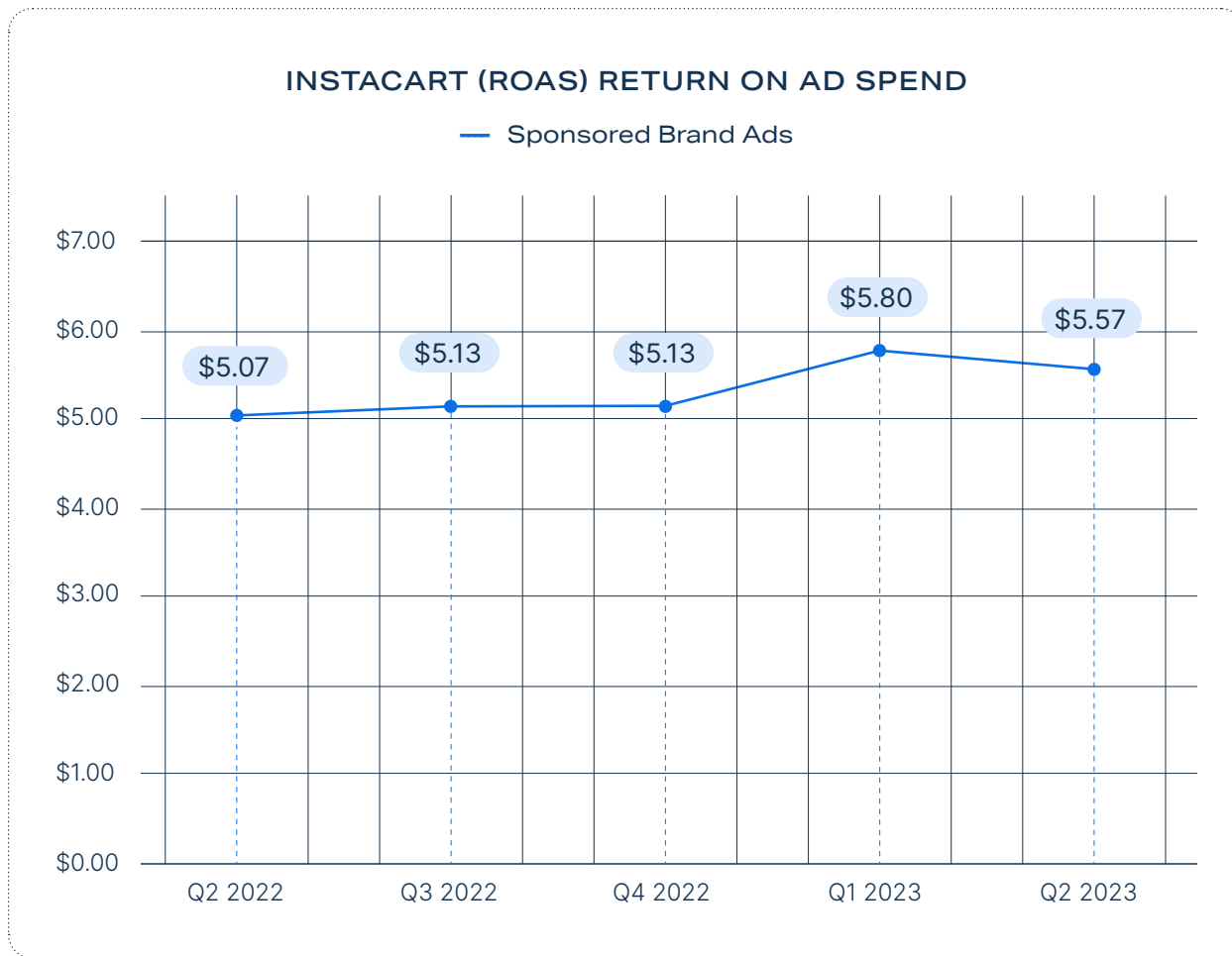
Comparing Q2 2022 to Q2 2023, the CPC increased slightly from \$0.90 to \$0.91, a YoY change of 1.11%.

CASE STUDY | TUFT&NEEDLE

“Without Pacvue, I'm confident that we wouldn't have been able to track down the true cause for the CPC spike. With this type of intel, Tuft & Needle is better positioned to outpace our competition.”

[Learn More](#) →

Instacart Sponsored Ads ROAS fell slightly from Q1's high, a quarter-over-quarter drop of nearly 4%.



📊 QoQ Analysis

Instacart Return on Ad Spend (ROAS) fell from \$5.80 in Q1 2023 to \$5.57 in Q2 2023, a QoQ drop of nearly 4%.

📊 YoY Analysis

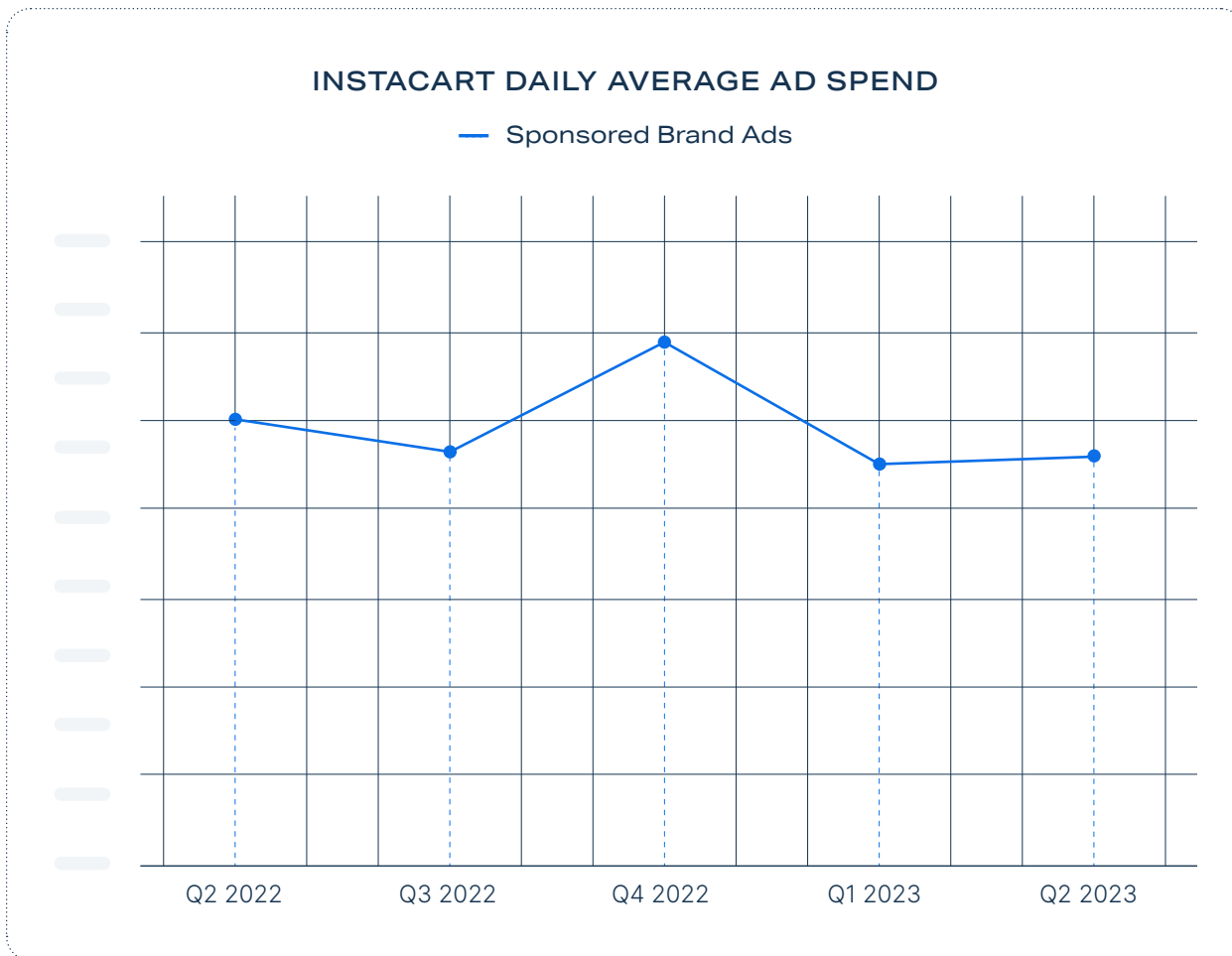
Despite the slight fall from a Q1 high, Instacart ROAS is still up nearly 10% from the same period in 2022.

INSTACART INTEGRATION

Get direct access to Display & Video API with Pacvue's new integration. Drive visibility and sales through engaging shoppable experiences.

[Learn More](#) →

Daily average ad spend on Instacart Sponsored Ads is down significantly from Q4 (~22%); rose slightly QoQ.



📊 QoQ Analysis

The Average Daily Spend increased 1.44% quarter-over-quarter.

📊 YoY Analysis

Comparing Q2 2022 to Q2 2023, the Average Daily Spend decreased 8.21%.

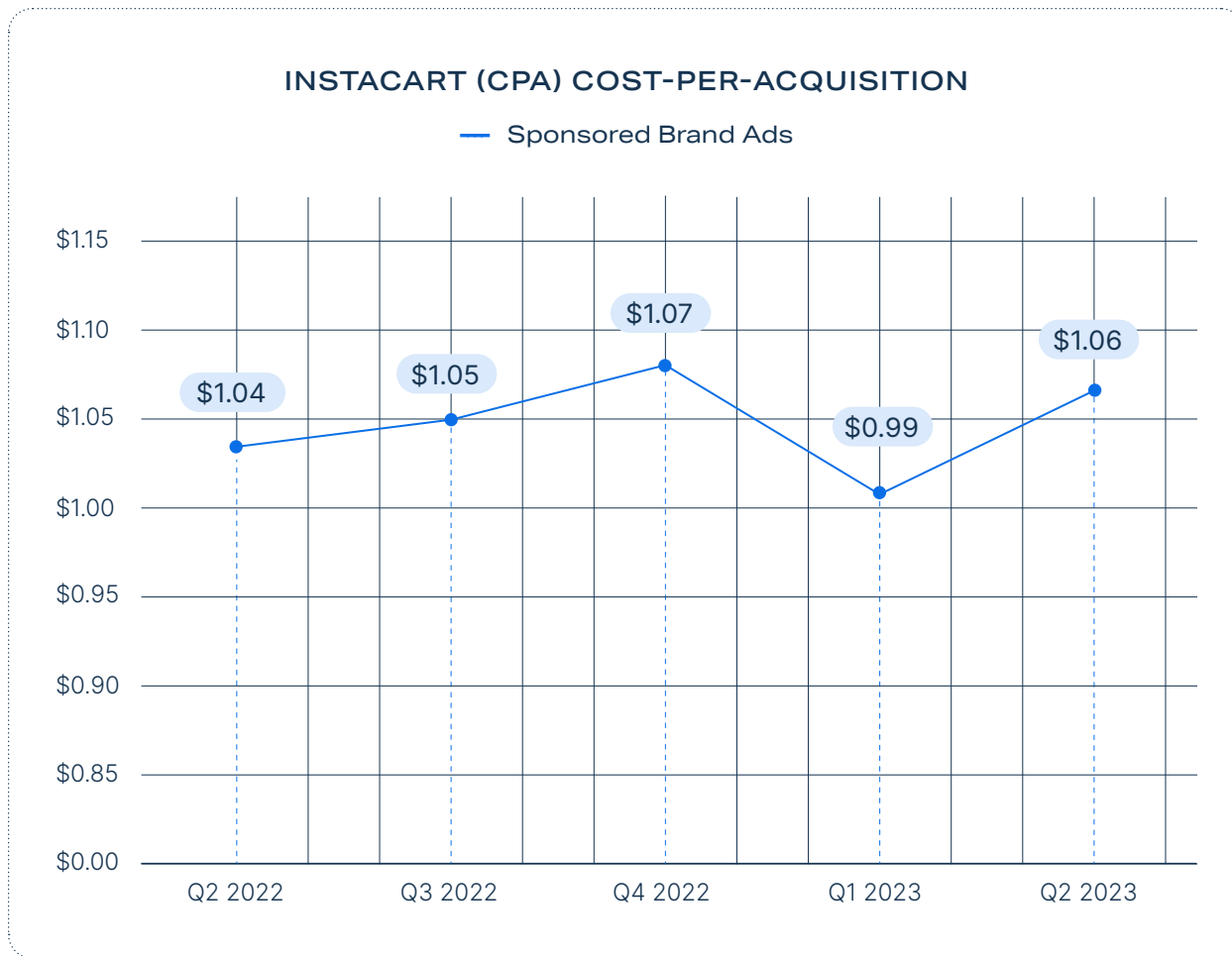


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Cost-per-acquisition (CPA) for Instacart Sponsored Ads increase 7% since Q1 2023.



📊 QoQ Analysis

The CPA increased from \$0.99 in Q1 2023 to \$1.06 in Q2 2023, a QoQ change of 7.07%.

📊 YoY Analysis

Comparing Q2 2022 to Q2 2023, the CPA increased slightly from \$1.04 to \$1.06, a YoY change of 1.92%.

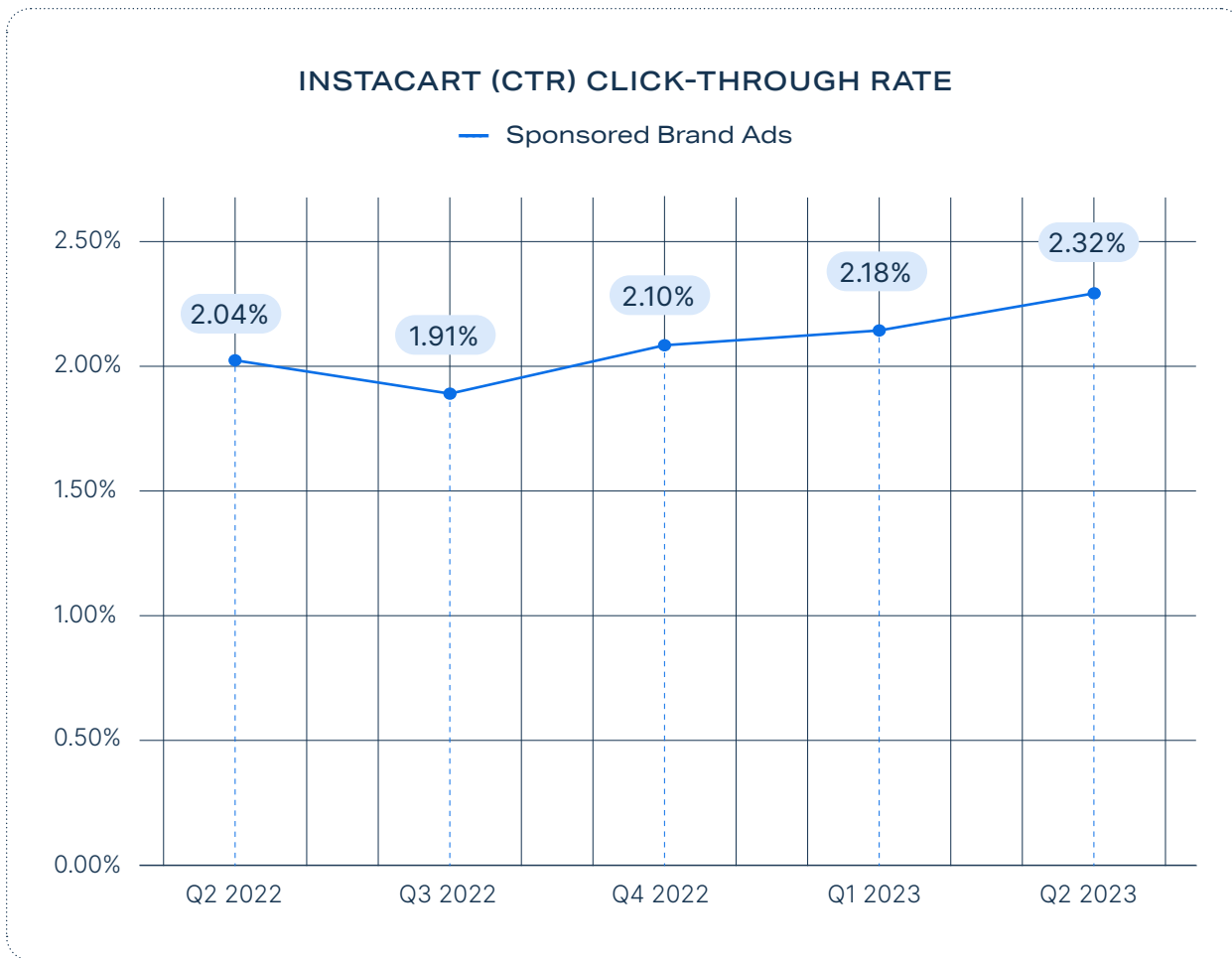


What's new in Q2?

Watch our experts cover winning advertising tips & tricks.

[Learn more](#)

Click-through rate on Instacart Sponsored Ads rose 6.42% quarter-over-quarter.



📊 QoQ Analysis

The CTR increased from 2.18% in Q1 2023 to 2.32% in Q2 2023, representing a QoQ change of 6.42%.

📊 YoY Analysis

Comparing Q2 2022 to Q2 2023, the CTR increased from 2.04% to 2.32%, a YoY change of 13.73%.

INSTACART BRAND PAGES

Own a piece of virtual real estate and craft a fully customized landing page that consumers can visit to learn about your brand's story, products, new launches, and deals.

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2023 Q2 CPC REPORT

Category Trends

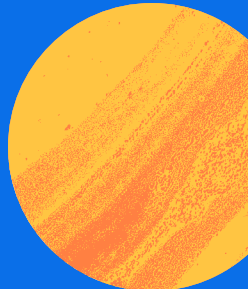
The data represented in the figures reflects averages across all product categories. While most industries showed consistency across key metrics (CPC, ROAS, etc), certain categories stood out.

DATA SOURCE

It is important to note that the category data presented in the Q2 2023 CPC Report has been sourced from Pacvue and Helium 10's proprietary database pertaining to Amazon.



CPC



The Beauty & Personal Care category saw average daily spend increase consistently in 2023 with CVRs now surpassing summer highs from previous two years.

**INCREASED COMPETITION
& HIGHER AD SPEND**

Brands should focus on differentiating their products, possibly by highlighting unique features or investing in quality product images and descriptions.

**CATEGORY CPC ON
THE RISE QOQ**

Continuously optimize your ads for relevancy and quality score to maintain cost-efficiency.

SLIGHT DROP IN ROAS

Higher conversion rate suggests that the ads are effective. Brands might want to explore improving their post-click experience to further boost conversions. This could include improved PDP experiences, more rich media, and better messaging.

Beauty & Personal Care Category



Increased Brand Spend

There's a clear increase in the average daily brand spend YoY & QoQ. The Q2 2023 shows a significant increase compared to Q2 2022 and Q2 2021. This could be a sign of increased competition and brands investing more to capture customer attention and market share.

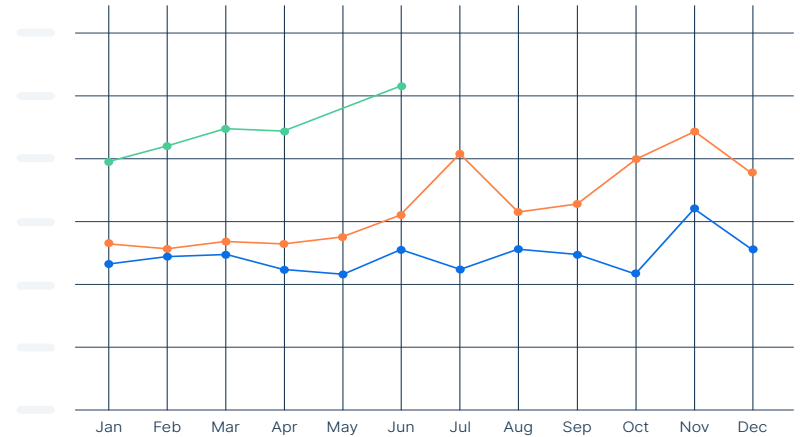


Cost-Per-Click (CPC)

The CPC trend YoY for Q2 seems to be declining slightly from 2022 to 2023. However, there is an upward trend from Q1 to Q2 2023. Brands need to be aware of this as it may impact their ad budgets and overall advertising strategies.

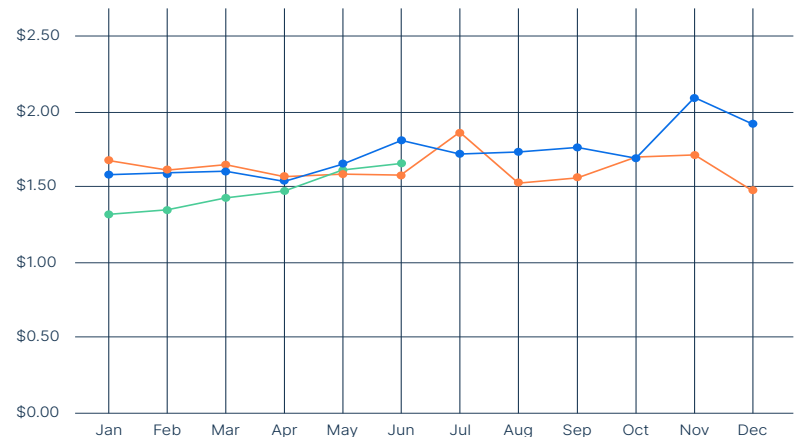
BRAND AVG DAILY SPEND

— 2021 — 2022 — 2023



COST-PER-CLICK (CPC)

— 2021 — 2022 — 2023



Beauty & Personal Care Category



Return on Ad Spend (ROAS)

In Q2 2023, there's a slight decline in ROAS QoQ, suggesting that despite the increased spend, the return isn't growing proportionally. However, it's still higher YoY compared to Q2 2022 and Q2 2021.



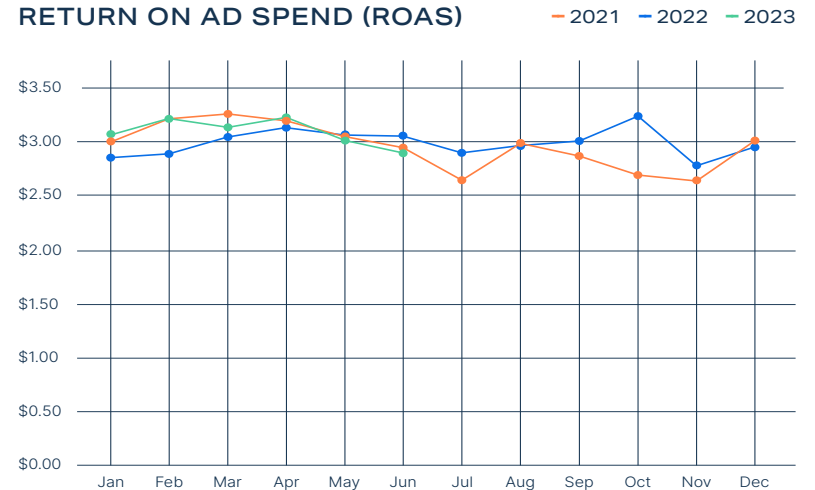
Conversion Rate (CVR)

Q2 2023 shows a CVR improvement QoQ, and YoY when compared to Q2 2022. The increasing CVR, despite the higher ad spend and slightly lower ROAS, indicates that the additional ad spend is converting at a higher rate.

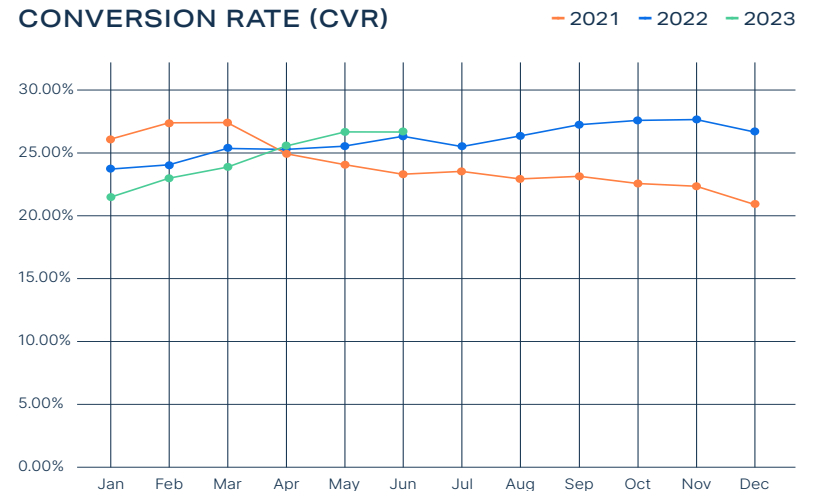
PREDICT SALES WITH CONFIDENCE

Harness AI-powered sales and inventory forecasting. [Learn More](#) →

RETURN ON AD SPEND (ROAS)



CONVERSION RATE (CVR)



The Pet Supplies category saw an increase in Spend and CPC for Sponsored Products quarter-over-quarter.

INCREASED COMPETITION AND BRAND SPEND

Brands should focus on ad effectiveness and differentiation. Brands might consider improving product descriptions, using high-quality images, or showcasing unique product features to stand out from the competition.

RISING COST-PER-CLICK (CPC)

Brands need to pay close attention to their ad efficiency. This could include focusing on improving ad relevancy, optimizing the quality score, and better targeting to maintain a competitive edge.

Maximize your commerce potential

We can help your business get a head start on the future.

[Book your demo](#)

AMAZON KEY TAKEAWAYS

Pet Supplies Category



Increased Brand Spend

Brand average daily spend has seen significant YoY and QoQ growth. This could be a sign of increased competition within the Pet Supplies category. For Q2 2023, the average daily spend is more than 18% higher than the same period in 2022.



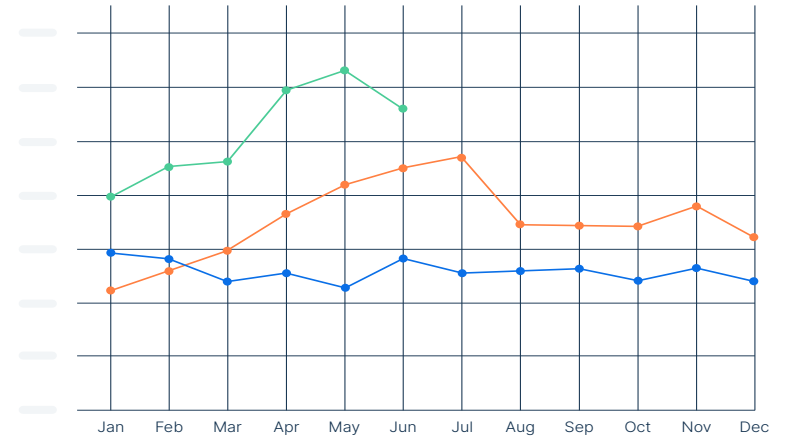
Discover new paths to powerful growth

Identify and improve your category commerce position.

[Book your demo](#)

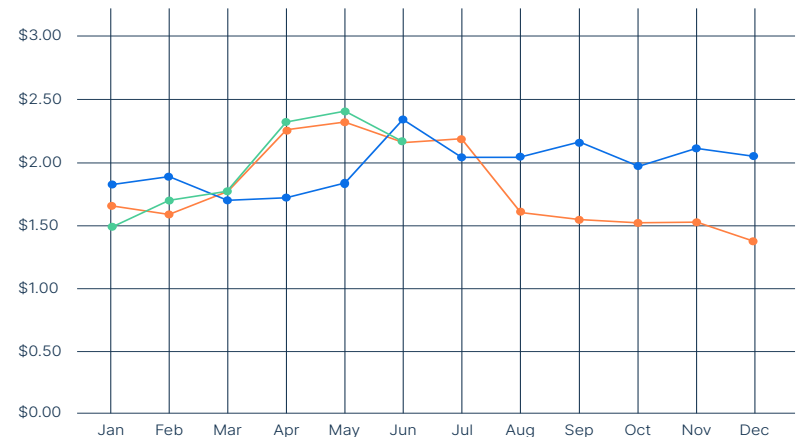
BRAND AVG DAILY SPEND

— 2021 — 2022 — 2023



COST-PER-CLICK (CPC)

— 2021 — 2022 — 2023



Pet Supplies Category



Return on Ad Spend (ROAS)

The ROAS is relatively stable YoY for Q2 but shows a slight decrease QoQ from Q1 2023 to Q2 2023. It's important for brands to be aware of this slight decline and adjust their strategies accordingly.



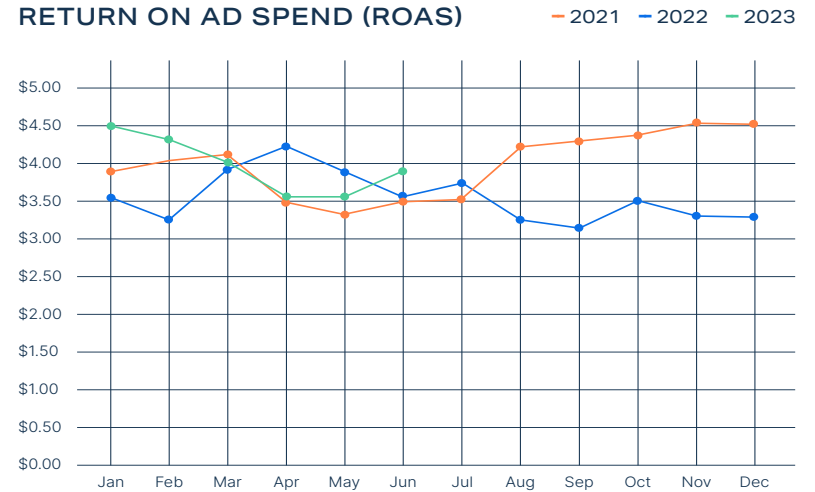
Conversion Rate (CVR)

The CVR for Q2 2023 has seen an improvement YoY and QoQ. The rising CVR, despite the increased ad spend and slightly decreased ROAS, indicates Amazon consumers are engaged and converting.

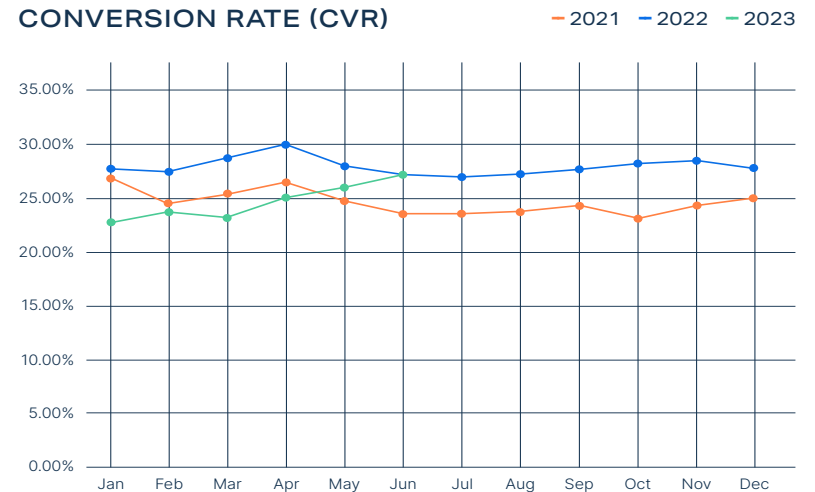
STAKE YOUR CLAIM IN THE MARKET

Identify and improve your category commerce position. [Learn More](#) →

RETURN ON AD SPEND (ROAS)



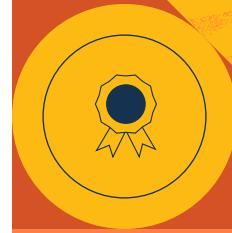
CONVERSION RATE (CVR)



About Pacvue

A commerce acceleration platform that empowers businesses to discover the most impactful opportunities, activate sales growth, and streamline daily operations. The platform turns insights into actionable recommendations by integrating retail media, commerce management & measurement.

[Book your demo](#)



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START SELLING MORE TODAY

Drive results with software for Amazon FBA & Walmart Connect sellers. Accelerate the growth of your business, brand or agency.

About Helium 10

A commerce suite of tools for entrepreneurs and businesses to manage and sell products, find keywords, identify trends, optimize listings, and more on Amazon & Walmart Connect. Helium 10 champions entrepreneurship at all stages with the playbook to build, grow and scale a meaningful and steadfast e-Commerce business.

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