

The new Amazon DSP experience

Faster workflows, better tools, smarter insights

SEPTEMBER 2024

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Introduction and partnership

Boosting your productivity and performance

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Faster campaign creation

Understanding new launches to simplify your workflows

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Understanding new launches to optimize performance

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Smarter insights

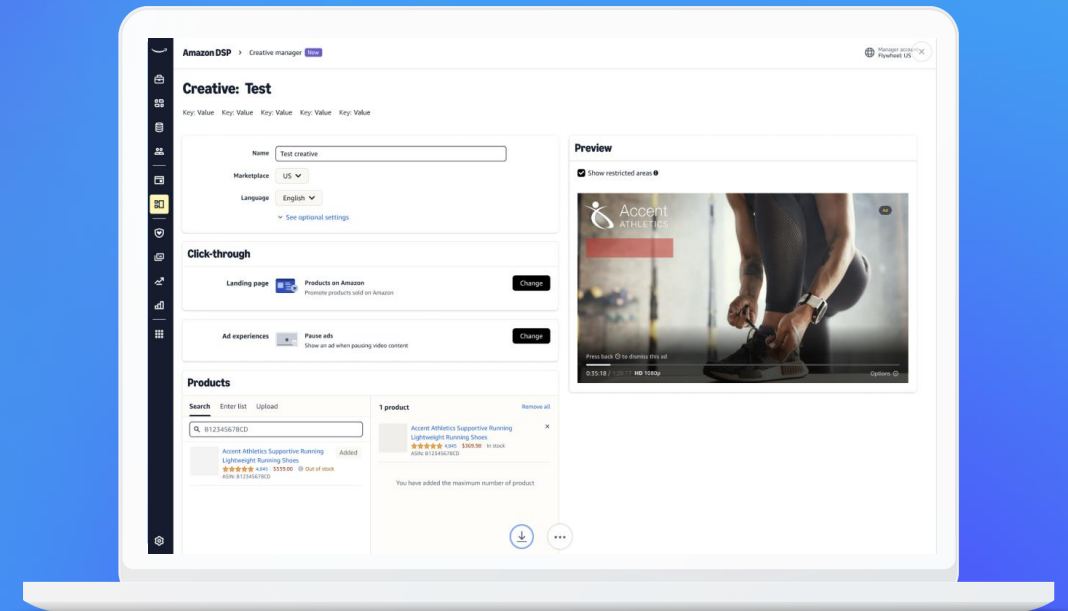
Understanding new launches to gain deeper analysis

05

Roadmap and key takeaways

Stay ahead of what's coming

Agenda



Look familiar?



Growing pains of campaign management: you're not alone

Manual tasks

Slowing you down instead of
speeding you up

12hr

*per week wasted on
manual and time-
consuming tasks*

Fragmented tools

Distracted by complexity and
stealing your focus

60%

*of teams struggle with
fragmented tools and
data silos*

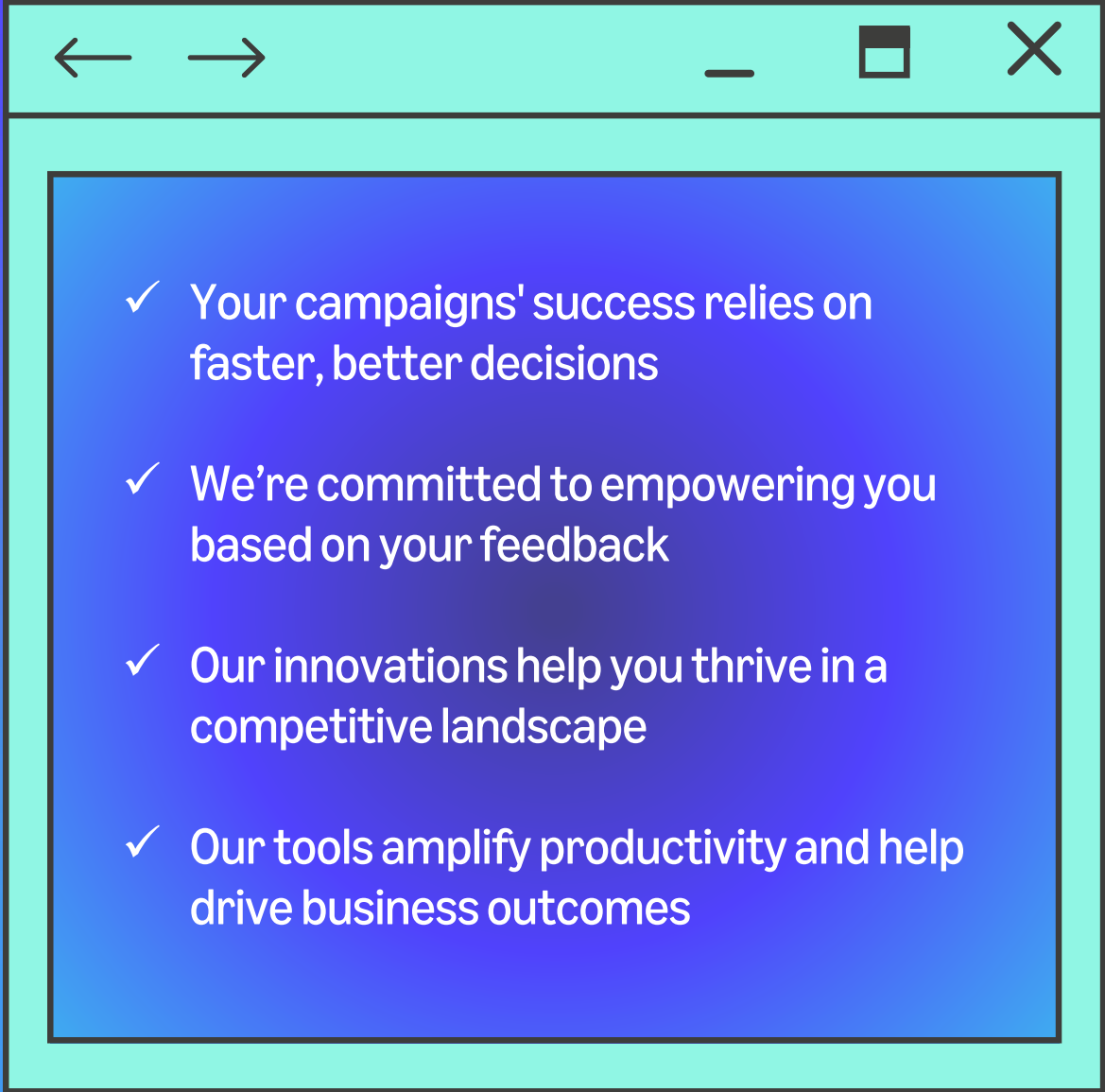
Missed opportunities

Valuable insights often hidden in
plain sight

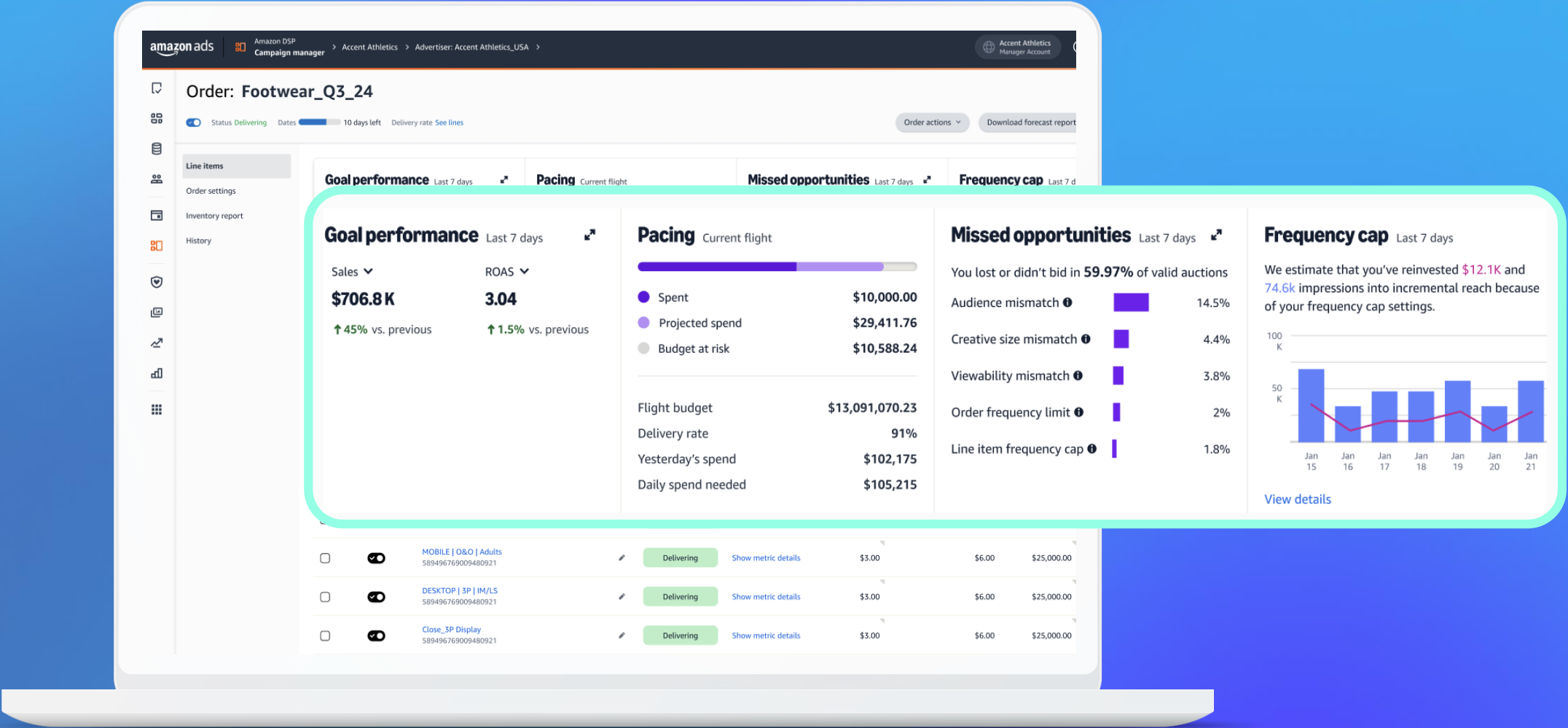
147

*data feeds daily lead to
overwhelming
information
management*

Why we reimagined the Amazon DSP: partnering for your success

- 
- ✓ Your campaigns' success relies on faster, better decisions
 - ✓ We're committed to empowering you based on your feedback
 - ✓ Our innovations help you thrive in a competitive landscape
 - ✓ Our tools amplify productivity and help drive business outcomes

Introducing the new Amazon DSP experience



Insight cards on the order line items page

Simplifying your campaign management cycle

1. Faster campaign creation

Utilize industry-standard format templates for quick and easy campaign and creative setup



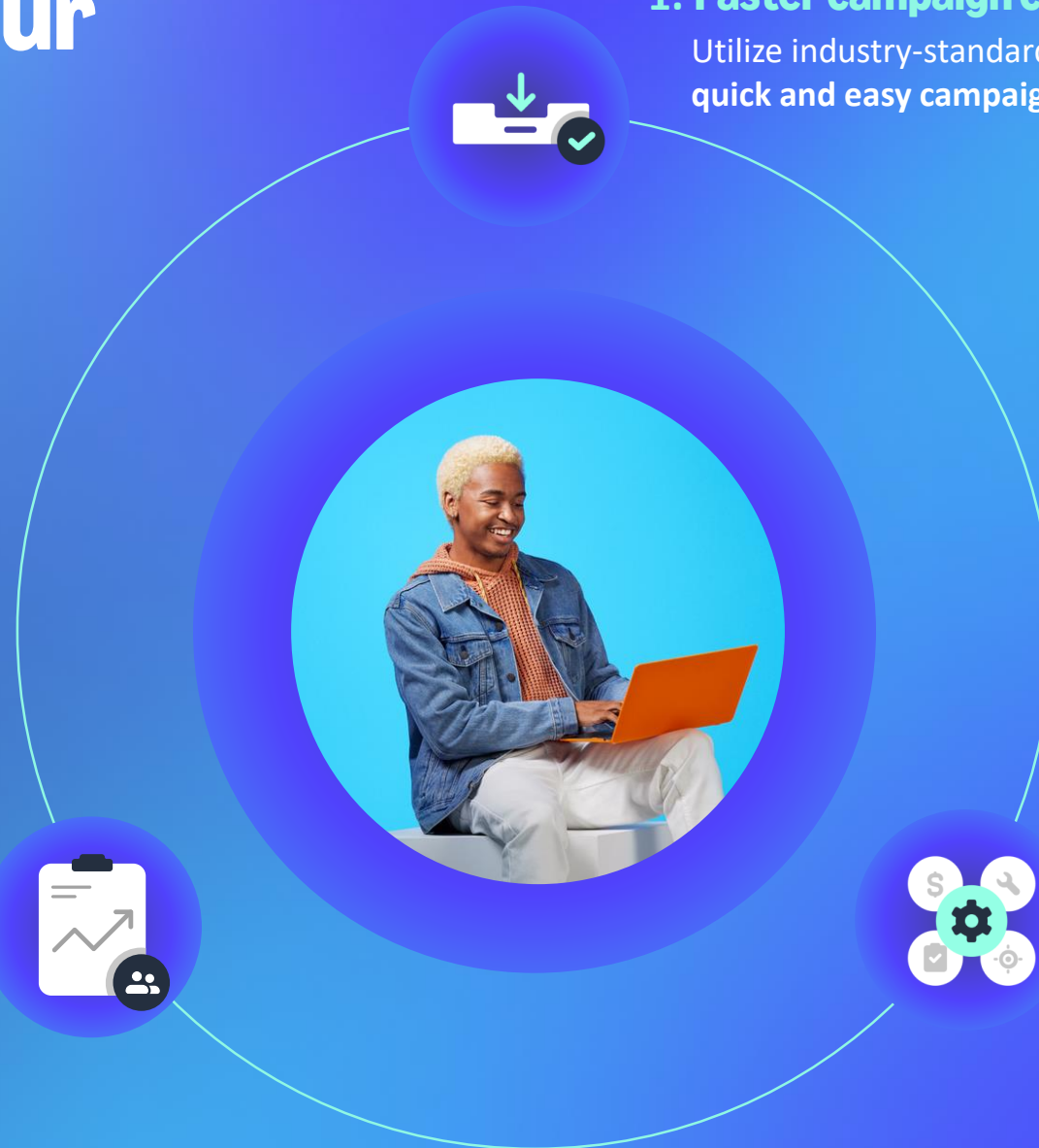
2. Better campaign optimization

Leverage new optimization tools for scalable adjustments and troubleshooting



3. Smarter insights

Use our Campaign management hub* and other capabilities to gain deeper insights for data-driven decision making



Discover what is new in the Amazon DSP experience



= features launching for Unboxed, while the rest of these features launched earlier this year.
*The Campaign management hub, launching in 2025, is an evolved version of the Campaign health overview page.

Gaining momentum: proven success

75%

Faster campaign creation

faster campaign builds with **consolidated display line items**—surpassing legacy setup processes

21%

Better campaign optimization

increase in incremental reach and up to 26% of campaign budgets can be saved and reinvested when using **frequency controls**

68%

Smarter insights

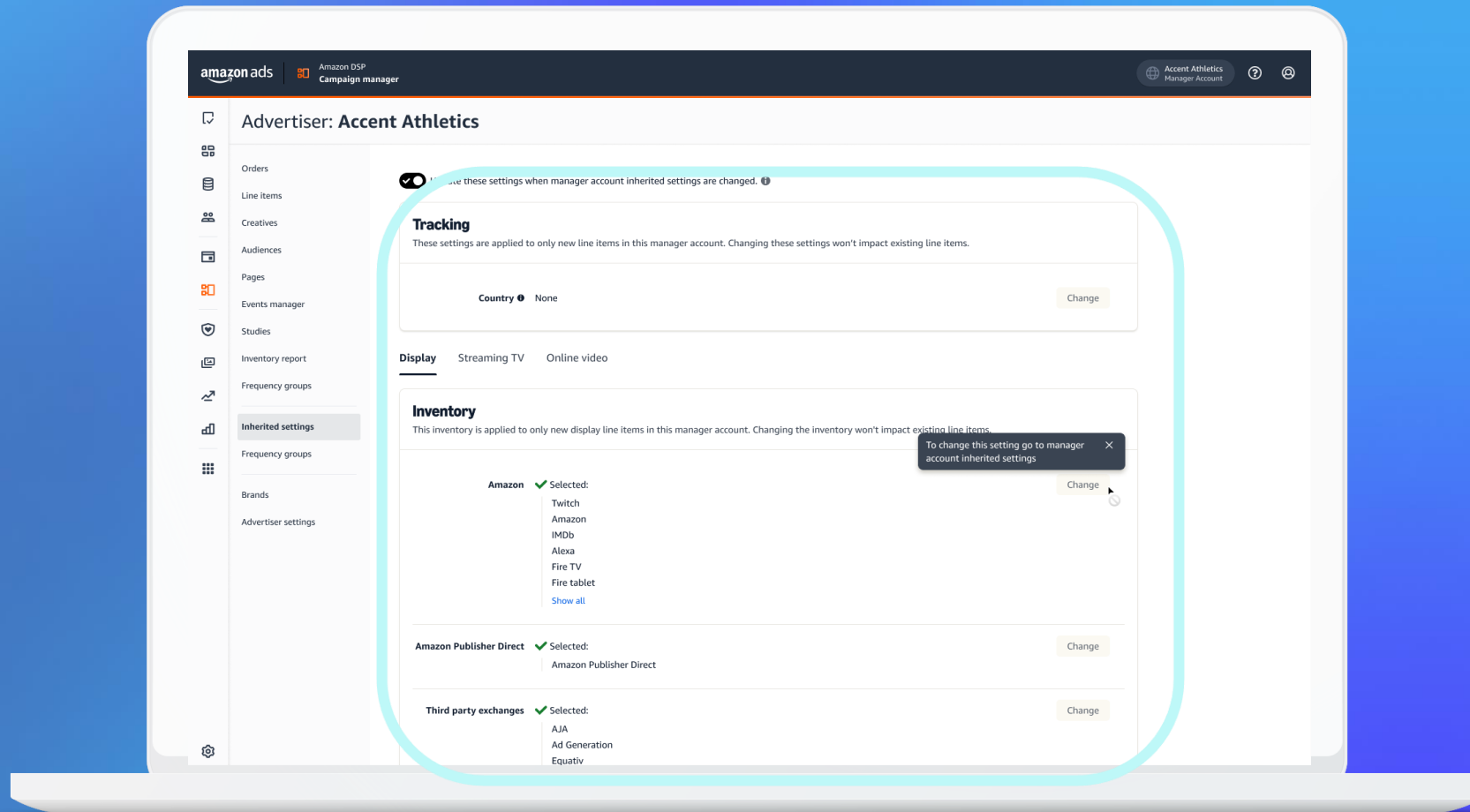
increase in ROAS with **pacing alerts and recommendations**

1

Faster campaign creation: simplifying workflows and reducing complexity

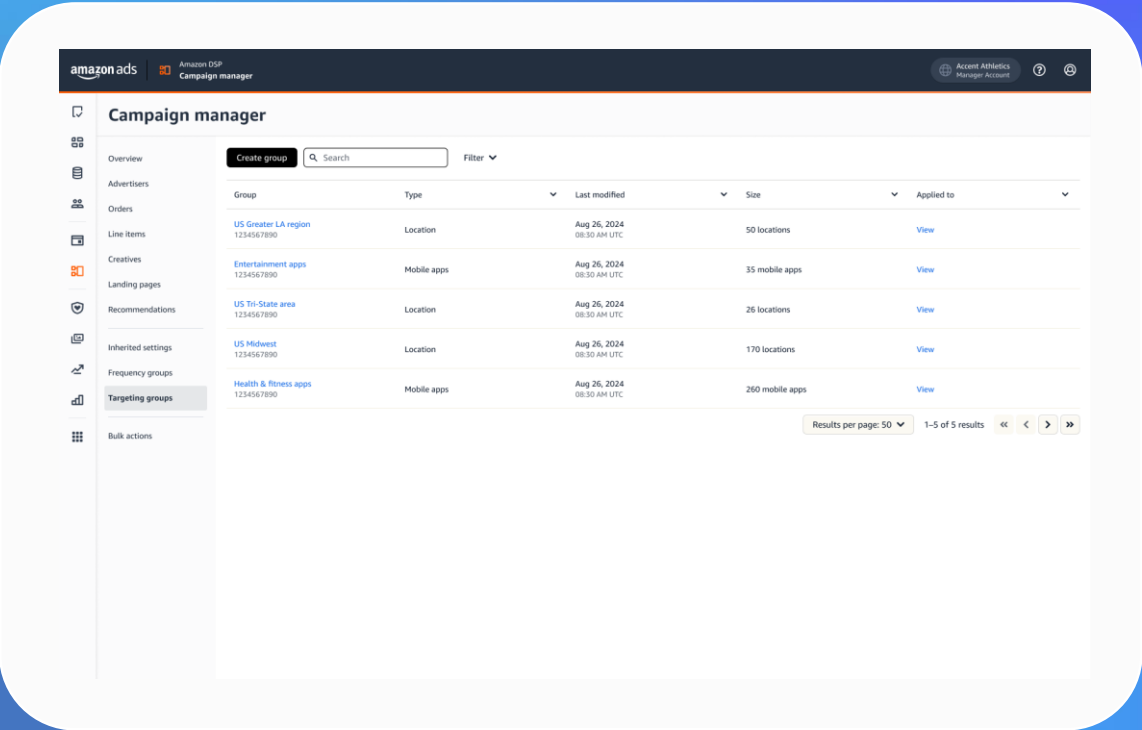
Accelerate automatic campaign creation with inherited settings

Scale efforts and reduce errors by reusing campaign settings

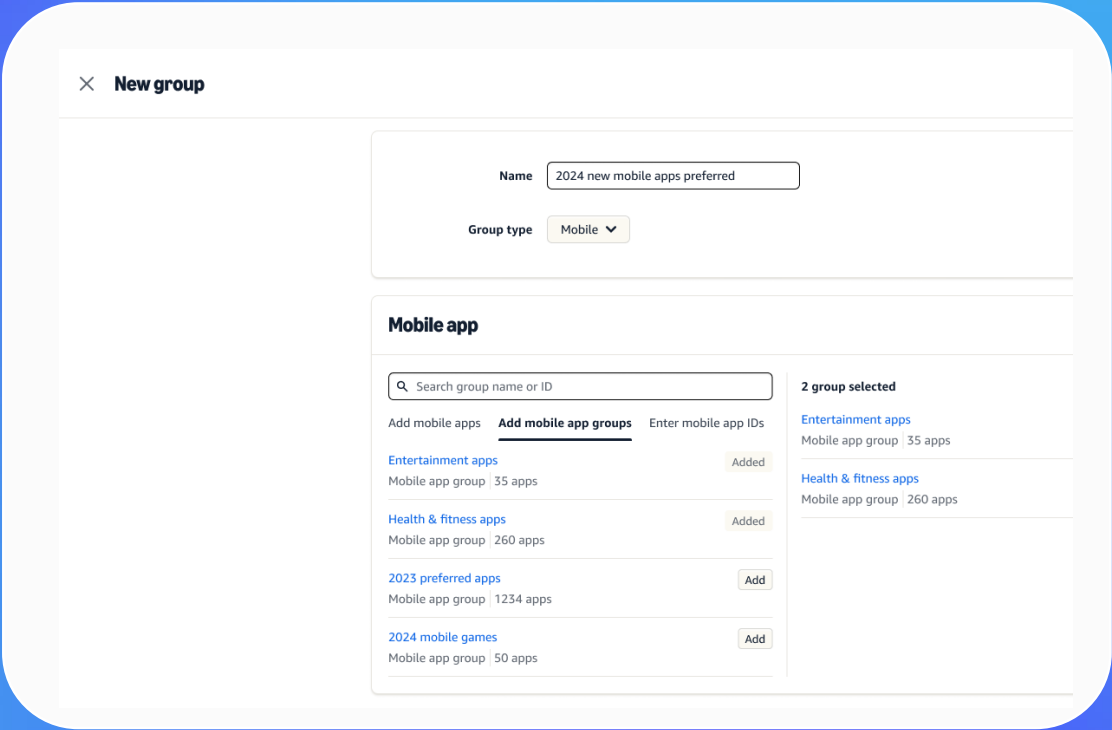


Streamline campaign setup with saved groups (targeting groups)

Streamline campaign creation with pre-saved audience and targeting groups



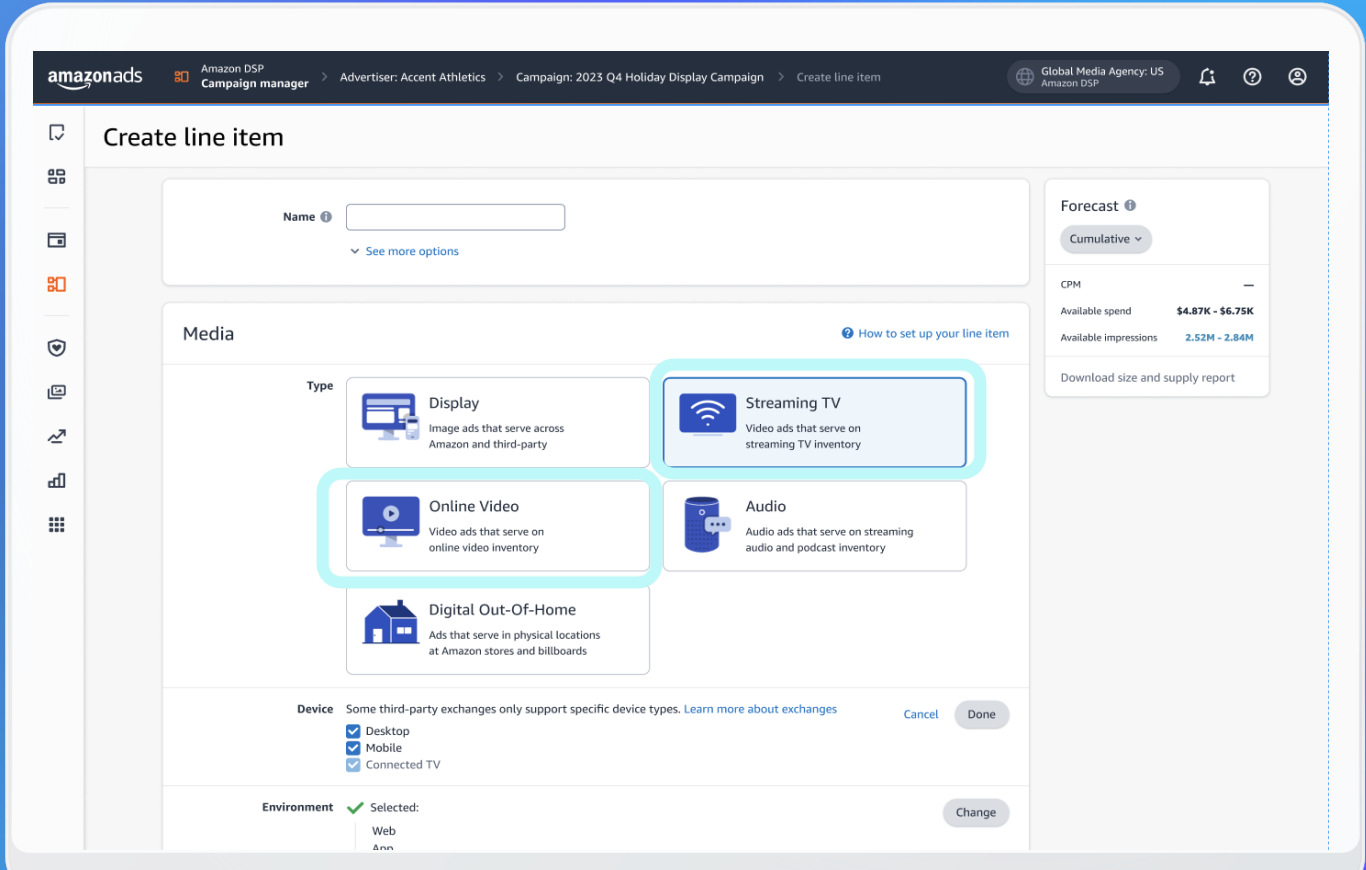
Targeting groups main screen



Creating a new targeting group

Simplify video campaign creation with enhanced OLV and STV campaign set up

Gain more control and reduce setup errors with clear inventory types and targeting options



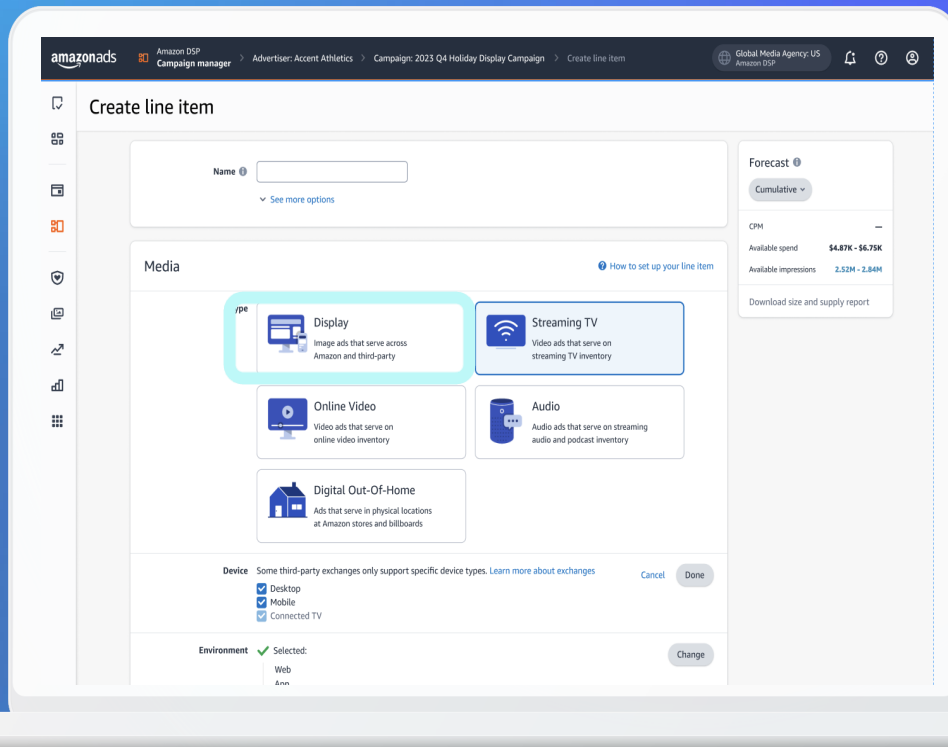
The screenshot displays the 'Create line item' interface in the Amazon DSP Campaign Manager. The breadcrumb trail at the top indicates the path: Amazon DSP Campaign manager > Advertiser: Accent Athletics > Campaign: 2023 Q4 Holiday Display Campaign > Create line item. The user is logged in as 'Global Media Agency: US'.

The main section is titled 'Create line item' and contains a 'Name' field with a 'See more options' link. Below this is the 'Media' section, which includes a 'Type' dropdown and a grid of media type options: Display, Streaming TV, Online Video, Audio, and Digital Out-Of-Home. The 'Streaming TV' and 'Online Video' options are highlighted with red boxes. The 'Device' section shows 'Some third-party exchanges only support specific device types. Learn more about exchanges' with 'Desktop', 'Mobile', and 'Connected TV' selected. The 'Environment' section shows 'Selected: Web'.

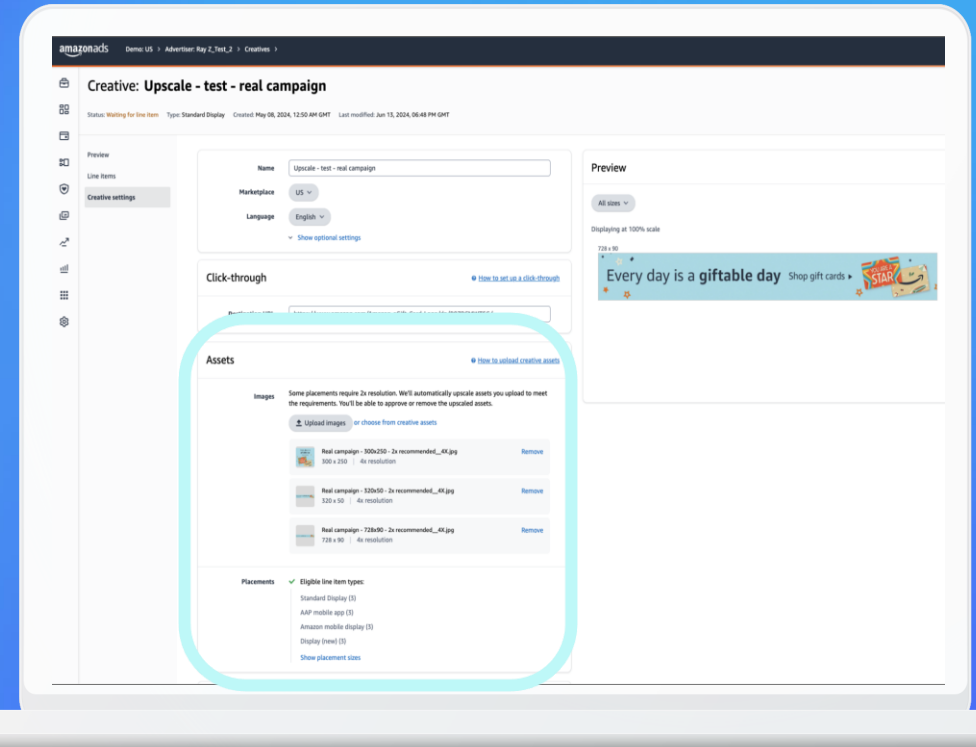
The 'Forecast' sidebar on the right shows 'Cumulative' as the selected forecast type. It displays 'CPM' as a dash, 'Available spend' as '\$4.87K - \$6.75K', and 'Available impressions' as '2.52M - 2.84M'. A link to 'Download size and supply report' is also present.

Simplify campaign creation by using the consolidated display line item (ad group)

Combine legacy display types into one "Display" line item (ad group)



Display consolidation



Creative consolidation

Extra campaign build features

1

Expand your reach with global campaign buying

Manage campaigns across multiple countries under a single entity

2

Leverage language preferences

Enhance usability selecting your preferred language across campaigns

3

Enable currency preferences

Streamline budget and reporting by selecting currencies across campaigns

4

Reduced latency

Experience faster response times and improved performance with optimized system efficiency

5

Reactivate campaigns with 5-Day restart

Restart paused or ended campaigns up to 6 months later

2

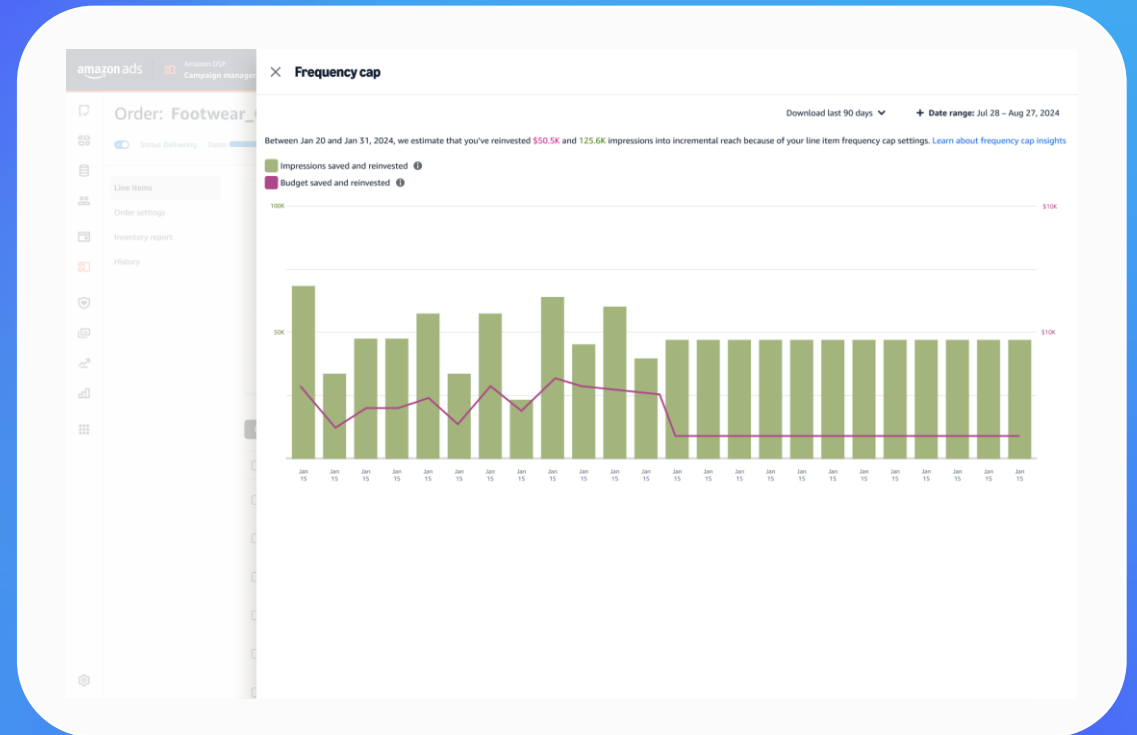
**Better campaign optimization:
enhance campaign performance
with better tools**

Streamline frequency management with frequency controls

Take control of ad frequency with advertiser frequency caps, household frequency caps and valuable frequency cap insights

The screenshot shows the 'Create order' page in the Amazon Ads console. The 'Frequency' section is highlighted with a red box. It includes a checkbox for 'Limit the number of times a shopper can see ads in this order', which is checked. Below this, there are fields for 'Don't show ads more than' (set to 5), 'times per' (set to 1), 'days' (set to 1), and 'times per' (set to household). The 'Frequency group' section is also visible, with a checkbox for 'Add this order to a frequency group'.

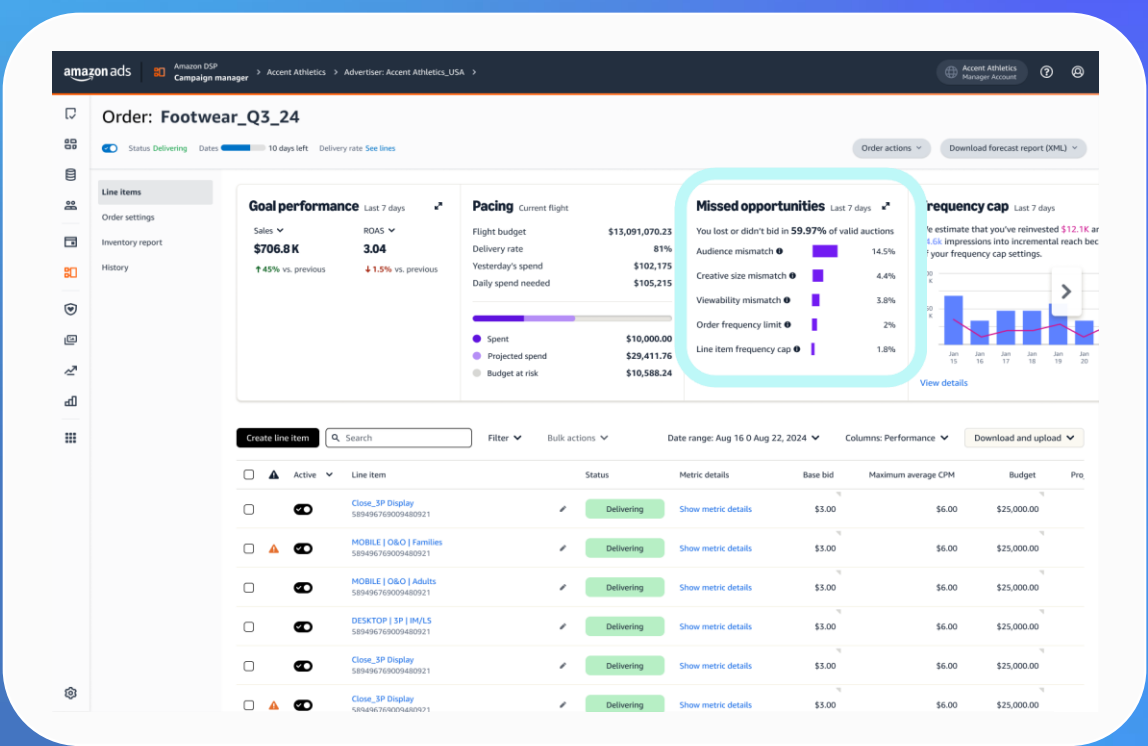
Household frequency caps



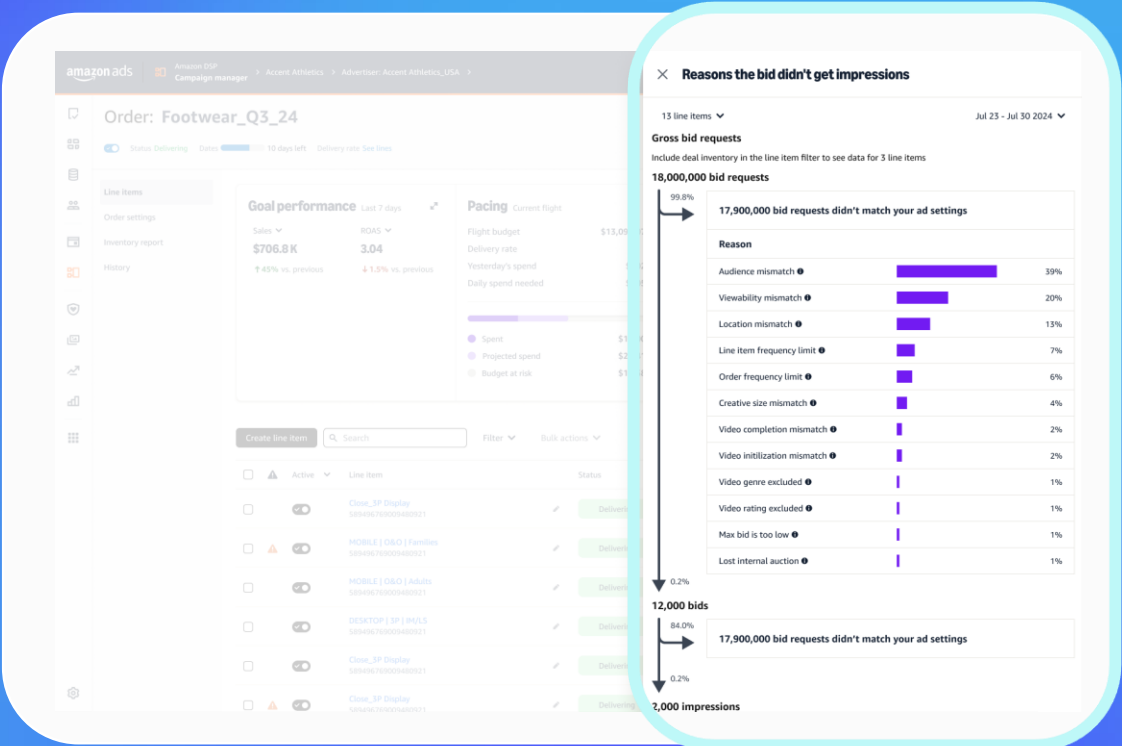
Frequency cap insights

Diagnose and resolve campaign issues with troubleshooting tools

Streamline campaign troubleshooting and optimization with a dedicated troubleshooting funnel, expanded video metrics, and in-depth inventory analysis



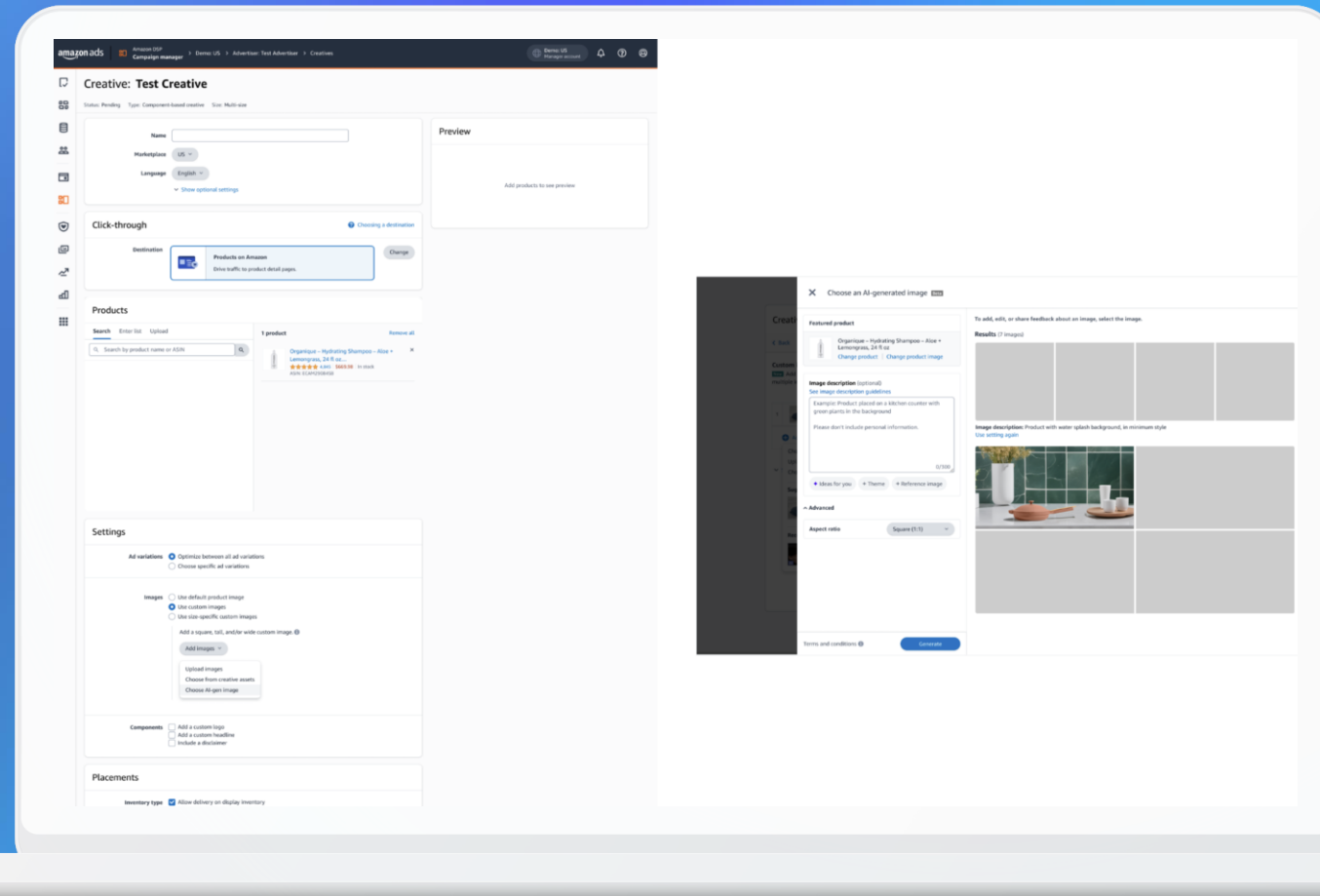
Line item page showing Missed Opportunities card



Clicking the expand button on the Missed Opportunities card reveals the complete troubleshooting funnel

Reach a wider audience on high-impact placements with generative AI assets

Leverage AI to automatically upscale your assets without additional work



Reach the right customers through tailored Performance+ tactics

Leverage prospecting, remarketing, and retention tactics across the customer journey to drive action on Amazon.com and your website

amazon ads

Amazon DSP Campaign manager

Accent Athletics

Advertiser: Accent Athletics_USA

Order: Footwear_Q3_24

Status: Delivering

Dates: 10 days left

Delivery rate: See lines

Line items

Order settings

Inventory report

History

Goal performance

Last 7 days

Sales: \$706.8 K

ROAS: 3.04

↑ 45% vs. previous

↓ 1.5% vs. previous

Pacing

Current flight

Flight budget

Delivery rate

Yesterday's spend

Daily spend needed

Spent

Projected spend

Budget at risk

Create line item

Search

Filter

Bulk action

Active

Line item

Close_3P Display

589496769009480921

MOBILE | O&O | Families

589496769009480921

MOBILE | O&O | Adults

589496769009480921

DESKTOP | 3P | IM/LS

589496769009480921

Close_3P Display

589496769009480921

Close_3P Display

589496769009480921

Performance+ tactics

Tactics are line items pre-configured to maximize performance. [Learn about Performance+ tactics.](#)

Choose a tactic:

☒ Remarketing – display – Germany

Reach shoppers who have viewed a product detail page or searched for your product

☐ Retention – audio – Germany

Reach shoppers who have purchased your product

☒ Prospecting – streaming TV – Germany

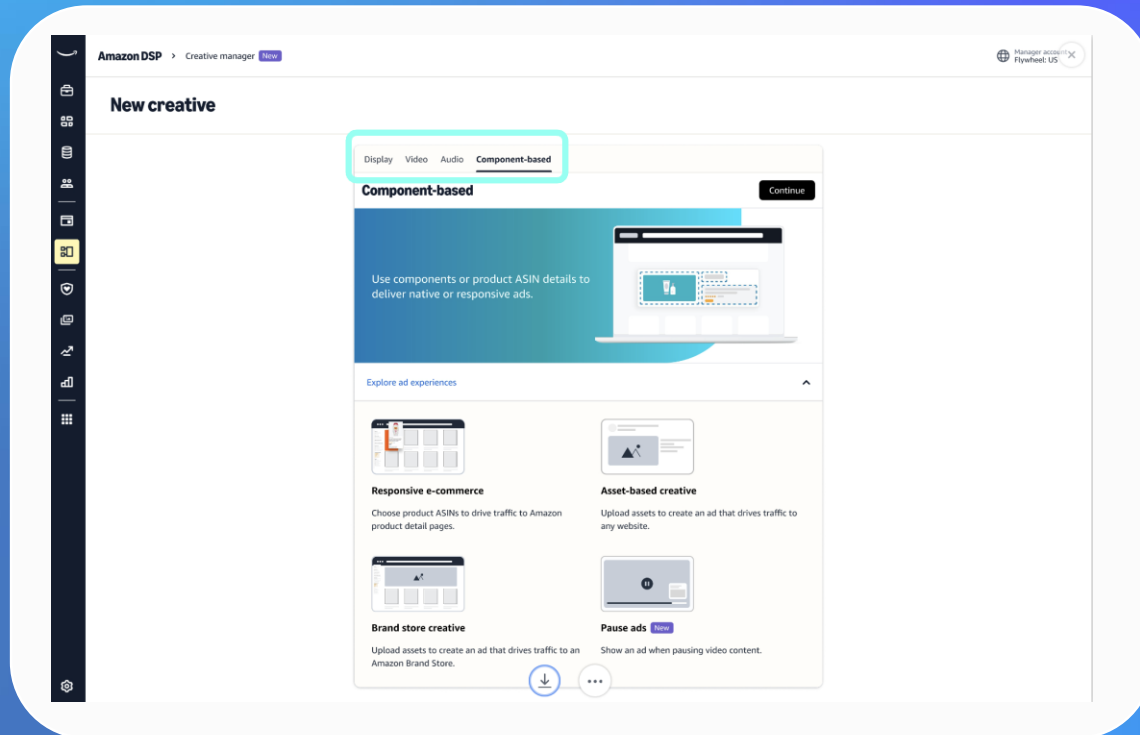
Reach shoppers who are similar to past purchasers

Cancel

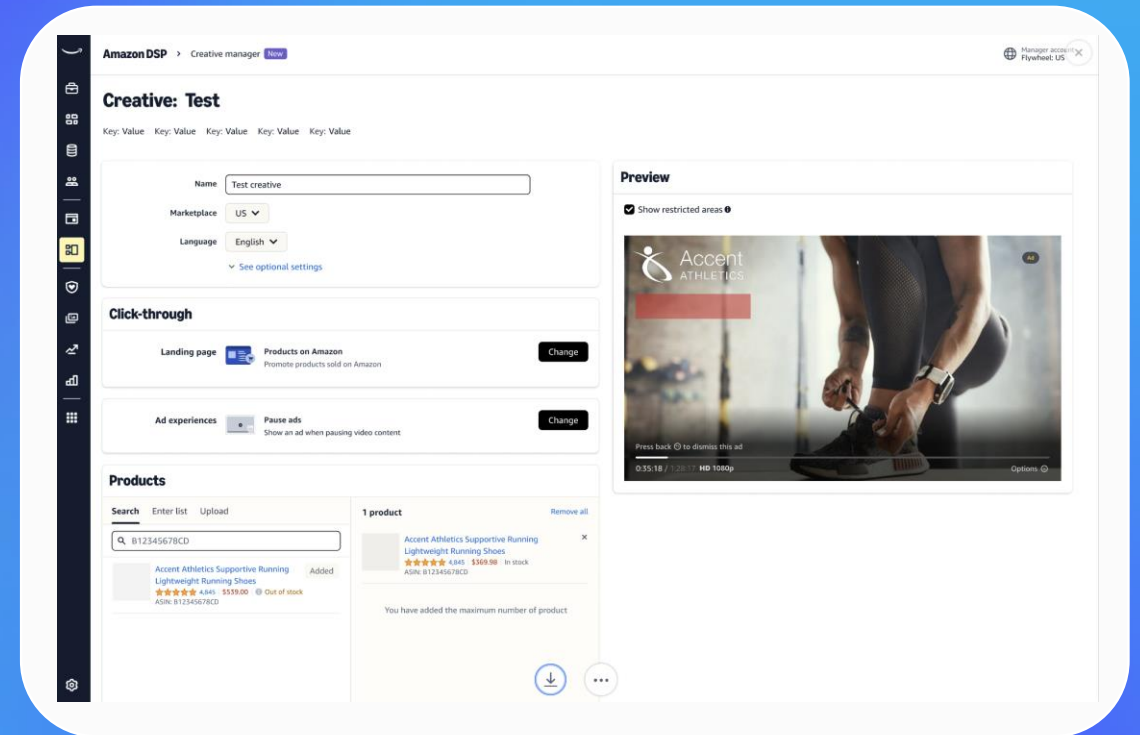
Create 2 line items

Simplify creative management with creative gallery

Easily browse creative assets with clear hierarchy of ad formats, personalized recommendations, and the latest ad experiences



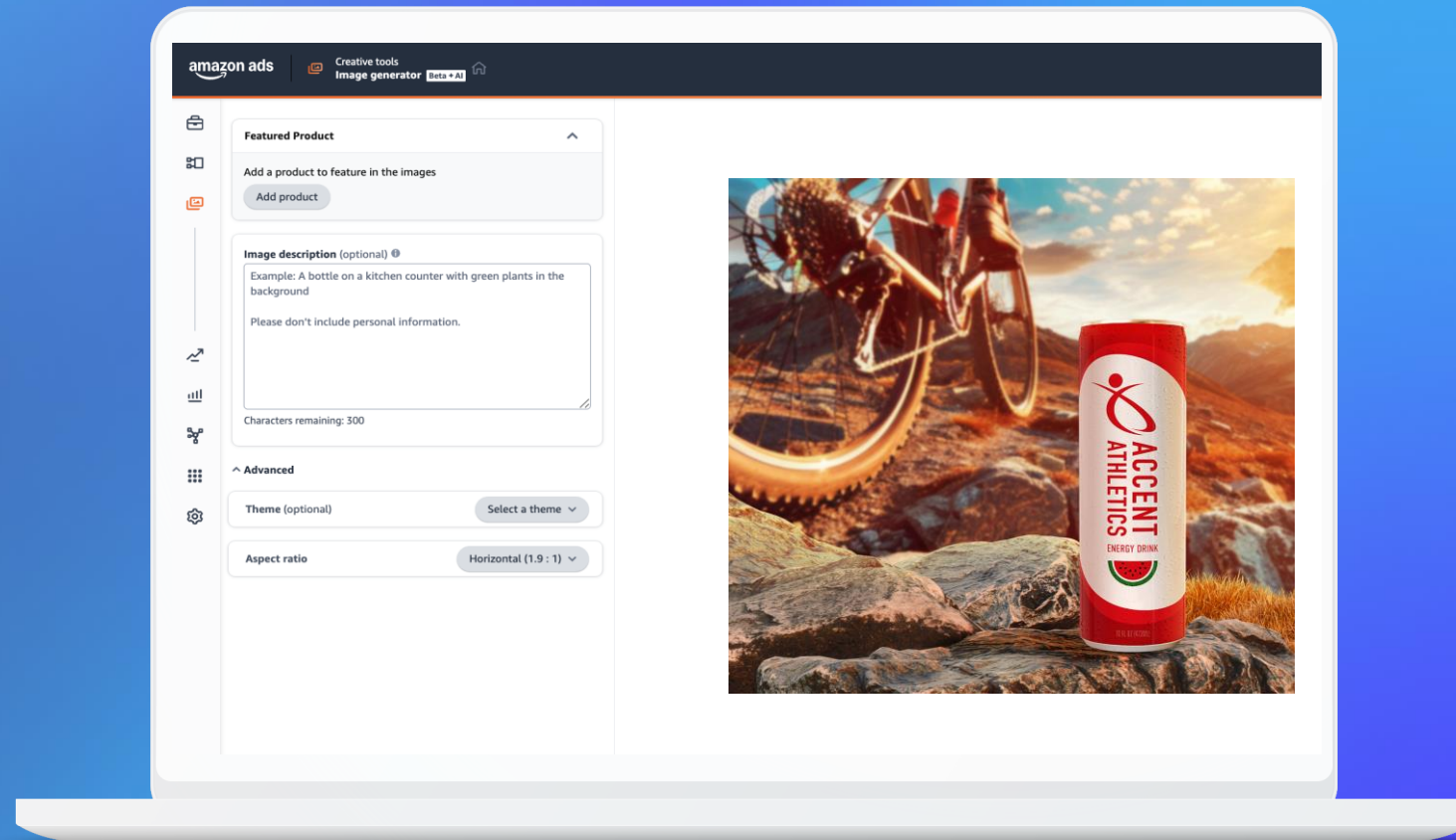
Creative gallery - component-based format screen



Creative template form for component-based

Use AI-generated lifestyle images in **Responsive eCommerce creative (REC)** to enhance campaigns

Develop custom creatives in seconds directly in REC with Image generator



Extra creative build features

1

Streamline efficiency with **bulk functionality**

Save time by updating hundreds of creatives at once

2

Refine creatives with **on-Amazon ad preview**

Preview component, display and video creatives before launch for a flawless Amazon.com experience

3

Identify rejected assets with **ad feedback**

Review feedback to fix specific creative assets and avoid creative rejection delays

4

Streamline ad creation with **display ad builder**

Create ads for multiple standard display formats in one workflow

5

Faster video ad creation with **1P video unification**

Leverage the new user-friendly format for creating and managing video ads

6

Simplify ad creation with **3P display consolidation**

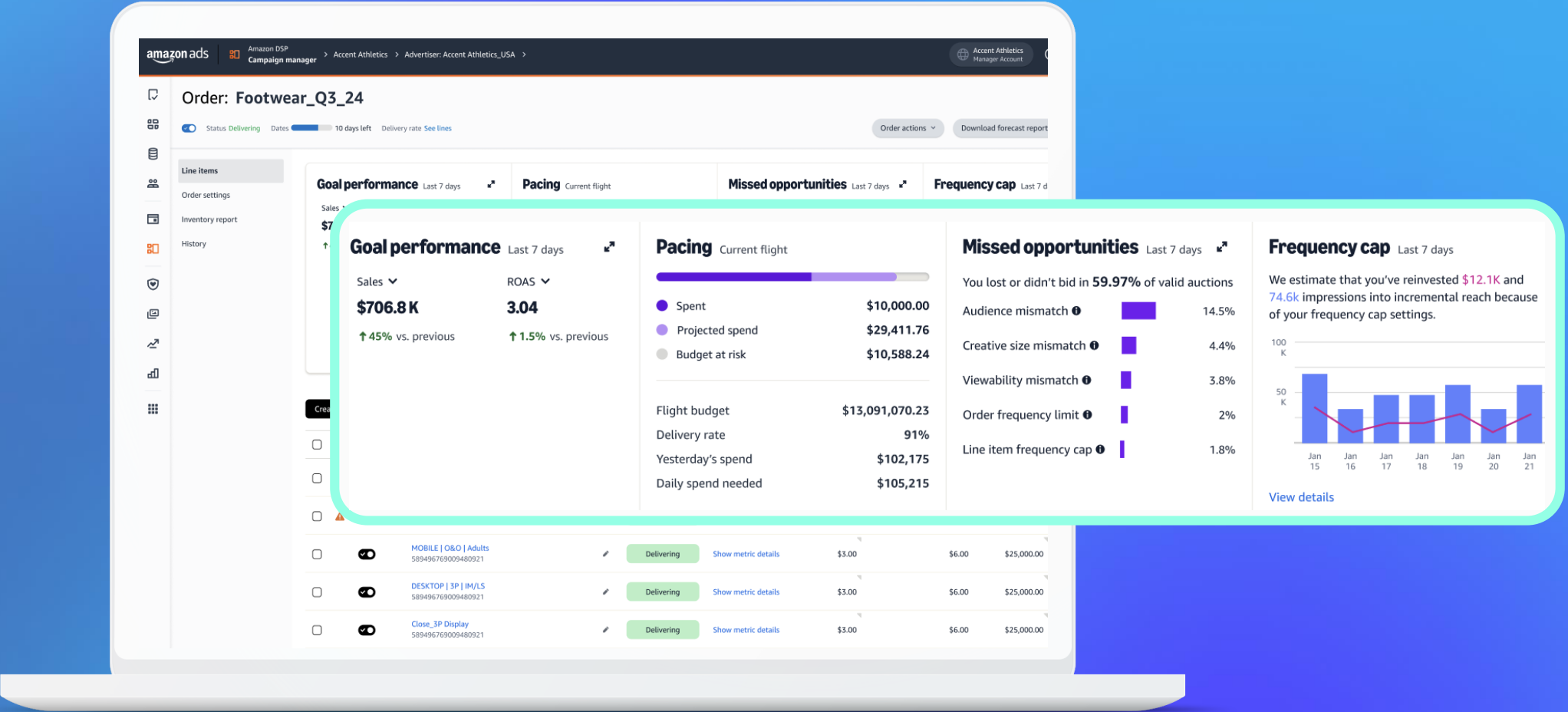
Build campaigns with a single format for desktop, mobile, and mobile O&O

3

Smarter insights: gain deeper analysis
for data-driven decision making

Make smarter decisions through insight cards

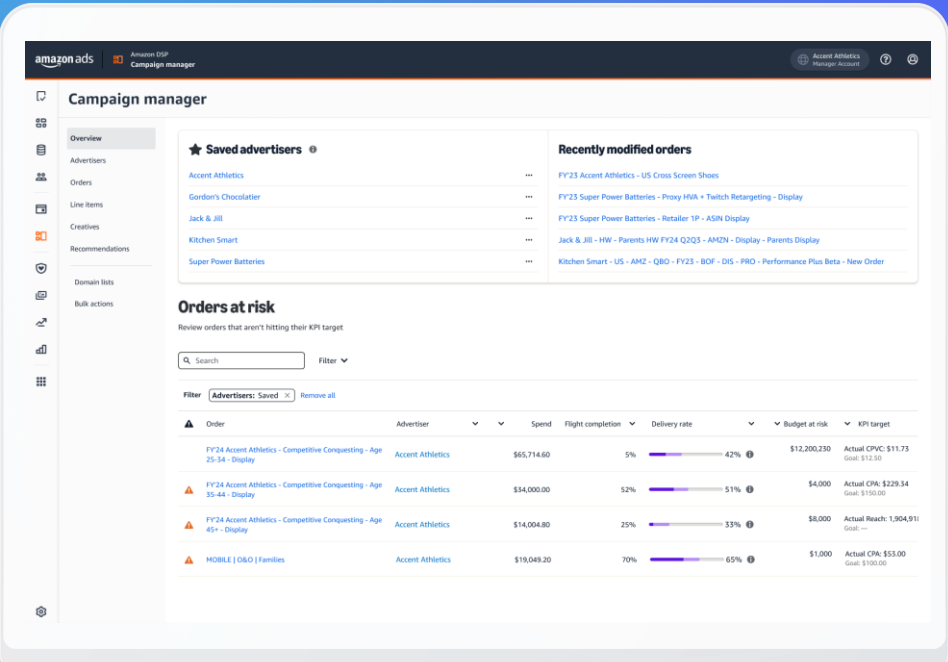
Access customizable views with charts, pacing data, missed opportunity highlights, and frequency insights tailored to your advertiser's needs



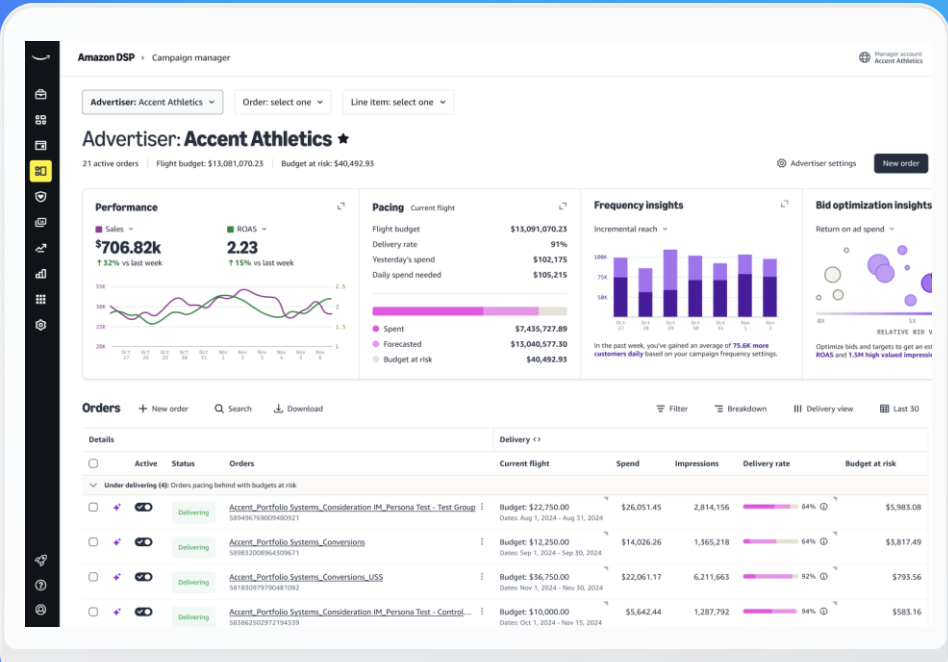
Insight cards on the order line items page

Personalize your home dashboard with campaign health overview page

Gain a centralized view for easy navigation to insights, risk identification, and actionable recommendations



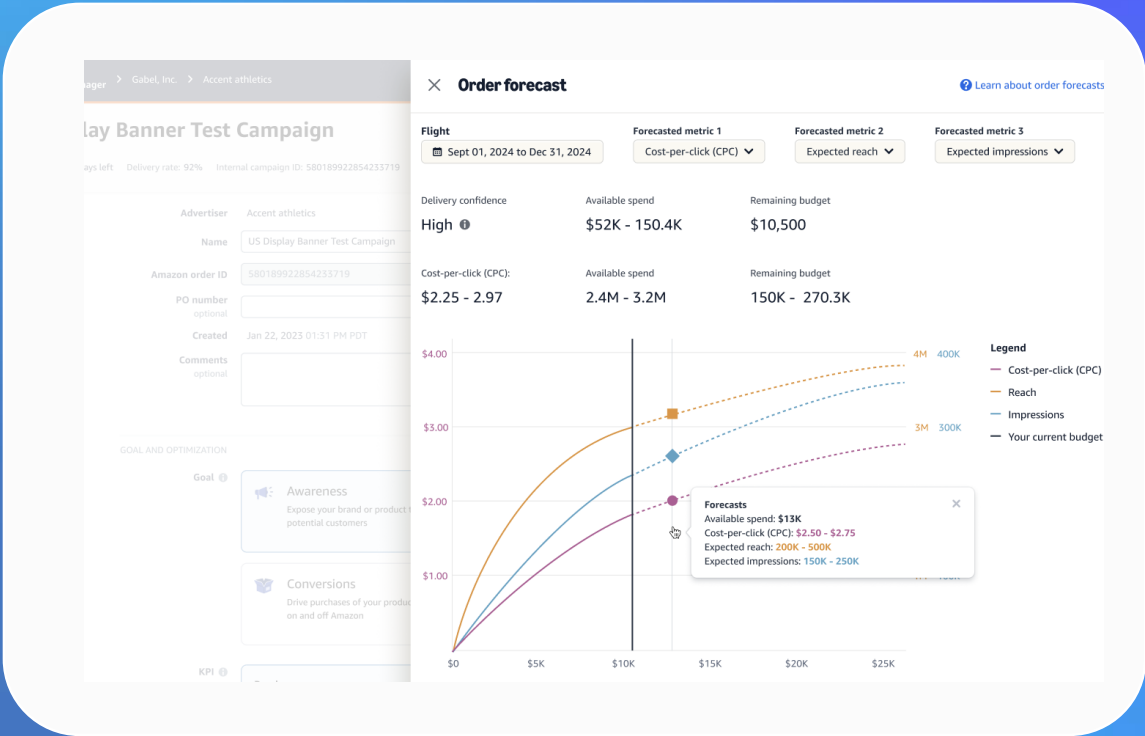
Campaign health overview page



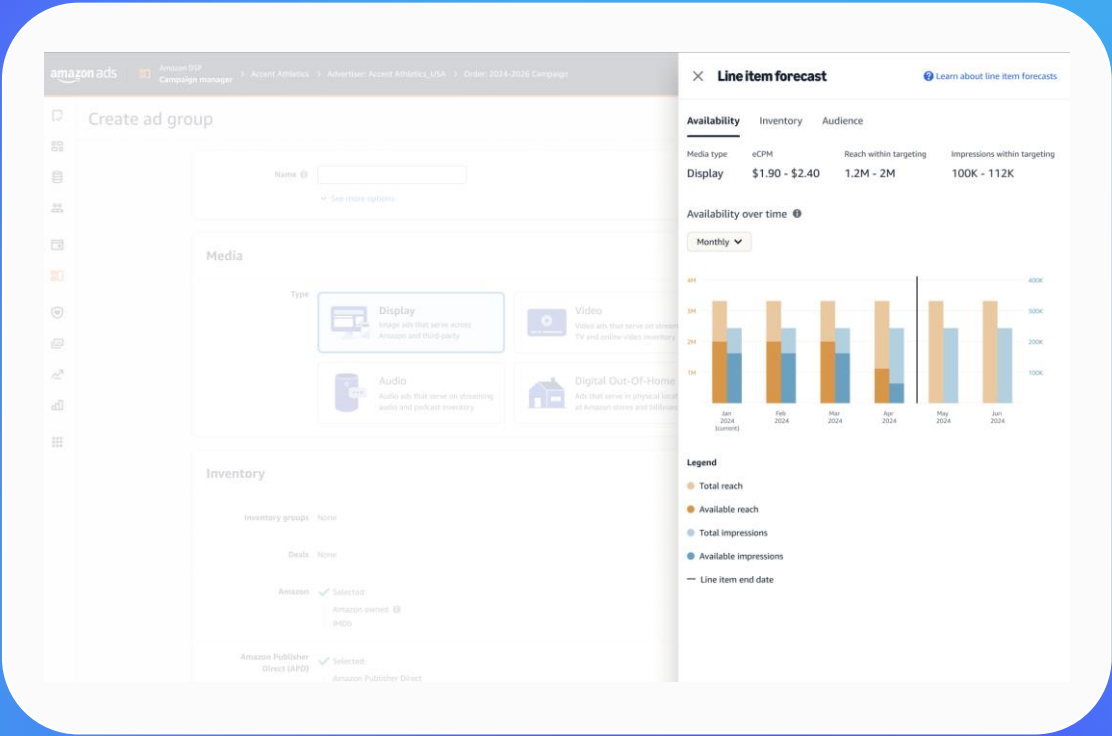
Campaign management hub (2025)

Evaluate real-time performance impact with Forecast intelligence (FIN)

Forecast order-level budgets, supply availability, and inventory breakdown by publisher and audience demographics



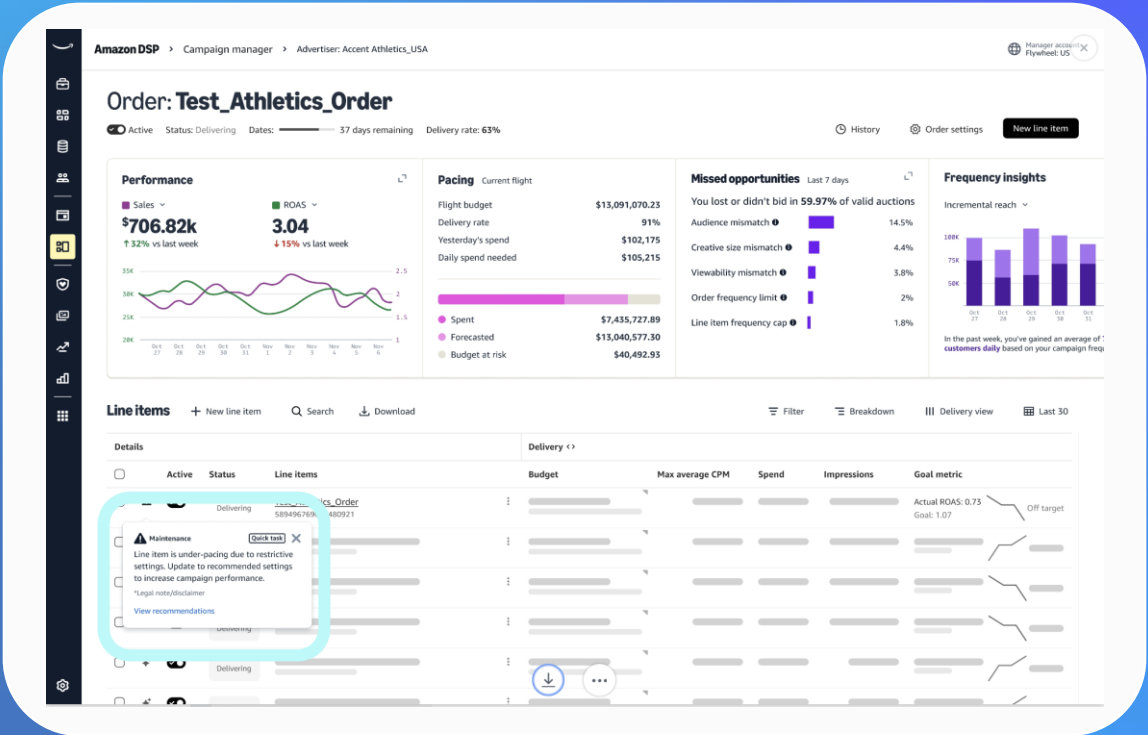
Order Level Forecasts



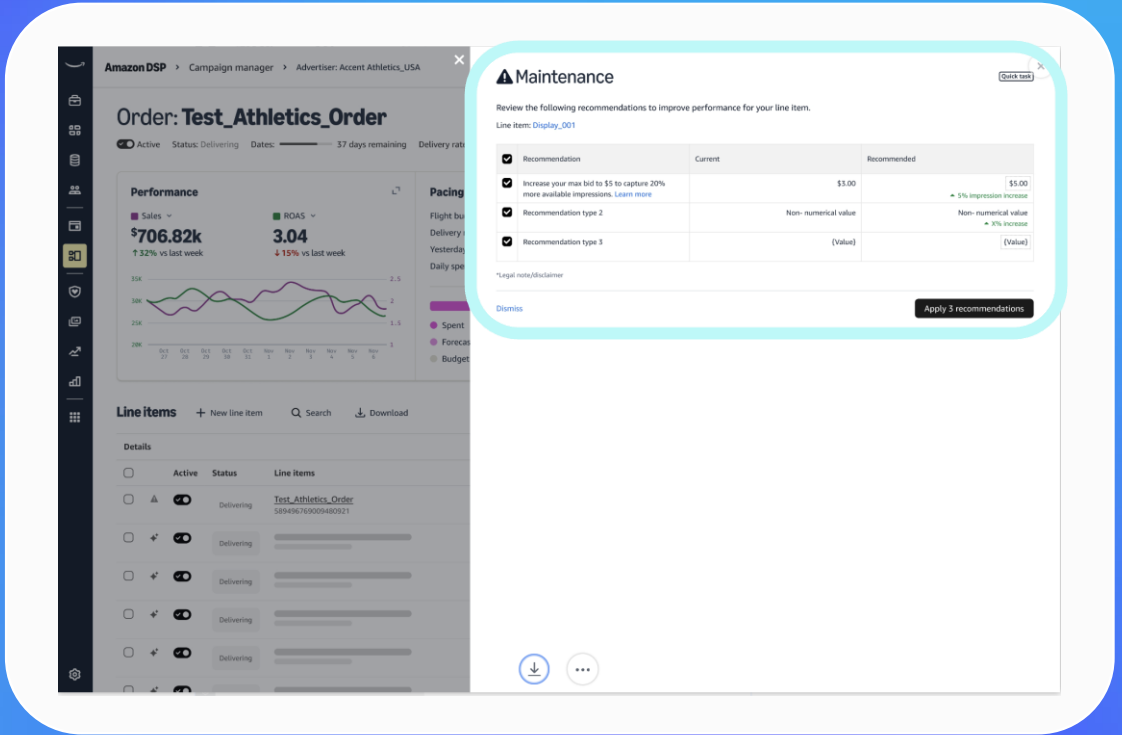
Line item Forecasts

Maximize delivery with in flight delivery recommendations

Proactively address under delivery, no spend, and rejected creative issues across your campaigns



Recommendation in campaign health overview page



Side sheet with information expanded

Extra campaign analysis features

1

Simplify planning with campaign level forecasts

Eliminate multiple line item forecasts with comprehensive campaign-level insights

2

Optimize performance with placement size reporting for REC ads

Gain deeper insights into REC ad performance across individual sizes

3

Analyze campaign delivery with pacing insights

New data columns with "Daily Spend Needed," "Yesterday's Spend," and "Projected Delivery Rate"

4

Resolve campaign issues with pacing alerts

Expanded alerts highlighting underperforming orders and rejected creatives

Driving progress: your Amazon DSP roadmap

Earlier in 2024

Laying down the groundwork

Ad creative rejection feedback

Creative bulk functionality

Consolidated display line item (ad group)

1P video unification

3P display consolidation

Creative gallery

Preview functionality

Campaign health overview page

Currency & language preferences

Pacing insights and alerts

Campaign level forecasts

In-flight recommendations

Troubleshooting tools

Size reporting for component-based ads

Frequency controls

Display Ad Builder

Oct 2024

Accelerating impact

Frequency insights

Global campaign buying

Inherited settings

Saved groups

Insight cards

OLV and STV campaign set up

Reduced ad group latency

GenAI creative resizing

Forecast intelligence

Performance+ tactics

Nov 2024 & Beyond

Shaping the future

Campaign management hub

Navigational changes

Additional insight cards

Consistent policy moderation

Bid factors

HTML5 & carousel creative experiences

Lead generation creatives

Insights Hub

Path to conversion insights

Flexible reporting

Deal and audience recommendations

GenAI informed assets

Brand+ tactics

Key takeaways

1

Evolving our partnership with you

We've acted on your feedback and made progress with Amazon DSP through co-creation with you. We're committed to continuing this approach, evolving with your needs, and look forward to working with you in 2025.

2

Prioritizing your speed and efficiency

The ads world moves fast. The Amazon DSP now handles the heavy manual lifting, so you can focus on what truly matters: **making smart and strategic decisions that drive results for your customers**

3

Unleashing the power of Amazon

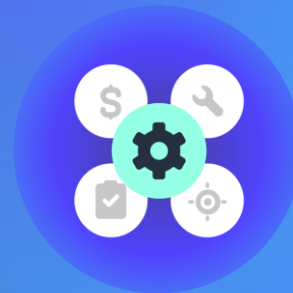
With new Amazon DSP experience, our streamlined platform removes usability barriers, **making it easy to leverage our unique signals, supply, and AI powered technology**

Navigate the new Amazon DSP Experience today



Faster campaign creation

Utilize industry-standard format templates for **quick and easy** campaign and creative setup



Better campaign optimization

Leverage new optimization tools for **scalable adjustments** and **troubleshooting**



Smarter insights

Use our **Campaign management hub*** and other capabilities to gain deeper insights for data-driven decision making

*The Campaign management hub, launching in 2025, is an evolved version of the Campaign health overview page.



APPENDIX



CPG brand boosts ROAS and cuts campaign setup time using Amazon DSP line item consolidation

Challenge:

A leading CPG brand grappled with the complexities of managing disparate advertising campaigns across multiple business units. Traditional campaign structures mandated the use of at least three distinct line item types, each with its own budget, to access all available display inventory and devices.

Solution:

To address these challenges, the CPG brand partnered with Amazon to test consolidated Display line items on the Amazon DSP platform. Switching to a single line item for all inventory and device types streamlined campaign creation and saved time. This consolidation also resulted in more impressions and conversions per line, improving algorithm performance and leading to significant gains in return on ad spend (ROAS) and operational efficiency.

• **46%**

Increase in ROAS compared to previous campaign structure

• **75%**

Improvement in campaign setup time compared to previous campaign structure

• **34%**

Increased impressions compared to previous campaign structure

• **27%**

More efficient CPMs compared to previous campaign structure



US Candy advertiser maximizes delivery with Amazon DSP Pacing Alerts

Challenge:

As the Halloween season approached, a leading US candy advertiser's campaigns faced under-delivery issues. In mid-September, the Amazon DSP notified the advertiser that their campaign had under-delivered at 84% over the past five days.

Solution:

Recognizing the need to course-correct, the advertiser used the Amazon DSP feature, Pacing Alerts, to fine-tune campaign delivery. Among the recommendations, four viewability adjustments stood out, suggesting a decrease from 60% to 50%.

By implementing these changes in Amazon DSP with a single click, the advertiser saw the campaign's delivery rate increase to 110% within ten days, ultimately boosting ROAS by 68% by the end of the campaign period.

• **68%**

Improved ROAS by 68% during the critical Halloween campaign period

• **110%**

Increased order delivery rate by 110%



Global gaming company raises order delivery from 85% to 101% with Amazon DSP Pacing Alerts

Challenge:

A global gaming hardware company launched a critical brand campaign to efficiently allocate their advertising budget across various business lines each week. As the campaign started, they faced underperforming ad delivery rates, threatening the campaign's success.

Solution:

To address this, the company utilized the Amazon DSP feature, Pacing Alerts. This solution provided proactive insights, helping them understand and act on the under-delivery problem.

This feature identified four underperforming lines of business that could be improved by modifying frequency caps. With a simple click, the company could make these changes right away within the Amazon DSP, achieving the intended goals. Within just two days, delivery rates improved by 16%, jumping from 85% to 101%.

• **16%**
Elevated order-level delivery from 85% to 101% within two days