

# Amazon DSP campaign management decisioning guide

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:	Option 1: Amazon-managed	Option 2: Agency-managed	Self-managed through activation partner	Self managed with 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 Amazons 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	Customer can manage their Amazon DSP campaigns through a self service console	Activation partner provides expertise in delivering on campaign KPIS
			DSP access, DSP account, activation partner provides customer support & training	DSP access, DSP account, reseller provides customer support & training  Expertise in delivering on campaign KPIS
Minimum Amazon DSP campaign spend	\$50k	Some have no minimum spends, some have variable minimum spends	No minimum	No minimum
How to get started	<a href="#">Request Amazon Ads managed-service</a>	<a href="#">View partners offering campaign management services</a>	<a href="#">View activation partners</a>	<a href="#">View activation partners</a>
Amazon DSP seat	Run in an Amazon internal seat, customer does not have access	Customer uses activation partner's Amazon DSP seat	Customer uses activation partner's Amazon DSP seat	Partner uses activation partner's Amazon DSP seat
Partner fees	15% service fee	15% of media spend	3-5% 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%