

Intro to Amazon DSP

DELIVERING RESULTS THROUGH RELEVANCY AT SCALE

REBRAND PITCH DECK – SEPTEMBER 2024

Leverage unique data

Reach relevant audiences

Achieve results everywhere



across Amazon media and the open internet

**AMAZON DSP
DELIVERS RESULTS
THROUGH RELEVANCY
AT SCALE.**

Ads are only useful if they're relevant

91%

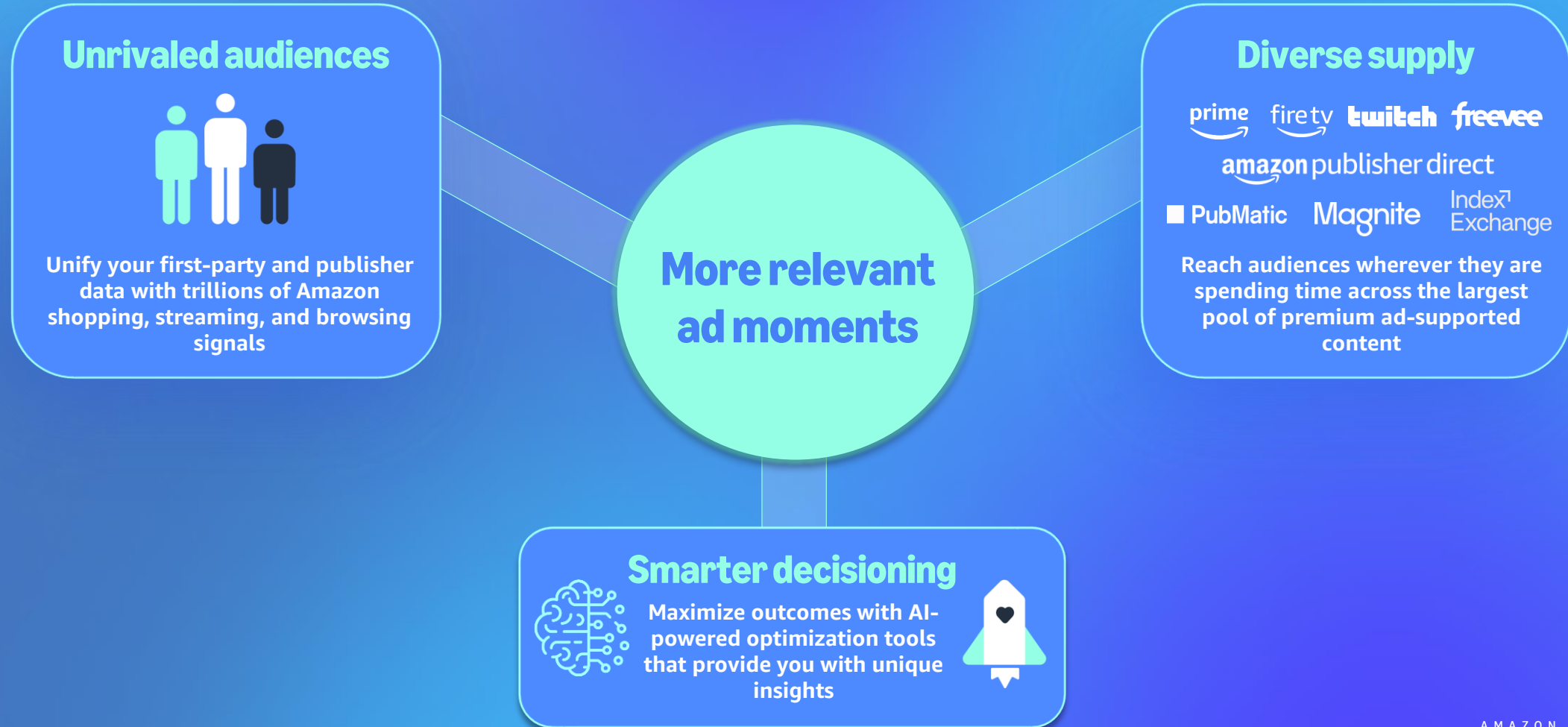
Of consumers see at least
one irrelevant ad everyday.



82%

Are more likely to engage
with relevant ads.

Amazon DSP enables more relevant ad moments through unique differentiators



In a marketplace obsessed with data, Amazon's insights on shopping, browsing, and streaming stand alone



amazon
86%

U.S. Households
reached by Amazon¹



>70%

Fully anonymous traffic that can
be reached in relevant ways³



amazon publisher direct

1B+

Monthly audience reach
via a direct path to
premium publishers²



fire tv
200M+

Fire TV devices sold
globally⁴

Build your best audience with unified signals

Reach incremental audiences effectively by connecting with audiences that are relevant to your brand

By combining Amazon's unique audience insights in Amazon Marketing Cloud (AMC) with your own first-party data, advertisers can build custom audiences that help deliver relevant outcomes.



Reach relevant audiences across the largest supply of premium ad-supported content

MANAGE REACH & FREQUENCY ACROSS HOLISTIC SUPPLY

Deliver impact on Amazon properties

amazon

prime

twitch

alexa

275M+

US average monthly ad-supported audience reach for Amazon Ads first-party inventory¹

IMDb

fire tv

freevee

amazon music

Leverage audiences across leading broadcasters and publishers

FOX

sling

A+E
NETWORKS

amc

WARNER BROS.
DISCOVERY

VIZIO

plex

cw

xumo

hallmark

Non-exhaustive sample list

Drive reach at scale across supply connections

Index¹
Exchange

amazon publisher direct

FREEWHEEL
A COMCAST COMPANY

triplelift

Magnite

PubMatic

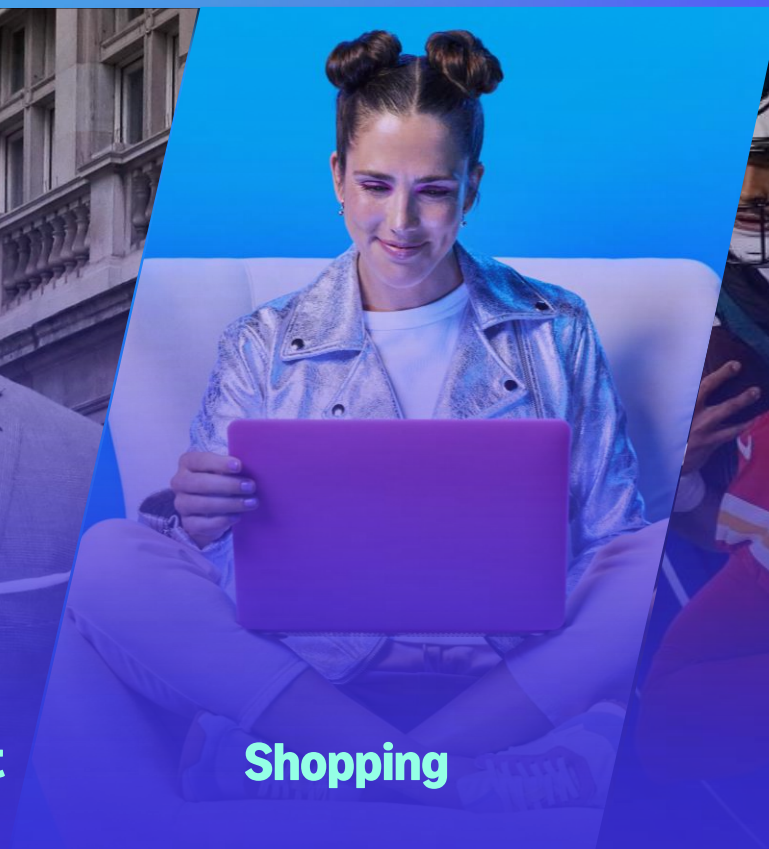
OpenX

Non-exhaustive sample list

Create connections in the contexts that matter



Entertainment



Shopping



Sports



Gaming



Audio

Harness human expertise and AI with Amazon DSP

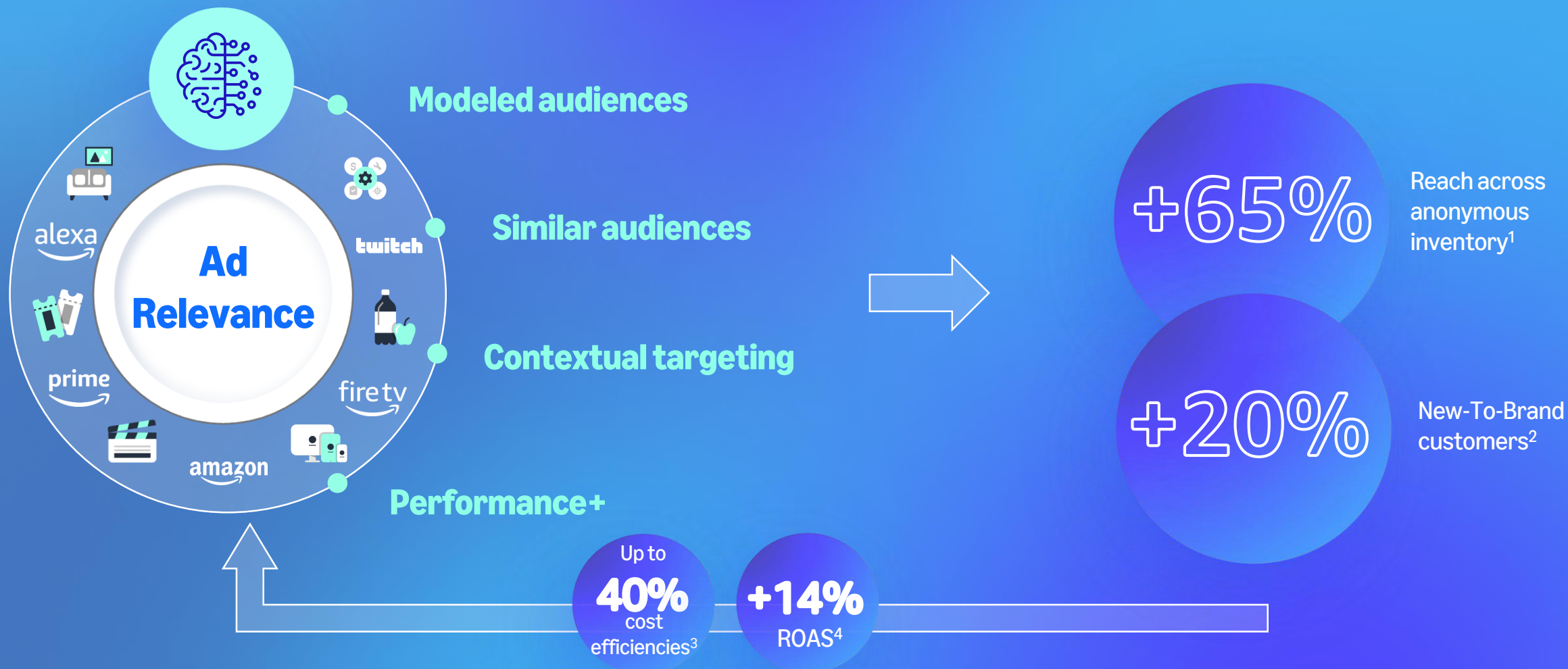
Performance+ is an Amazon DSP campaign type which drives improved performance on Amazon and beyond. Achieve up to

2x

improvement in CPA, compared to campaigns that did not leverage Performance+.



Engage consumers in relevant ways across all inventory, regardless of ad ids, and boost performance



Connect your campaigns to measurable outcomes

Nearly 80% of marketing executives are struggling to get a cohesive view of campaign performance

Gain a full-funnel understanding
across solutions

AWARENESS

Incremental reach studies, Reach & Frequency, Brand Lift studies, Brand Metrics

CONSIDERATION

Consideration metrics, location visitation, attention measurement

PURCHASE

MMM, Omnichannel Metrics (OCM), Multi-touch attribution, long-term sales

Connect investment to
outcomes with unified inputs

Amazon Marketing Cloud



Amazon's clean room for flexible
and custom analysis of **signals**
across multiple sources

(Amazon, third-party, advertiser 1P)

Verify performance with over
40+ trusted integrations

Nielsen

videoamp

iSpot.tv

ANALYTIC
PARTNERS

KANTAR

FOURSQUARE

IN|MARKET

LUCID
A Cint Group Company

/LiveRamp (m)

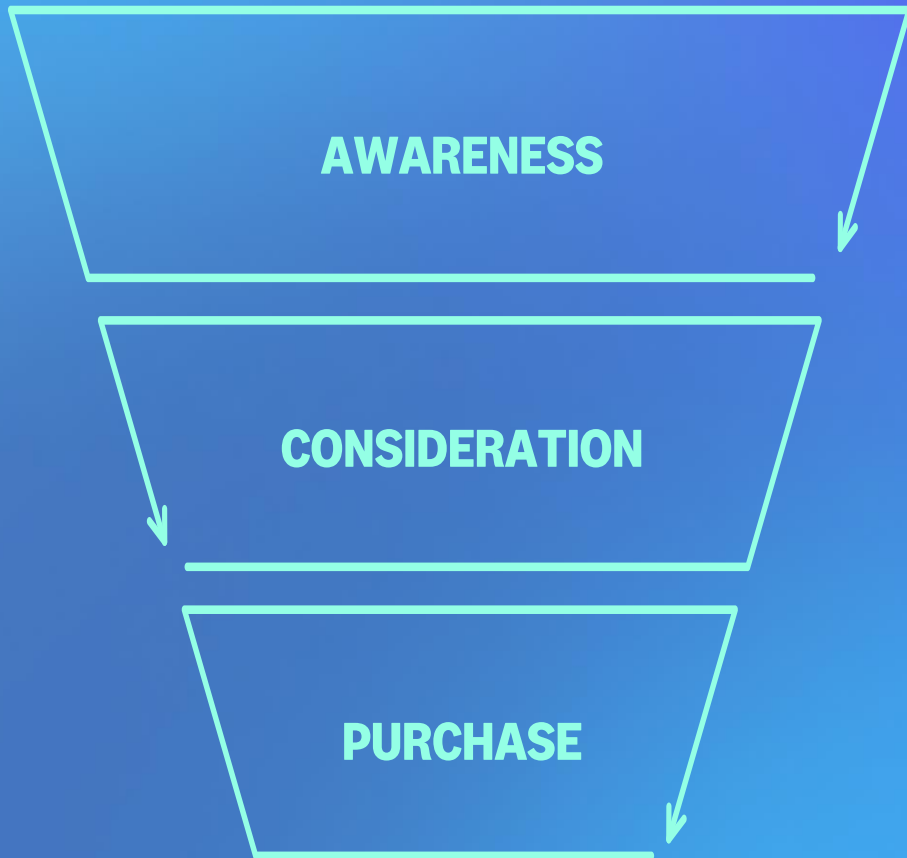
Circana.

MRC

IDV
DoubleVerify

IAS

All advertisers can **achieve desired outcomes** across the full-funnel with Amazon DSP



Reach unique and relevant audiences at scale

289% Amazon STV campaigns outperform industry STV norms for brand awareness²

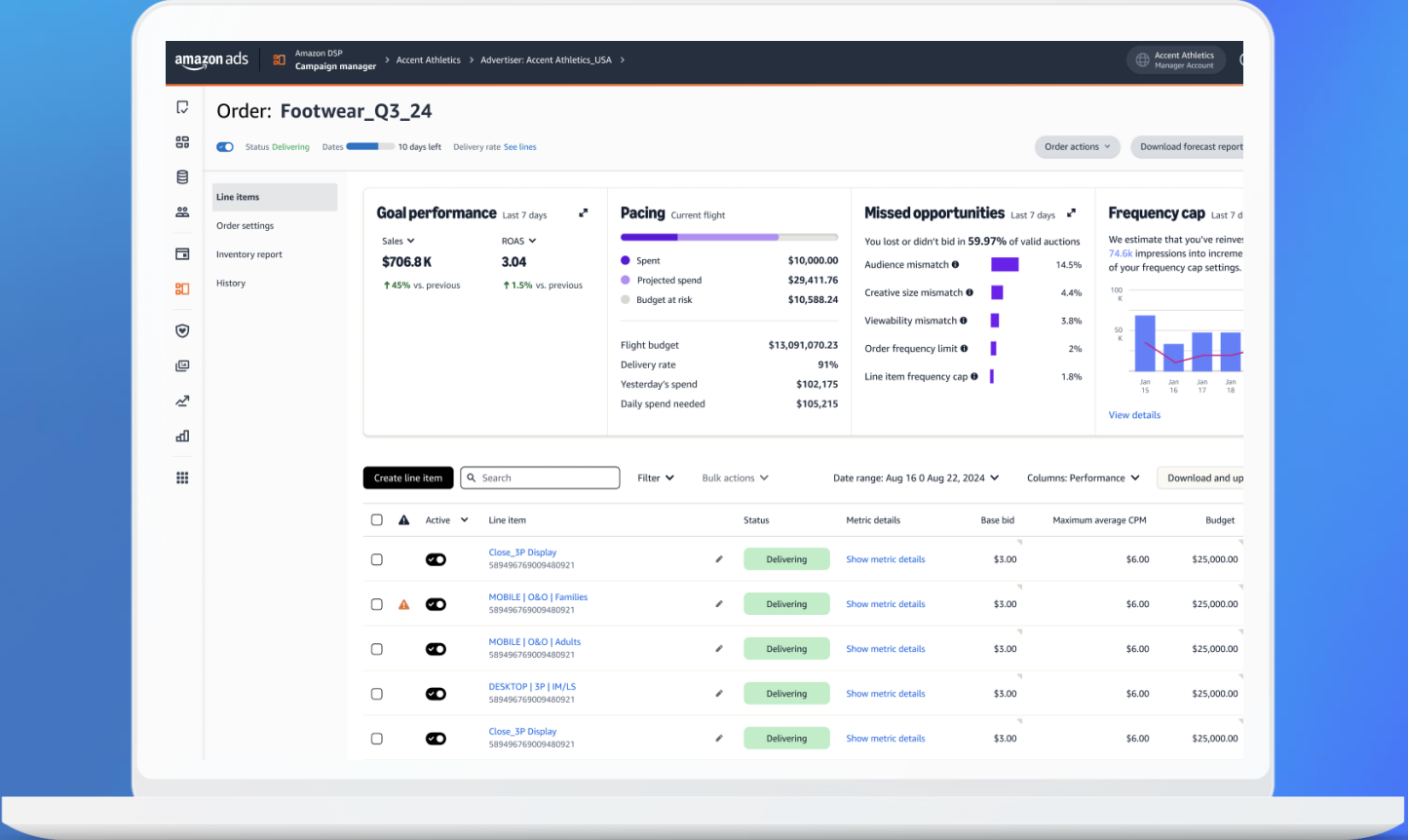
Build brand connections and drive consideration

29% Increase in consideration rates when using Contextual Targeting in Amazon DSP³

Measure omnichannel impact of investments

47% Increase in non-Amazon sales for brands that use Amazon display ads⁴

Introducing the new Amazon DSP experience



The new Amazon DSP experience

Faster workflows, better tools, smarter insights

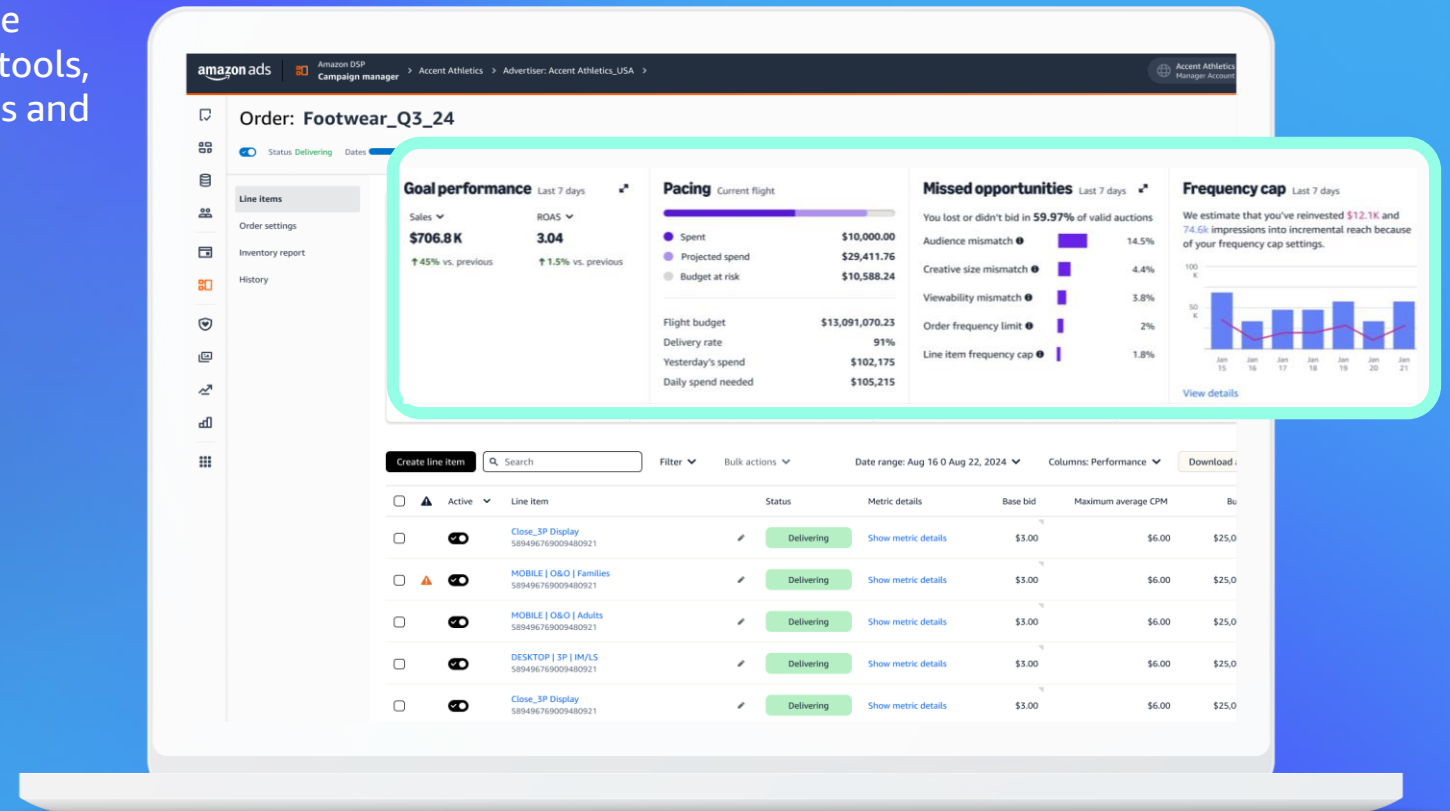
We've redesigned Amazon DSP based on your feedback to make campaign management easier. The new interface features simplified workflows, real-time optimization tools, and curated insights, enabling faster, smarter decisions and better business outcomes.

Why it matters

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 analytics capabilities to gain deeper insights for data-driven decision making



Insight cards on the order line items page

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 through 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 through **pacing alerts and recommendations**

Let us help you get started.



UNDERSTAND YOUR AUDIENCE

Build custom audiences that help deliver relevant outcomes.



ACTIVATE ON THE RIGHT SUPPLY

Reach desired audiences across the largest pool of qualified inventory leveraging AI-powered solutions on Amazon properties and across third-party sites and apps.



MEASURE ACROSS THE FULL-FUNNEL

Understand omnichannel impact of your advertising across all marketing objectives.

Amazon DSP: Perceptions and progress made



Let's unbox some common perceptions about Amazon DSP

Amazon DSP is committed to offering the best end-to-end advertiser experience for all brands to elevate their media planning, buying, and measurement.

If you haven't checked us out in a while, you **may have some common misperceptions.**

Perception #1: Amazon DSP is behind in usability

The new Amazon DSP experience aims to provide faster workflows, better tools, and smarter insights



Faster campaign creation

Consolidated display line items are driving 75% faster campaign build times. Amazon DSP has also **reduced latency** and **creative rejections**.



Smarter insights

New pacing alerts and recommendations are driving a 68% increase in ROAS. New **insight cards** and **campaign health overview page** enabling faster time to action.



Better campaign optimization

Frequency controls are driving a 21% increase in incremental reach, enabling up to 26% of campaign budgets to be reinvested. Improved **troubleshooting tools** help you get your campaigns off the ground faster.

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.

Perception #2: Amazon DSP is only for O&O supply

With Amazon DSP, you can reach customers efficiently across one of the most comprehensive sets of 1P & 3P supply

Better signals to power more reach

2.7X

higher reach₁

8X

uplift in relevant iOS impressions₂

 Dotdash
meredith

NBCUniversal

The Washington Post

 WARNER BROS.
DISCOVERY

Amazon Publisher Cloud

Connect to a broad range of 3P supply

1B+

monthly audience reach to premium publishers

amazon publisher direct

30%

of Fire TV inventory on available via Amazon DSP

fire tv

More SSPs in 2024

 PG Display

Index¹ Exchange

CTV + mApp

 PubMatic

CTV

Magnite

CTV

Activate with improved tools



Streamlined deal set up via inventory hub



Holistic frequency caps



Goal-based bidding for reach and frequency management

Invest more in working media



0%

Fee for PG deals on Amazon exclusive deal-enabled supply

1%

Fee for third-party PG deals

\$

Self-service rates are now more efficient, helping you build your trading team

Perception #3: Amazon DSP is lower-funnel only

Amazon DSP can now help you orchestrate full-funnel advertising campaigns, at scale, powered by unique audiences

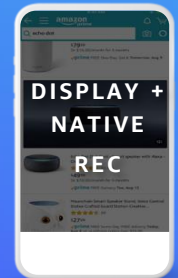
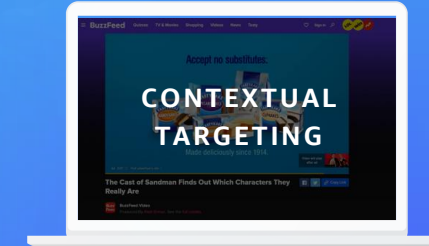
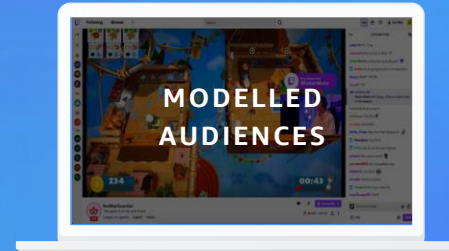
+289%
Brand Awareness

Amazon STV campaigns outperform industry STV norms¹



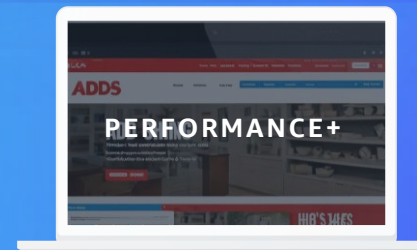
+29%
Consideration

For campaigns that used contextual targeting and Amazon DSP²



2X
Improved CPA

For campaigns leveraging Performance+ over standard display line items³



Perception #4: Amazon DSP grades its own homework

Leverage AMC and over 40 trusted measurement integrations to hold us accountable to campaign outcomes

Connect investment to outcomes with unified inputs

Activate insights in DSP

Unique Amazon signals

Connect to outcomes in AMC

Native AWS Integration



Your CDP integration

Seamlessly onboard 1P signals

Verify performance with over 40+ trusted integrations



Gain a full understanding of the customer journey across solutions



Achieved a CPA **37% below benchmark** with DSP and AMC₁



Unified visibility into advertising metrics in AMC to identify a **10% increase** in potential revenue₂



Media Mix Analysis helped drive a **16X increase** in new customers₃

Perception #5: Amazon DSP is just for retail customers

With unified signals, any advertiser can deliver results with Amazon DSP



Your customers

Amazon signals

Gain **unrivaled insights** on customers at scale to enrich audience strategies

Leverage signals to drive **more effective** performance marketing

Connect measurement to **outcomes** to inform optimization decisions

Gain a holistic understanding of your customers

Any advertiser can now harness the power of their first-party data and Amazon signals to drive outcomes

ONBOARD FIRST-PARTY SIGNALS



BUILD CUSTOM AUDIENCES WITH UNIQUE SIGNALS



ACTIVATE GOAL-BASED MEDIA WITH PERFORMANCE+



UNCOVER SMARTER INSIGHTS WITH AMAZON MARKETING CLOUD

35%

Higher match rate for a large telco when they joined first-party signals to Amazon Ads¹

60%

Overlap for an auto-brand between Amazon audiences and dealership CRM²

62%

Nissan Italy used Performance+ to deliver a higher CTR (+62%) and a lower CPA (-15%)³

35%

Reduction in CPA using frequency analysis and path to conversion reports in AMC for auto brand⁴



THANK YOU



APPENDIX

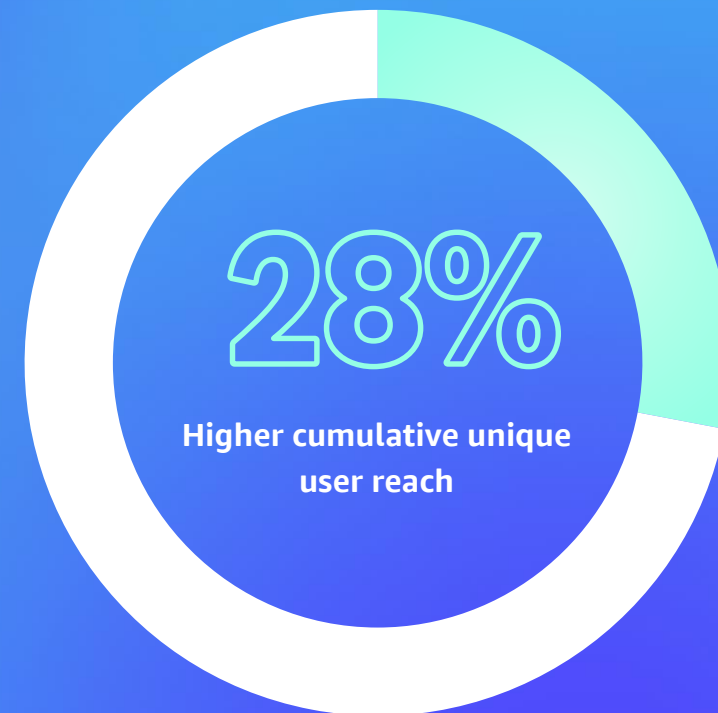


The latest AI-powered upgrades in Amazon DSP were observed to **expand advertising reach**

Open auction



Private Auction & Preferred Deals



For advertisers who sell on Amazon, AI-powered upgrades on Amazon DSP were observed to **increase ROAS and boost sales**

ROAS increase across
third-party inventory

+14%

ROAS increase across
Amazon.com inventory

+5%

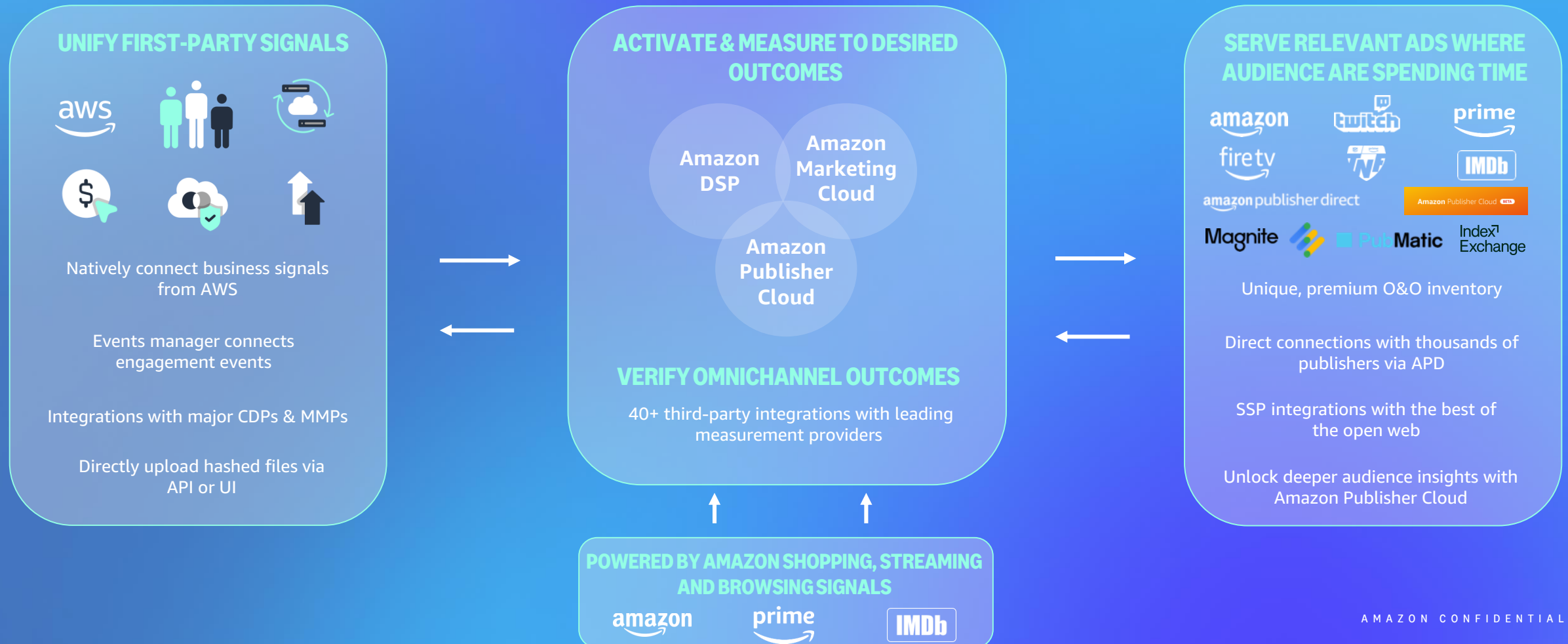
Increase in sales
across campaigns

+12.3%

Growing roster of global 3P SSP integrations



Deliver your marketing strategy with powerful interoperable technology



Amazon DSP named a Forrester Wave™ Leader in Omnichannel DSPs



"Amazon Ads has committed significant R&D to innovate its DSP, differentiating its vision and innovation for AI-driven decision-making based on a variety of uniquely strong signals."

Amazon DSP

Areas of strength:



Peerless insights
and strong signals



High-yielding
inventory



Full funnel
solutions