

## Amazon DSP Solutions

### OPPORTUNITY

Amazon DSP stands out in the programmatic advertising ecosystem due to its access to high-quality, unique audiences and premium inventory. Advertisers can leverage Amazon's extensive platforms, including the Amazon Marketplace, Twitch, Prime Video Ads, and more, along with a robust selection of third-party exchanges.

This enables the creation of highly customized and effective programmatic campaigns tailored to specific audience segments and marketing goals.

#### High Quality Inventory

Gain access to inventory across Amazon's owned and operated sites and apps, including Amazon, IMDb, Twitch, and Prime Video.

Additionally, Amazon DSP provides access to Amazon Publisher Services and leading third-party exchanges, offering a comprehensive range of premium advertising opportunities.

#### Exclusive Amazon Audience Solutions

Leverage Amazon DSP's advanced audience targeting capabilities to connect with your ideal users based on their interactions, digital behavior, and preferences. With options like contextual, demographic, in-market, interest-based, life event, and lifestyle targeting, each offering subcategories you can refine your audience further using keyword filters.

Enhance your strategy with geographic targeting to pinpoint specific locations or use keyword targeting to engage users as they navigate the Amazon Marketplace, ensuring

your ads reach the right audience at the right moment.

#### Measurement & Brand Safeguards

Unique metrics, retail insights and 3rd party reporting and tracking solutions.

Amazon developed 1st party traffic quality solution (provides real-time pre-bid filtering, manual reviews of sites/apps) or if you prefer you can use your ad server provider to track the results of your campaigns.

#### Cross-Device and E-Commerce Creative

Amazon DSP's robust audience data enables the creation of effective cross-device strategies, ensuring consistent messaging across multiple devices while optimizing your budget through advanced frequency capping features.

Advertisers can choose to use their own creative assets or take advantage of Amazon's e-commerce creative solutions, maximizing the impact of their campaigns with tailored, high-performing ad formats.

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**Amazon Sponsored Ads target shopping queries or products and can occupy high-visibility placements on and off Amazon.**

### Sponsored Products

Sponsored Products are cost-per-click (CPC) ads that promote individual product listings on Amazon and select premium apps and websites. With a quick and simple campaign setup—even for first-time advertisers—you can choose your products to advertise, select keywords manually or let Amazon target them automatically, and control your bids and budget.

### Sponsored Brands

These ads help to boost brand awareness and increase sales across the entire catalog. They appear on Amazon and allow you to create ads that include multiple products, along with your brand logo and a custom headline.

### Sponsored Display

These ads reach your ideal customers on and off Amazon. They help you engage audiences who either showed interest in categories related to your promoted product or viewed your product's detail page but did not purchase.

## PROOF OF SUCCESS

“Dandelion helps us maximize the return on our Amazon DSP investment by providing industry-leading best practices. We’ve been able to partner with them to drive not only efficient costs per acquisition, but also optimize campaigns to meet and exceed business objectives.”

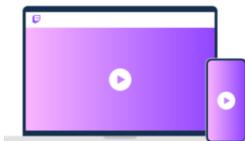
– Mike Zablocki, Manager, Digital Marketing at Mitsubishi Motor Sales of Canada

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## EXCLUSIVE ACCESS TO TWITCH INVENTORY

Amazon has partnered with Twitch, the premier live streaming platform where millions gather to game, stream, and connect. Twitch inventory is now accessible via the Amazon DSP for both display and video placements, offering advertisers an exceptional reach with:

- 11.3 million monthly unique visitors
- 1.3 million daily active users
- 67.7 million monthly hours watched



## EXCLUSIVE ACCESS TO PRIME VIDEO ADS

Experience premium content, an engaged audience, and robust advertising tools with Prime Video, which reaches an estimated **11 million** viewers monthly across Canada. Seamlessly set up Private Marketplace (PMP) or Preferred Deals to connect your brand with the right content and the right audience.

