

# AMAZON ADVERTISING

Cybba's Amazon advertising solutions combines Amazon's first-party shopper data with third-party data segments to target in-market users who align best with your ideal customer.

Partnering with Cybba guarantees you a partnership with certified experts in the field of Amazon advertising. We will curate and customize a strategy that blends seamlessly into your media mix, expanding brand presence on a channel that is integral in solidifying the marketing funnel.

## TAP INTO AMAZON'S FIRST-PARTY SHOPPER DATA

Where else can you find more in-market audiences than on the world's largest marketplace? With 52% of online product searches beginning on Amazon, it's no surprise that so many brands have been drawn to the retail giant's advertising suite. Its unmatched first-party data and exclusive inventory are only accessible through Amazon's ad network and demand-side platform.



**300 MILLION**  
active shoppers



**200 MILLION**  
Amazon prime members



**89%**  
of U.S. consumers visit Amazon  
at least once per month

### CAMPAIGN TYPES

## AMAZON DSP:

Display, audio, video, and native ad placements can be run on the Amazon site, on its 10,000+ owned properties, or on the open exchange through Amazon's own DSP. Leverage the effectiveness of Amazon's first-party shopper data at scale and apply high impact customer touchpoints wherever your target audiences are. Supplement your targeting with third-party data segments for more comprehensive audience building and to increase performance.

### Link-In Campaigns:

Run ads through the Amazon network to drive traffic to an Amazon-owned store, product detail page, or campaign landing page. Only available to brands that sell products or services on Amazon.

### Link-Out Campaigns:

Available to businesses in product or service categories not sold on Amazon. Ads are run through the Amazon network and link out directly to the advertiser's own website.

### Targeting Options Include:



**AMAZON  
SHOPPERS**



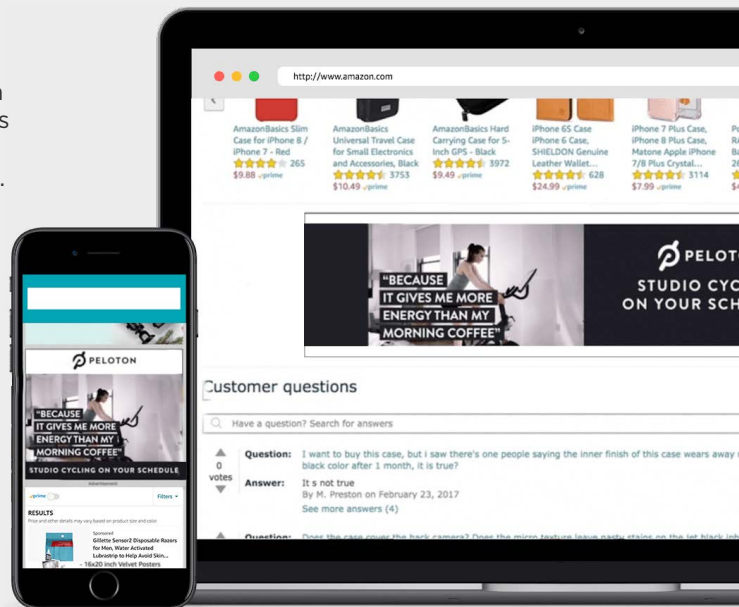
**BEHAVIORAL  
TARGETING**



**CONTEXTUAL  
TARGETING**



**CUSTOM  
AUDIENCES**



## CAMPAIGN TYPES

# AMAZON SPONSORED ADS:

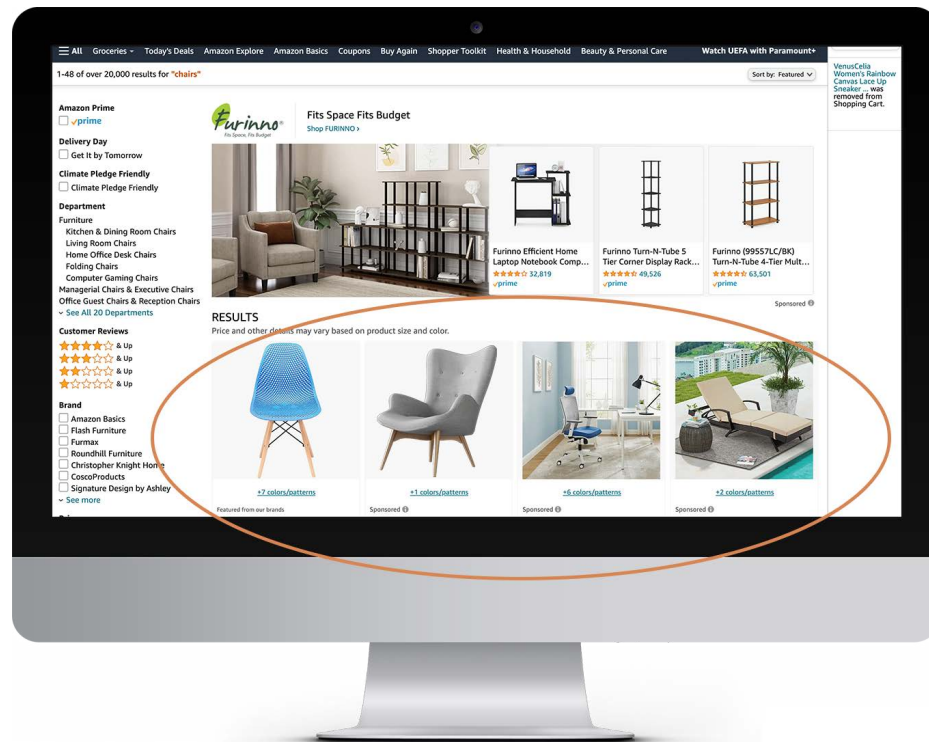
Amazon sponsored ads are similar to paid search campaigns on Google or Bing. They are run on a CPC model, and target specific keywords and product categories. Ads are served on the Amazon network, and are only available to Amazon sellers.

### Sponsored Brand and Product Ads:

Drive traffic to your Amazon store or product detail page and convert in-market shoppers by displaying your brand or product ads in search results. Get in front of buyers in the middle of purchasing decisions. Sponsored search ads appear native to the Amazon site, and generally see high CTR and conversions.

### Sponsored Display Ads:

Amazon-exclusive and similar to brand and product sponsored ads, but they target product categories and audience interests instead of keywords. Ads can appear in related product detail pages or customer review websites, and aim to drive traffic to product detail pages.



## CYBBA PERFORMANCE PLATFORM

### Best in-class managed service

Dedicated account manager to optimize campaign performance

In-house design team for top quality creatives

### Easy implementation:

One universal tag placed on header or footer of website

### Actionable Insights & Optimizations:

24/7 access to real-time reporting dashboard

Cross channel analytics eliminates duplicate conversions that impact ROI

Improve performance with visibility into customer behavior and a/b testing

**Contact Cybba today to learn how to bolster your results!**

Visit us at [cybba.com](https://cybba.com) or email [marketing@cybba.com](mailto:marketing@cybba.com)