

Amazon Ads advanced tool decision matrix

The advanced tool decision matrix can help you decide what Amazon Ads solution is right for your business between the Amazon Ads console, bulk operations, and Amazon Ads API solutions.

Advanced tool decision matrix				
	Amazon Advertising console	Bulk operations	Amazon Ads API (third-party partner)	Amazon Advertising API (direct integration)
Cost of adoption (cost of using each interface)	The Amazon Ads console is a free product; however, since campaign management is manual, it can be time consuming if you have several clients and campaigns to manage.	Bulk operations is a free product offered through the Amazon Ads console. Consider bulk operations if your company aims to scale campaign management and reporting without investing in direct Amazon Ads API integration, or working with a tool provider.	The Amazon Ads API is a free product offered by Amazon; however, cost of working with a partner can vary. These solutions may be one-time fee or subscription based on percentage of spend/revenue (or other). Fees may be tiered depending on your company's size and ad spend. Consider a partner if your company is looking to scale campaign management and reporting without a large up-front investment of a direct Amazon Ads API integration.	The Amazon Ads API is a free product offered by Amazon. Your cost of using Amazon Ads APIs will be dependent on the development resources you need to build and integrate it with your software. The benefits your company receives from the scale and insights an integration offers should outweigh the developer costs incurred in building a direct integration.
Ability to Automate (automate manual work, such as bidding or budget updates)	The Amazon Ads console is generally manual; however, there are automatic bidding and targeting strategies that you can use to streamline your campaign management.	Bulk operations enables you to leverage campaign performance using spreadsheet formulae and automation to manage campaigns at scale. Consider bulk operations if your technical resources have working knowledge of spreadsheets.	The Amazon Ads API enables partners to provide common automation tasks using campaign performance metrics. Consider a partner in the Amazon Ads partner directory that meets common automation needs.	Enables you to provide common automation tasks using campaign performance metrics. Consider the Amazon Ads API if you need to leverage proprietary advertiser metrics, or have advanced automation needs that are not covered by offerings of tool providers.
Campaign management (considerations for managing campaigns)	The Amazon Ads console contains all necessary campaign management tools required to manage your campaigns.	Bulk operations features are limited to campaign management. Information like bid recommendation insights, or recommended categories, are not available within bulk operations.	Partners have broad coverage of solutions ranging from end-to-end campaign management features to specific specializations such as bid recommendations and keyword optimizations. Consider partners which cover your needs for campaign management features.	Allows access to all Amazon Ads campaign management API features and insights (e.g. bid recommendations), allowing you to build for the functionality your business requires.

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	Amazon Advertising console	Bulk operations	Amazon Ads API (third-party partner)	Amazon Advertising API (direct integration)
Reporting (considerations for reporting requirements)	Reporting is available through the Amazon Ads console. Report types are available in Amazon Ads console or as downloadable files, and include: campaign performance, keyword/ targeting performance, search term reporting, etc	Bulk operations shows advertiser performance metrics; however, reports like placement and search term are not supported within bulk operations.	The Amazon Ads API offers programmatic access to reporting capabilities without the need to manually create reports in the Amazon Ads console or bulk operations. Consider a partner to cover your specific reporting needs (e.g. cross-channel reporting). Different software integrations may have different feature sets.	Allows access all reporting capabilities that are available in the Amazon Ads console programmatically without the need to manually create reports.
Timeliness (speed of Campaign updates)	Updates to campaigns in the Amazon Ads console require manual work and can be time consuming if you have several brands/clients and campaigns to manage. Consider using the Amazon Ads console if you have a small number of campaigns and do not require automated updates.	Bulk operations involve manual spreadsheet work, but is faster than managing campaigns individually in the Amazon Ads console. Consider bulk operations if your company needs to manage campaigns at scale but not in near real-time.	The Amazon Ads API enables automation to make near real-time decisions based on campaign performance and does not involve any manual work. Consider using a partner that offers automated campaign management if you need to manage performance and if you need near real-time updates. Note, some partners may have solutions that require manual work.	The Amazon Ads API enables automation to make near real-time decisions based on campaign performance and does not involve any manual work. There are some ongoing technical needs as the Amazon Ads API changes, and new functionality is added.
Leverage advertising Insights (using advertiser metrics to make decisions)	You may leverage advertiser metrics to make changes to your campaigns; however, there is no mechanism to do so programmatically within the Amazon Ads console.	Using bulk operations, you can download campaign performance metrics as a spreadsheet and use advertiser metrics offline for analysis before updating or creating campaigns at scale.	The Amazon Ads API enables automation to make decisions based on campaign performance metrics and advertiser metrics at scale. Consider a partner if sharing the proprietary advertiser metrics with the partner is not a concern.	Direct integration with the Amazon Ads API allows you to combine campaign performance metrics with advertiser metrics and tools to manage campaigns at scale programmatically without having to share proprietary advertiser metrics externally
Technical Capabilities (maintain and fund technical resources)	Technical resources are not required to use the Amazon Ads console.	A working knowledge of spreadsheet formulae and advanced expertise in spreadsheet automation is recommended.	Technical resources are not required; however, you may need to integrate with a partner.	Developers are required to build and maintain an Amazon Ads API integration.