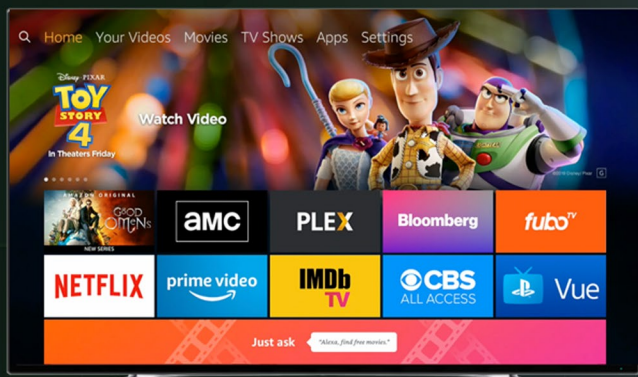


# AMAZON OTT ADVERTISING

Reach hyper-relevant large screen audiences with Amazon's unmatched targeting capabilities. The only OTT DSP with built-in first-party Consumer Data.



**100+**  
**MILLION**  
ACTIVE AMAZON  
PRIME MEMBERS

**300%**  
**INCREASE**  
IN AD-SUPPORTED  
FIRE TV APP USAGE

**40+**  
**MILLION**  
MONTHLY ACTIVE  
FIRE TV USERS



## AMAZON CONSUMER DATA

Always logged in always real. 1st party data provides multi-dimensional targeting capabilities



## PREMIUM INVENTORY

Exclusive IMDb TV inventory plus access to 50 Top Tier Publisher Partners



## VIDEO CONQUESTING

Target in-market audiences who are viewing your competitor's product



## ADVANCED SEGMENTATION

Segment by interests, demographics & shopping behavior on Amazon platform



## FULL FUNNEL MARKETING

Deliver Ads across multiple devices. Use multi-touch attribution to measure conversions



## CRM DATABASE TARGETING

Target customers in your CRM w/ verified Amazon accounts & build lookalike audiences

## THE DEMAND LOCAL DIFFERENCE



### 95% VIDEO COMPLETION RATE

Campaigns optimized to assure your ads have been received in full



### CUSTOM REPORTING & DASHBOARDS

Tailored dashboards and reports specific to Amazon OTT



### INDUSTRY EXPERTISE

Partners with industry leaders in Digital Marketing since 2008



### \$0.15 COST PER COMPLETE VIDEO VIEW

Achieve high campaign performance at competitive rates