

# Understanding the Power of Amazon DSP by the Numbers



marketplace  
**STRATEGY**

Amazon DSP is Amazon's programmatic display advertising option and it's used to reach shoppers across the funnel. It allows advertisers to reach audiences both on and off-Amazon. Below we share how display advertising has benefitted brands on Amazon.

## Amazon DSP Impact and Reach

**70-90%**

of the impact of Amazon display ads actually drives non-Amazon sales. *(PR Newswire)*

**10%**

Using Amazon DSP can result in a **10% increase** in the reach of high-intent customers. *(Amazon)*

**90%**

Brands that use display advertising on Amazon see an average of a **90% increase** in earned media. *(Amazon)*

**148**  
MILLION

Amazon DSP has the ability to touch 148 million monthly users. *(Search Engine Journal)*

Amazon DSP is a powerful tool and can take search advertising efforts to a new level. Brands have seen results they otherwise couldn't produce by implementing search advertising alone.

## Display Advertising through Amazon DSP versus Amazon Search Advertising



Brands that implement DSP alongside search campaigns can see ad-attributed **sales double**. *(Amazon)*

Amazon DSP used in conjunction with search campaigns can result in a **140% increase** in branded searches. *(Amazon)*

A major benefit to Amazon DSP is its targeting options. Brands can reach audiences a variety of audience types on a more granular level leading to better results.

## Amazon DSP Targeting Options

### BEHAVIORAL



**Lifestyle audiences** reflect broad interest groups like 'tech enthusiasts' and 'deal seekers.'

**In-market audiences** are based on purchase behavior from the past 30 days.

### CONTEXTUAL



**Contextual audiences** are actively searching for or viewing products. Advertisers can deliver relevant ads based on the detail page being actively viewed within the contextually targeted product category.

### DEMOGRAPHIC



**Demographic audiences** can deliver relevant ads based on gender, age range, household income range, or the presence of children in the household.

### REMARKETING



**Remarketing audiences** allow advertisers to re-engage with audiences that took an action, such as viewing a detail page or making a purchase.

Amazon DSP maximizes opportunity and re-engages shoppers. When display and search are used together the results can be compelling. We expect this offering to evolve in the near future and become more widely adopted in all categories.