

ADS POWERED BY AMAZON

You don't need to sell on Amazon to harness the power of the Amazon DSP platform

If your marketing mix includes **Google** and **Meta** Advertising but not **Amazon Advertising**, you could be missing out on opportunities.

Amazon is the 3rd largest digital ad platform. It's growing at a faster rate than Google and Meta.



THE BEST KEPT SECRET IN DIGITAL ADVERTISING

WHY AMAZON DSP?

FIRST-PARTY DATA

- \ Amazon holds nearly 40% of the entire US Retail Ecommerce Market
- \ The platform provides insights into what customers are buying, how often they are buying, and what types of products they are interested in
- \ Billions of data points allow advertisers to target highly relevant audiences at every stage of the funnel

SUPPLY SOURCES

- \ EXCLUSIVE: Amazon Owned & Operated (IMDB, Twitch, Kindle, Zappos, Prime Video, FireTV, Thursday Night Football)
- \ Amazon Publisher Services
- \ Third-Party Exchanges

REPORTING

- \ Amazon Marketing Cloud allows us to tie together traditionally walled datasets like Amazon DSP and external channels