

jumpshot presents

# Amazon vs Google: The Race to the Top

amazon

Google

## Methodology

Jumpshot studied anonymous consumer actions on mobile and desktop devices within 500 eCommerce sites and marketplaces in Q2 2018, analyzing visits and transactions for different brand categories across these sites.

Amazon is increasing focus on **search** and **sponsored placements**.

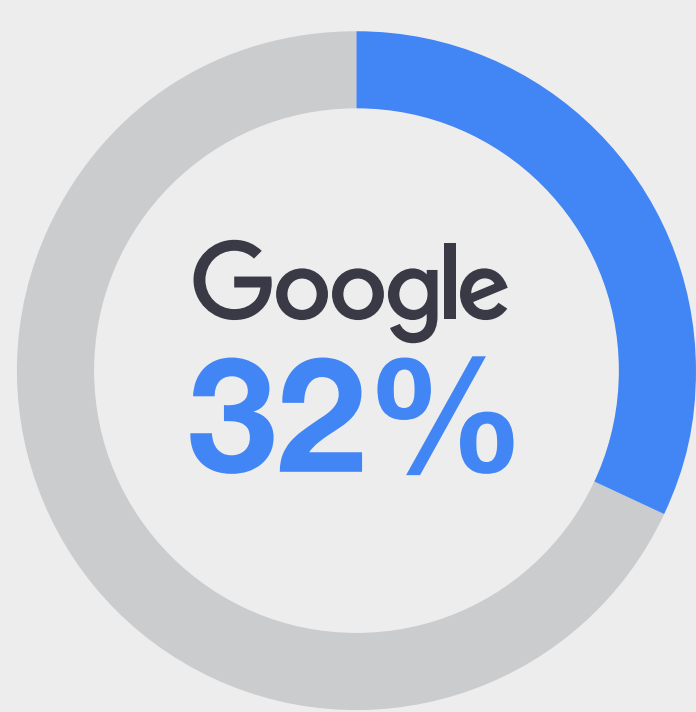
Amazon has overtaken Google in product search.



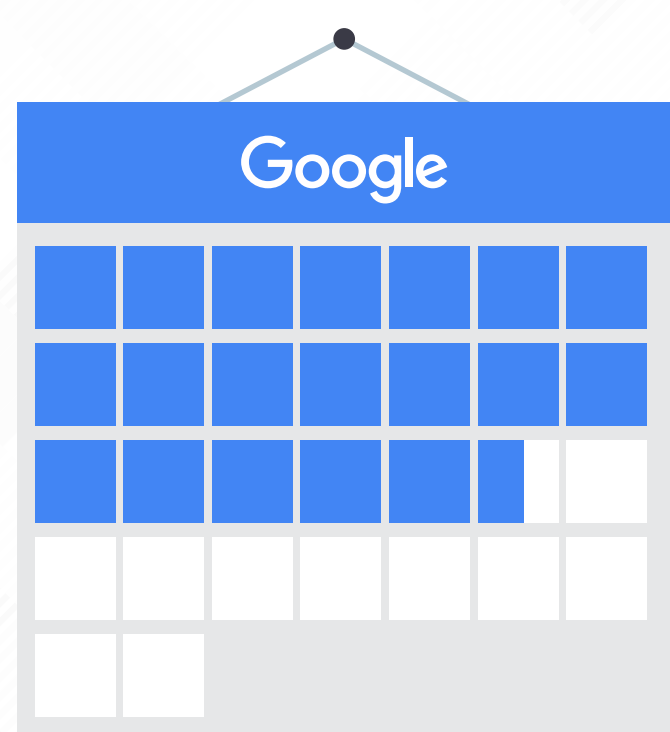
Almost **90%** of all product views on Amazon result from **searches** (not merchandising or ads).

Time to purchase from Amazon search is **longer** than from Google search.

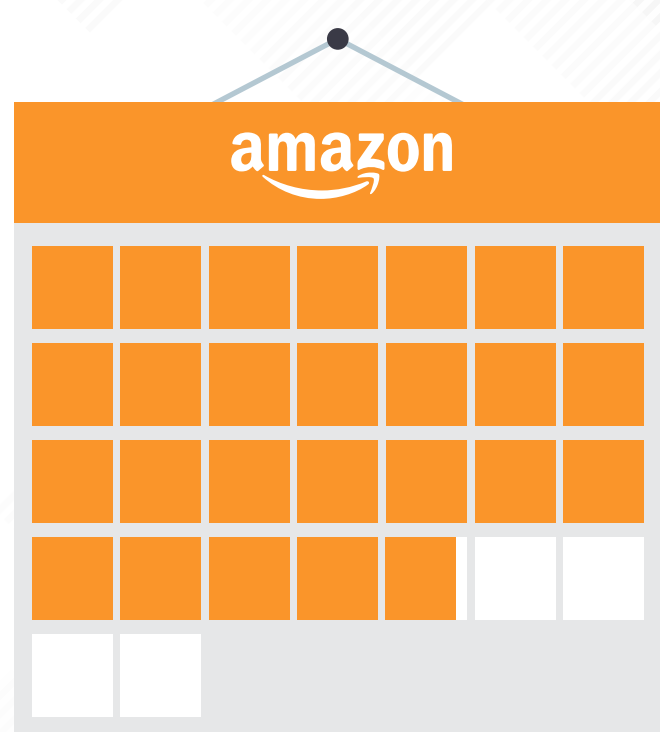
## Percent of Transactions within 5 Days



Across all categories...



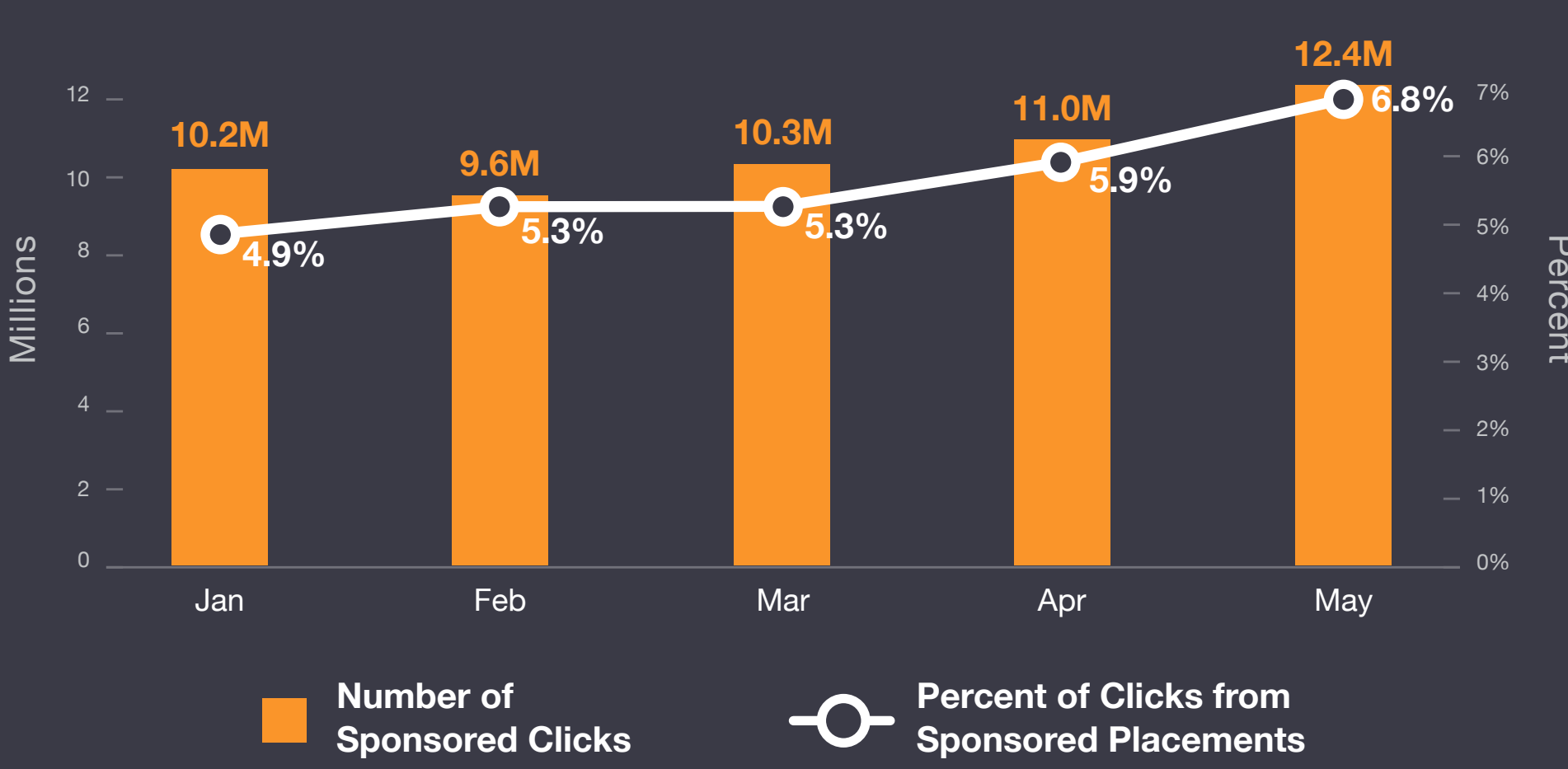
Google search averages **19.6 days** from search to purchase.



Amazon search averages **25.9 days** from search to purchase.

Amazon is increasing focus on **sponsored ads**.

## Amazon Product Views from Sponsored Placements



Sponsored listings only make up **6% of all product views** on Amazon.



However, clicks from sponsored placements have **increased 17%** in 2018.

Interested in more data? Download the full report at:

[jumpshot.com/proof](http://jumpshot.com/proof)

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Jumpshot is the only company that unlocks walled-garden data to empower marketers to target and expand their customer base. Our real-time, global panel of 100 million devices tracks 5 billion actions a day to deliver insights in online behavior from every consumer action.