

Prime Video ads signals on AMC



Prime Video ads (PVA) signals are now available on Amazon Marketing Cloud (AMC). With the addition of PVA signals on AMC, advertisers can measure a more holistic impact of their Prime Video ads campaign investments and overall media strategy, perform more comprehensive cross-media custom attribution and obtain a deeper understanding of their customer journey.

Which PVA signals are now available on AMC?

PVA signals including impression events, segment decoration, view events, and user IDs are flowing into AMC by default as part of DSP traffic events. AMC users can access these signals with associated user_id within dsp_impressions dataset with PVA as a new supply_source_id. AMC users will also be able to see decorated DSP impression data with segment ids in the datasets: dsp_impressions_by_user_segments and dsp_impressions_by_matched_segments. Additionally, all PVA view events will be available in the dsp_views dataset.

What are the main use cases enabled?

Path to purchase

Understand what combination of different media channels (PVA, STV etc.) are most effective in driving conversions



Incremental Reach analysis

Analyze how much additional reach/new users Prime Video ads provide compared to other ad types

Custom attribution

Measure how a PVA campaign contributes to a conversion when credit is evenly split across all touchpoints- not just last touch

Discover Prime Video ads signals today