

Introduction to Amazon ad tech activation partners

**Discover how your business
may benefit from working
with an Amazon ad tech
activation partner**



- 1** Current landscape and customer needs
- 2** Introducing Amazon ad tech activation partners
- 3** Use cases and success stories
- 4** Next steps and FAQs

Customer Needs

Customers new to Amazon DSP may need the following

1

Help getting started

For customers who do not meet minimum spend thresholds required to obtain their own Amazon DSP seat

2

Onboarding and training support

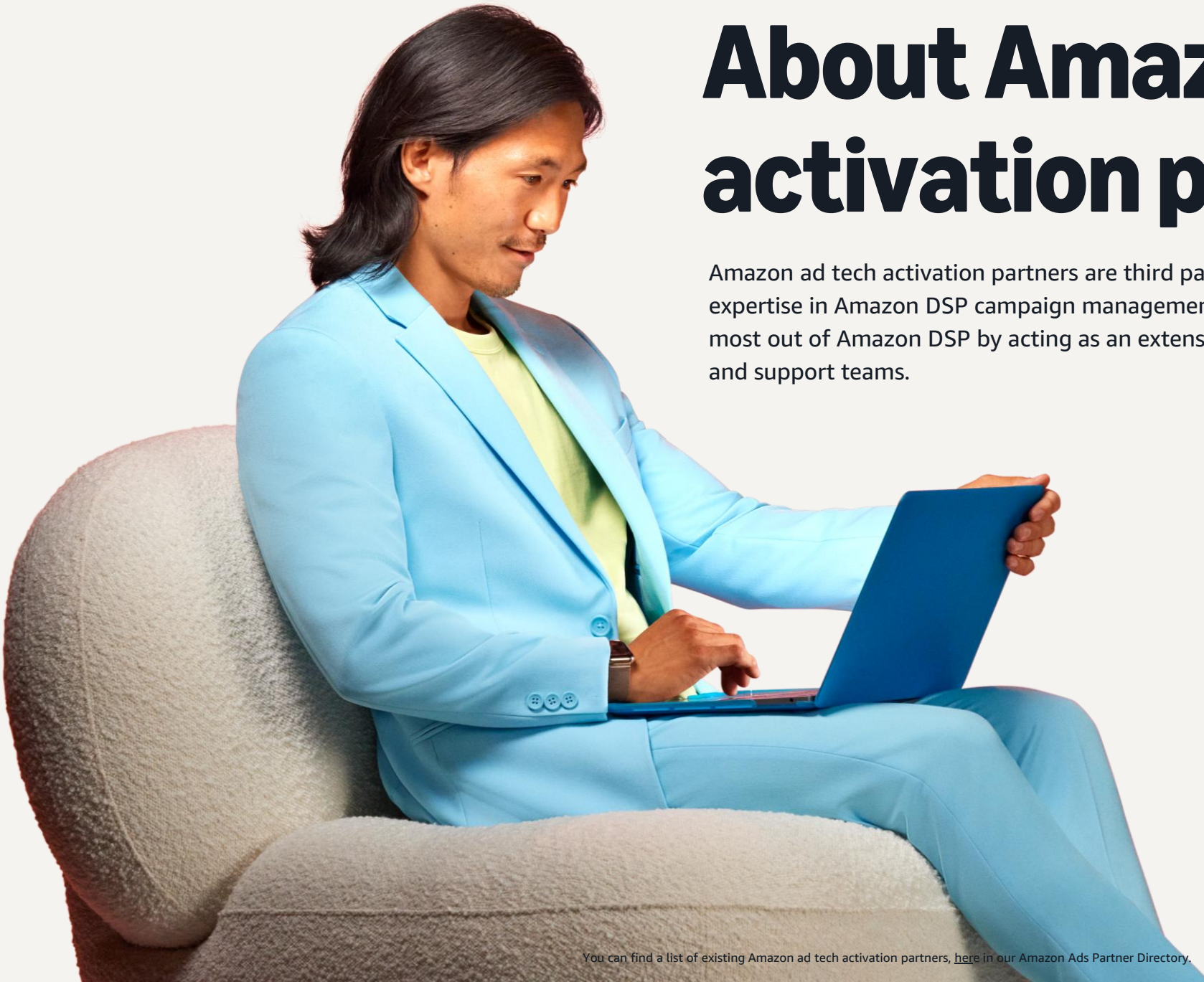
Setting up Amazon DSP accounts and learning best practices required to plan, execute and optimize Amazon DSP campaigns

3

Ongoing expertise and guidance

Expert guidance to help managing, optimize and report on Amazon DSP campaign performance

Introducing Amazon ad tech activation partners

A man with long dark hair, wearing a light blue suit jacket over a lime green shirt, is sitting in a grey armchair. He is looking down at a laptop on his lap, with his hands on the keyboard. The background is plain white.

About Amazon ad tech activation partners

Amazon ad tech activation partners are third party partners who have expertise in Amazon DSP campaign management. They can help you get the most out of Amazon DSP by acting as an extension of Amazon DSP's sales and support teams.

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You can find a list of existing Amazon ad tech activation partners, [here](#) in our Amazon Ads Partner Directory.

All Amazon ad tech activation partners provide the following benefits:

1

Help getting started

Account creation and ownership provided to the requesting customer, through activation partner's Amazon DSP seat

2

Onboarding support and training

Account setup (instance and technical) & internal training for the requesting customer

3

Ongoing expertise and guidance

Guidance on best practices and new feature release training

Amazon ad tech activation partners also offer value added services

1

**Measurement and
reporting tools
and support**

2

**Campaign
management and
optimization
tools**

3

**Other ad tech and
martech**

Use cases and success stories

Primary use cases enabled through Amazon ad tech activation partners

1

**Access
Amazon DSP**

2

**Onboard to
Amazon DSP**

3

**Obtain ongoing
Amazon DSP
support**

4

**Measure/
report on
Amazon DSP**

Optional, value added
services provided by
activation partners

5

**Manage and
optimize Amazon
DSP campaigns**

Optional, value added services
provided by activation
partners

Case study: Kia and Revive

For many people, buying a car is a major purchase that requires careful decision-making, which is why researching the best vehicle that fits shoppers' needs is a critical part of their shopping journey.



Challenge

To reach new, relevant audiences online at scale, Kia Country of Savannah wanted to refine their advertising approach to drive connections with local car buyers throughout the shopping journey.

Solution

Kia teamed up with Amazon ad tech activation partner, Revive, to build a marketing strategy to help Amazon DSP and Streaming TV ads build brand awareness and drive prospective local car buyers toward the dealership's website.

Goals

Kia aimed to meet a display ad click-through-rate (CTR) of their brand's 0.1% benchmark, a video completion rate of more than 98%, while minimizing their cost per landing page views.

Case study: Kia and Revive

Results

98%

video completion
rate on Streaming
TV placements

120%

Increase in click-
through-rate

Maintained

Cost per landing
page goal



SPORTS RESEARCH boosts launch through **signal collaboration**

Challenge

When launching their new Hydrate product, Sports Research and their commerce platform partner, Pacvue, faced a key challenge: how to uncover and access the most effective premium inventory across numerous streaming TV (STV) supply options, while maintaining cost efficiency at scale.

Solution

Through a signal-enhanced STV deal on Amazon DSP, Sports Research overlaid their custom AMC audiences with the broadcaster's unique content signals to create a highly efficient campaign strategy that helped exceed performance benchmarks.



1.8X

Uplift on on-target reach

51%


More cost-efficient in reaching desire users

43%

More impressions delivered vs. control

Next steps and FAQs

Steps to get started



Reach out to an Amazon ad tech activation partner

[Click here](#) for a current list in our Amazon Ads partner directory

Meet with the activation partner

Understand service models and negotiate terms

Complete Amazon DSP certifications

[Click here](#) to access certifications for help getting up to speed on the product

Your Amazon DSP account is created

Your activation partner will create your company's account on your behalf

Begin onboarding

Your activation partner will begin technical account set up and onboarding training

Frequently asked questions

1. What is an Amazon ad tech activation partner?

Amazon ad tech activation partners are third party partners who are vetted by Amazon Ads who have expertise in Amazon DSP campaign management. Amazon Ads works with resellers to teach agencies, advertising solution providers and advertisers how to use Amazon DSP, as well as get the most out of it.

2. How do I become an Amazon ad tech activation partner?

To become a reseller, you must demonstrate technical proficiency, strong Amazon DSP performance over multiple years, ability to offer AMC support, and ability to offer additional services such as SaaS, tech, or 3P tech support. You must also demonstrate the ability to grow and retain customers over time. If you meet this performance bar, you must then pass Amazon Ads' security bar, which includes a full audit of their information security processes and procedures.



Frequently asked questions

3. Where can I learn more about Amazon ad tech activation partners?

Check out our [Amazon Ads Partner Directory](#), where you can find a list of all Amazon ad tech activation partners by selecting “Resale” under the “Services” category (Figure 1), and “Amazon DSP” under the product category on the left-hand navigation (Figure 2). When clicking through to a partner’s directory listing, look for the AdTech reseller badge on the right-hand side of the directory listing page (Figure 3).

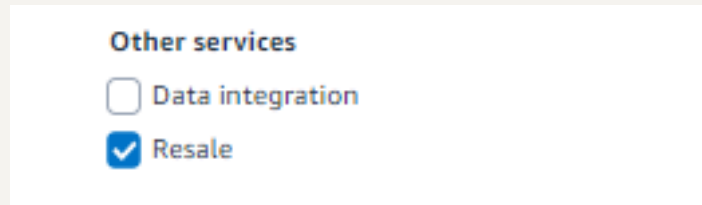


Figure 1

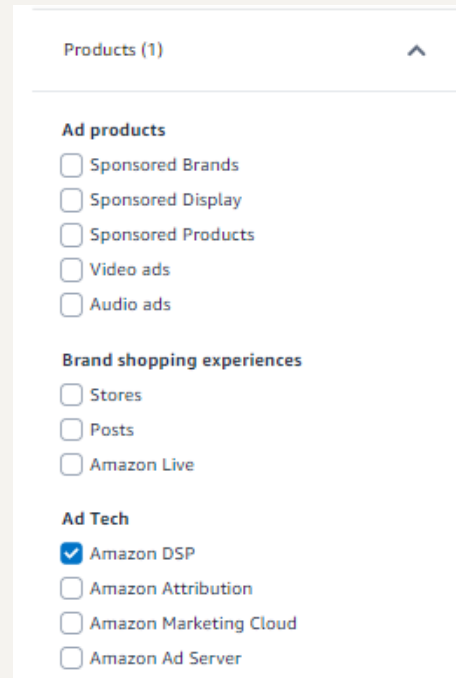


Figure 2

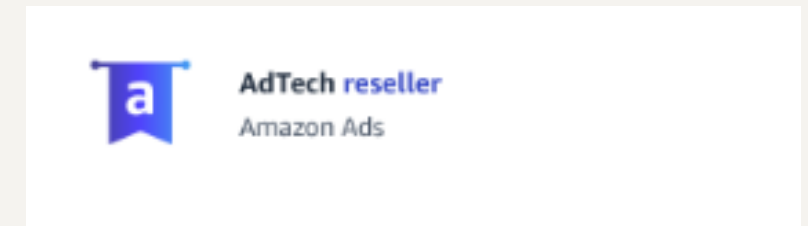


Figure 3

Frequently asked questions

4. How do I know which Amazon DSP campaign management model is right for my business?

We’ve created a comparison table to help you better understand your options, based on your business’s need.

	Customer Need			
	I want to outsource Amazon DSP campaign management		I want to manage my own Amazon DSP campaigns	I want some help managing my Amazon DSP campaigns
Solution:	Amazon-managed	Agency-managed	Self-managed with ad tech activation partner guidance	Hybrid with ad tech activation partner guidance
Description	Amazon manages Amazon DSP campaigns on behalf of a customer	Third party agency manages campaigns on behalf of another customer	Customer manages their own Amazon DSP campaigns through Amazon's self-service console	Amazon ad tech activation partner helps customer onboard, get trained, and helps manage campaigns
Customer Benefit	Amazon provides expertise in delivering on campaign KPIs	Partner provides expertise in delivering on campaign KPIs	DSP access, ad tech activation partner provides customer support & training	Ad tech activation partner provides expertise in delivering on campaign KPIs DSP access, ad tech activation partner provides customer support & training
Minimum Amazon DSP campaign spend	\$50k	Some have no minimum spends, some have variable minimum spends	No minimum	Some have no minimum spends, some have variable minimum spends
How to get started	Request Amazon Ads managed-service	View partners offering campaign management services	View ad tech activation partners	View ad tech activation partners
Amazon DSP seat	Run in an Amazon internal seat, customer does not have access	Customer uses agency's Amazon DSP seat	Customer uses their own Amazon DSP seat, licensed by ad tech activation partner	Customer uses their own Amazon DSP seat, licensed by ad tech activation partner
Partner fees	15% service fee	15% of media spend	2-5% of media spend	15% of media spend
Amazon fees	10% Amazon DSP platform fee	7-10% Amazon DSP platform fee if customer uses Amazon DSP through an activation partner's seat, 10% if customer has their own Amazon DSP seat	7-10% of media spend for Amazon DSP platform through activation partner (fee varies by partner)	7-10% Amazon DSP platform fee (fee varies by partner)
Total fees	25%	22-25%	9-15% of media spend	22-25%



Questions?