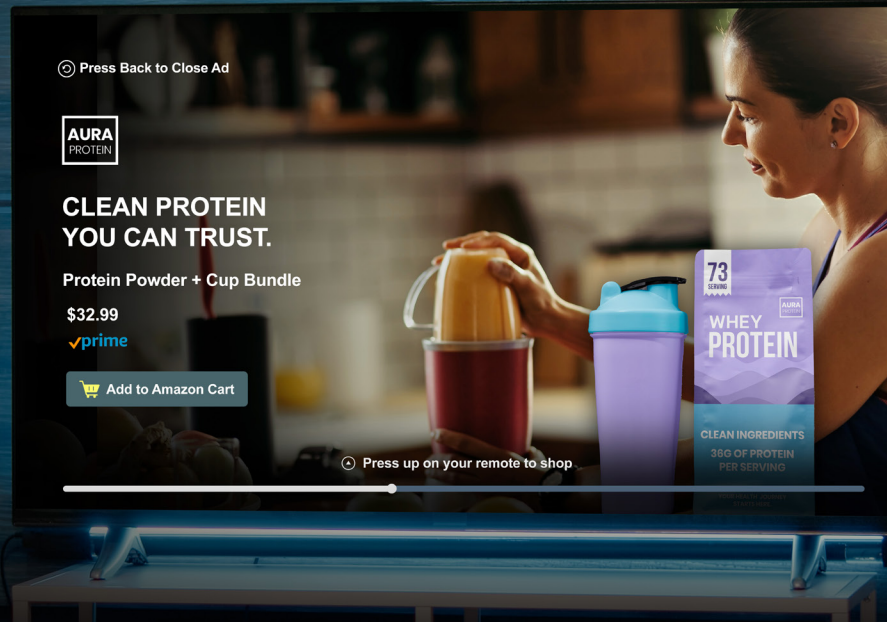


Amazon DSP Advertising

Cybba's Amazon DSP advertising combines the scale of programmatic advertising with the precision of Amazon's shopper data. With one campaign, you can reach high-intent audiences on Amazon and across thousands of premium sites and apps.



OVERVIEW:

Amazon DSP gives brands the ability to extend their advertising beyond Amazon's marketplace by using Amazon's rich consumer data to identify and engage relevant audiences. With this platform, advertisers can place display, online video, and streaming TV campaigns across Amazon properties like Prime Video as well as a wide range of third-party websites and apps. The result is a powerful way to increase awareness, drive product consideration, and generate sales by reaching shoppers wherever they spend time online.

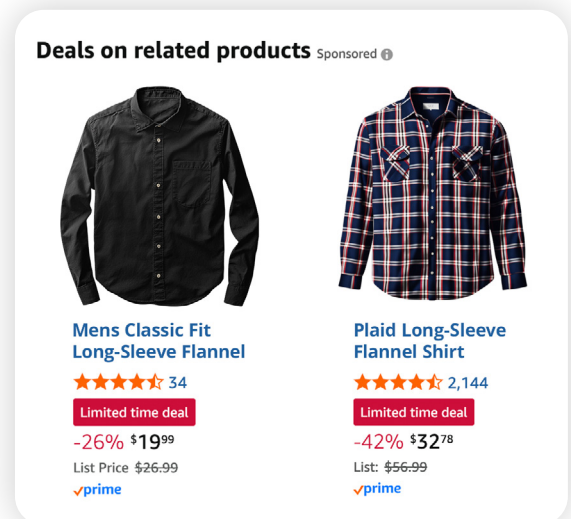
HOW AMAZON ADVERTISING WORKS:

Amazon DSP offers two powerful ways to reach and convert shoppers: On-Amazon Advertising and Off-Amazon Advertising. On-Amazon ads appear directly within the marketplace—where purchase intent is highest—using keyword-driven, pay-per-click formats like Sponsored Products, Brands, and Display. Off-Amazon advertising, powered by Amazon DSP, extends your reach beyond the marketplace with display and video placements across Amazon properties and partner sites, leveraging Amazon's rich first-party data for precise, audience-based targeting. Let's take a deeper dive into both.

ON-AMAZON ADVERTISING (PPC / SPONSORED ADS):

These ad formats are native to the Amazon marketplace, built for sellers and vendors to promote products where shoppers are already browsing. You see them in search results, on product listings, or in strategy banners at the top of Amazon results pages. Ads here are typically paid per click (CPC), and rely heavily on search keywords, product targeting, and category context.

- Ads run directly within Amazon's marketplace (search results, product detail pages, and brand placements).
- Common formats include Sponsored Products, Sponsored Brands, and Sponsored Display.
- Works best for sellers or vendors with active product listings who want to increase visibility and drive sales.
- Targeting is based on keywords, categories, or Amazon Standard Identification Numbers (ASINs), making it ideal for capturing shoppers who are already searching or comparing.

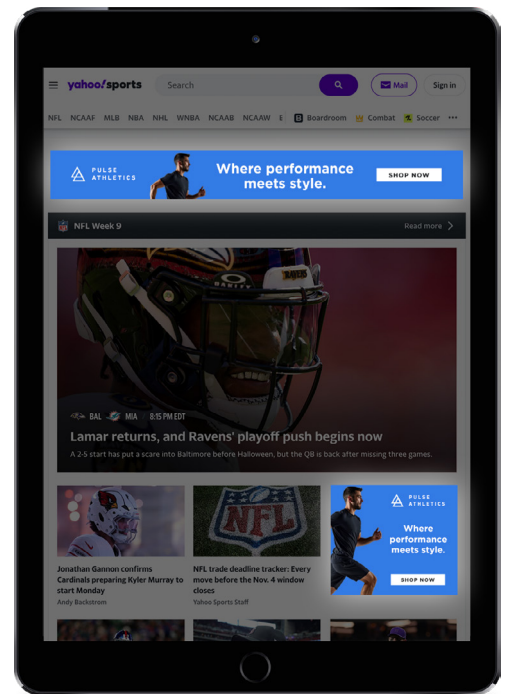


On-Amazon
Sponsored Product Example

OFF AMAZON ADVERTISING (AMAZON DSP):

With Amazon DSP, you go beyond Amazon's walls to reach users wherever they browse or watch. Amazon DSP supports display and video creative, delivered across Amazon properties (Prime Video, Amazon sites, Twitch) and a large network of external sites and apps. Campaigns are usually bought on a CPM (cost per thousand impressions) basis, giving you broad reach plus precision targeting powered by Amazon's first-party data.

- Allows brands to run programmatic display and video ads outside of Amazon's marketplace.
- Ads appear across Amazon-owned properties (Amazon.com, Prime Video, Twitch) as well as a range of streaming apps like CNN and PlutoTV.
- Enhances reach with additional placements and audiences that go beyond Sponsored Product Ads to increase your full funnel strategy.
- Purchased on a cost-per-thousand impressions (CPM) basis, focusing on reach and exposure.
- Uses Amazon's first-party shopper data (purchase history, browsing, lifestyle behaviors) to build precise audience targeting for awareness, retargeting, and conversions.



Off Amazon
Display Banner Ad Example

TARGETING OPTIONS:

Amazon DSP opens up first-party and exclusive targeting methods for more granular audience control. Some targeting tools you can use include:

In-Market Audiences / Lifestyle Audiences: Target users whose recent shopping behavior suggests interest in certain product categories.

Retargeting / Remarketing: Re-engage shoppers who viewed your products or visited your pages but did not purchase.

Lookalike / Prospecting: Reach new potential customers with behaviors and profiles similar to your existing buyers.

Contextual / Competitor / Complementary Targeting: Show ads in the context of related or competing products or categories.

Custom Audiences via AMC: With Amazon Marketing Cloud (AMC), you can build deeply customized audience segments—combining your own data or advanced logic.

CYBBA'S APPROACH:

With Cybba's Amazon DSP expertise, we help your brand connect with new audiences, re-engage past shoppers, and drive measurable growth across the digital landscape. Different ads are suited for different stages in the customer journey.

- ✓ **Awareness:** Reach new audiences with display, online video, and OTT/CTV by targeting the right segments using Amazon's data.
- ✓ **Consideration:** Engage shoppers who are browsing or comparing products with tailored messaging matched to the right placements.
- ✓ **Conversion:** Drive purchases through dynamic display and retargeting by re-engaging high-intent shoppers with personalized ads.
- ✓ **Retention & Loyalty:** Keep customers coming back with display and custom audiences informed by Amazon Marketing Cloud (AMC) insights to build long-term relationships.

