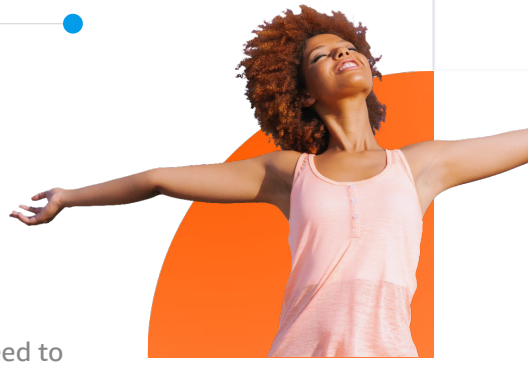
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Partner directory product and services expansion guide



We updated the products and services listed on the Amazon Ads partner directory, expanding to 12 product and 38 service line items. Here are the main things you need to know:

1

We now support all current Amazon Ads products

Ranging across Amazon Ad Products, Brand Shopping Experiences, and Ad Tech.

2

Services are now split into five main categories

They are: media planning and buying, retail, creative and brand experience, measurement, and other.

3

More options for creative and measurement services

The previous “creative and brand experience,” and “measurement and attribution” listings have expanded into categories.

4

Refining existing items

For instance, “campaign management” is now “campaign management and optimization.”

5

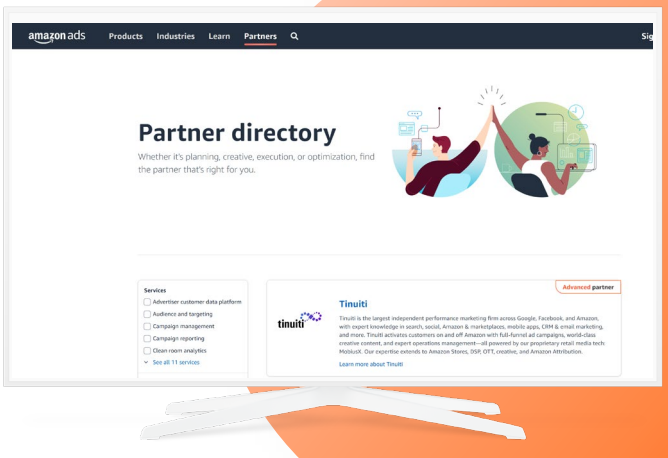
Adding new services within original categories

For example, “campaign monitoring” will be added under the “media planning & buying” category.

What is the Amazon Ads partner directory?

The Amazon Ads partner directory includes a list of partners that have tools and offerings that can help advertisers like you achieve business objectives and connect with Amazon audiences in meaningful ways.

These updates can help you easily find a partner that’s right for you.



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Partner directory product and service definitions (September 2022)

Information on product definitions can be found **here**. Service definitions by category are below.

Media planning and buying

Campaign setup	Features and services to create your campaigns including: keyword, product, budget recommendations, campaign forecasting, and campaign creation tools.
Campaign management and optimization	Features and services to manage and optimize your campaigns, including: bid optimizations, budget management, keyword, and product target updates.
Campaign monitoring	Monitor your campaigns with alerts if you are running out of inventory or budget. Monitor your listings and featured-offer status.
Campaign reporting and analytics	Reporting and dashboarding to understand the performance of your Amazon Ads campaigns.
Audience management and engagement	Services and solutions to help you use exclusive insights and shopping signals to connect with the most relevant audiences on and off Amazon.

Retail

Product research	Screen prospective products using criteria such as customer demand, allowing for more data-driven sourcing decisions.
Inventory and order management	Automate your Amazon order management and keep your inventory levels in sync across your systems.
Product detail page setup and optimization	Manage Amazon product listings with tools and services that help list new products or offers, optimize your catalog, and reduce human error. Includes features such as: A+ content, imaging, and translating listings to scale your business globally.
A+ content	Add rich product descriptions and features to your detail pages that can help increase conversion. Only brands registered with Amazon Brand Registry can add A+ content.
Store setup and optimization	Create, analyze, and optimize your Amazon Store to showcase your brand and products in a multipage, immersive shopping experience.
Sales and pricing strategy	Stay price-competitive with tools that automate your product pricing based on your business rules.
Promotions	Improve discoverability of products by creating relevant and compelling promotions.

Creative and brand experience

Product shots	Professionally shot by photographers skilled at romancing the product with added context and emotion.
How-to videos	Detailed explanations of features within the product, how it is utilized, and how using it benefits the customer.
Lifestyle videos	Content that brings day-in-the-life context to the product and tends to convey an emotional story that inspires.

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Partner directory product and service definitions (September 2022)

Creative and brand experience

Animated videos	Typically a cartoon-style video with some graphic illustration.
TV ads (15 & 30 sec)	Scripted stories professionally produced with hired actors, usually filmed in live settings with licensed sound tracks and visual elements.
Audio ads	Audio narrations recorded by hired actors used in ads for streaming services and radio.
Web design	The overall digital experience of a brand or product on desktop and app, usually conveyed similarly on external pages such as the brand's Store page on Amazon.

Measurement

Clean room analytics	Uses aggregated and pseudonymized signals stored in Amazon Marketing Cloud with strict privacy controls in order to enable privacy-safe measurement and insights.
Clean room developer	Provides custom development services on top of Amazon Marketing Cloud APIs to automate the generation of insights, optimization of campaign audiences, and execution of advertising campaigns.
Clean room integration	Provides software for integrating aggregated and pseudonymized audience signals within Amazon Marketing Cloud for campaign planning, audience management, reporting, and insights generation.
Advertiser customer data platform	Aggregates and unifies first-party audience signals from multiple sources on behalf of advertisers to build a single, coherent, complete view for campaign reach and measurement use-cases.
Multi-touch attribution	A marketing effectiveness measurement technique that assigns a credit to each of the touchpoints on the customer journey that allows a marketer to measure impact of each channel on a sale.
Mobile and app attribution	Saves, organizes, and visualizes mobile and app performance data to give marketers a unified view of campaign performance across channels and partners.
Audio measurement	Supports metrics to quantify reach and effectiveness of audio advertising (ex. impressions/listeners, quartiles, completes).
Video measurement	Provides measurement of: Reach and Frequency, Reach Extension, Outcomes and Audiences for TV, STV, and Video campaigns
Audience measurement	Measures viewability and reach of audiences who see and hear about the brand after ad exposure.
Audience verification	Provides advertisers the ability to see the demographic makeup (e.g., age, education level, HHI range, etc.) of the audience viewing their ads, at the aggregate level.
Brand measurement	Provides brand analytics and insights to support brands to make informed, strategic decisions about their product portfolio and marketing/advertising activities.
Brand safety	Provides a set of measures that aim to protect brands from appearing along side risky content or in unsuitable environments.
Advertising effectiveness	Measures effectiveness and impact of digital advertising on brand perception, and off Amazon sales. Includes brand lift, location and site visitation lift, and offline sales lift.
Reporting and analytics	Turns metrics into actionable and user friendly information and insights.

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Partner directory product and service definitions (September 2022)

Measurement

Business and marketing intelligence tools	Collects, analyzes, and visualizes unstructured data from internal and external systems.
Data connectors	Connects performance data from multiple sources, transforms into a format or structure for the purposes of querying and analysis, and visualizes it via interface or moves to another destination.
Retail performance measurement	Provides competitive retail performance through digital shelf metrics and insights.
Market research	Services generating insights from managed data sources and enabling marketers to make decisions related to product and creative launches.
Marketing mix modeling	A statistical method of determining the effectiveness and impact of marketing tactics on sales while forecasting the future sets of tactics.

Others

Data integration	Provides solutions for integrating advertiser managed customer signals with Amazon AdTech for richer audience insights and reporting.
Training	Provides training/learning programs/online and offline courses regarding Amazon Ads including but not limited to Sponsored Ads, Amazon DSP, Amazon Attribution, Stores, Posts.

Frequently Asked Questions

Why should I use a partner?

Working with an Amazon Ads partner can help your grow your business on Amazon's store and through Amazon Ads.

How do I find a partner using partner directory?

We recommend using the filters on the side navigation on the partner directory page. Currently, you can filter by "product," "service," "minimum monthly spend," "marketplace," and "office location" criteria.

If I like a partner, how do I move forward?

Once you identify a partner on the partner directory, click their listing to see their profile. There you will find a detailed description of their company, their services, general pricing, a contact button, and a link to their website. We recommend reaching out to the partner for more information.

What is an advanced or verified partner?

Partners who have a verified or advance partner badge on their partner directory listing are those who have achieved the requirements needed to earn that status level. We award partner status based on demonstrated expertise, engagement with Amazon Ads, and delivered growth for advertisers.

For additional information not covered here, please visit our **FAQ page**.

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