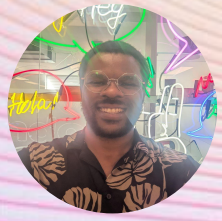
Video advertising with **Amazon DSP**: Why, What & How

amazon ads

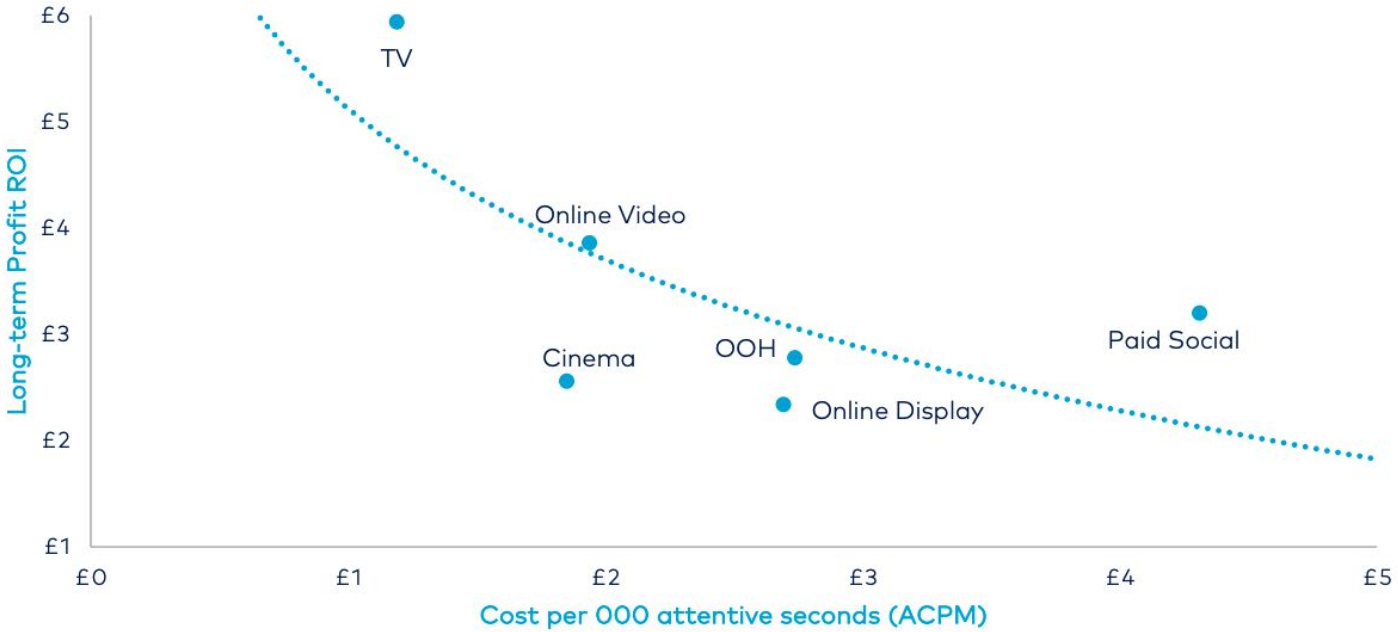


Ladipo Fagbola, PhD
Media Tech Director
.monks



WHY?

Attention!!!



Ebiquity | Lumen, 2024

Cross-Platform Impact 💪

+12.2%

Brand PPC

+13.1%

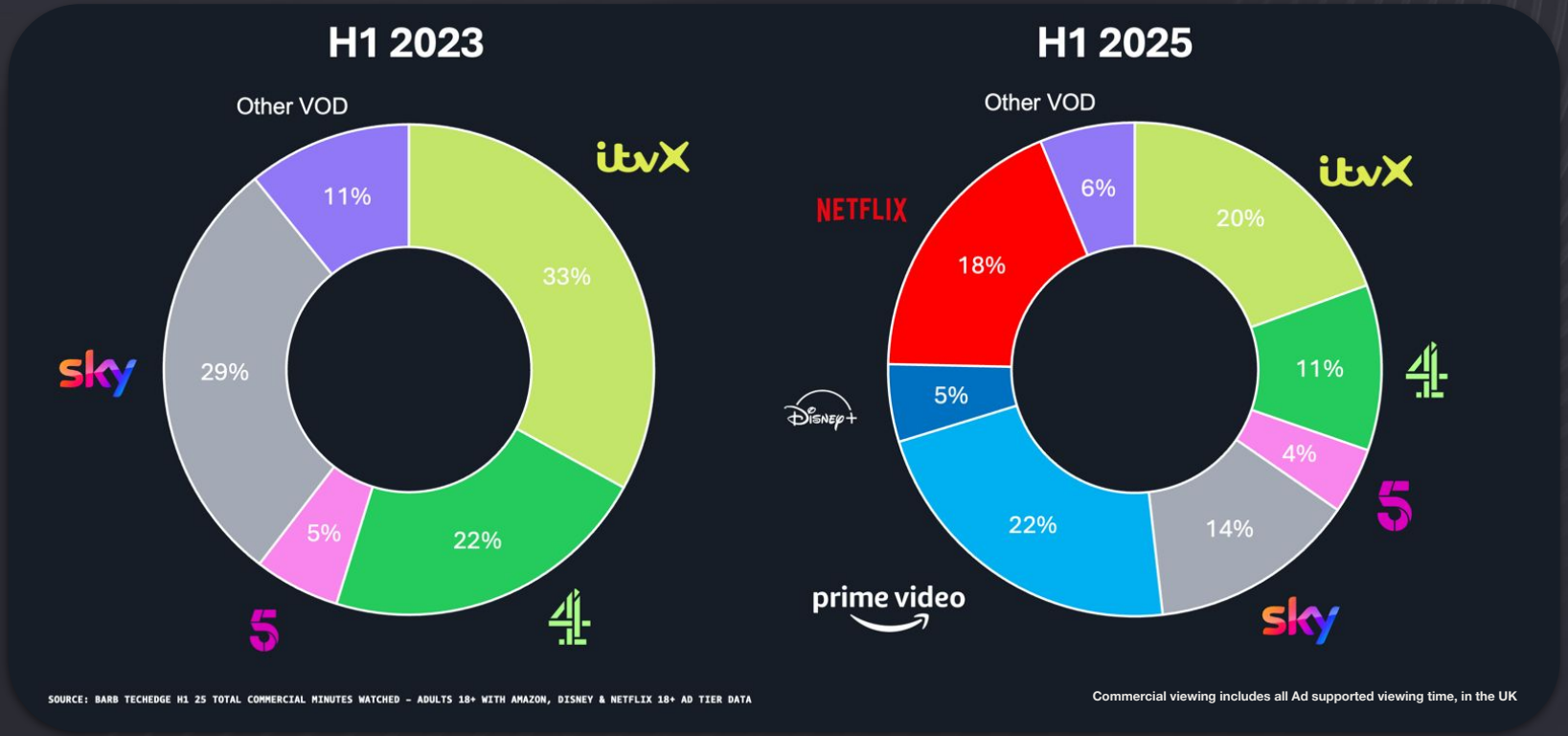
Generic PPC

+15.4%

Social

Source: Group M, 2025

Rewriting Commercial TV

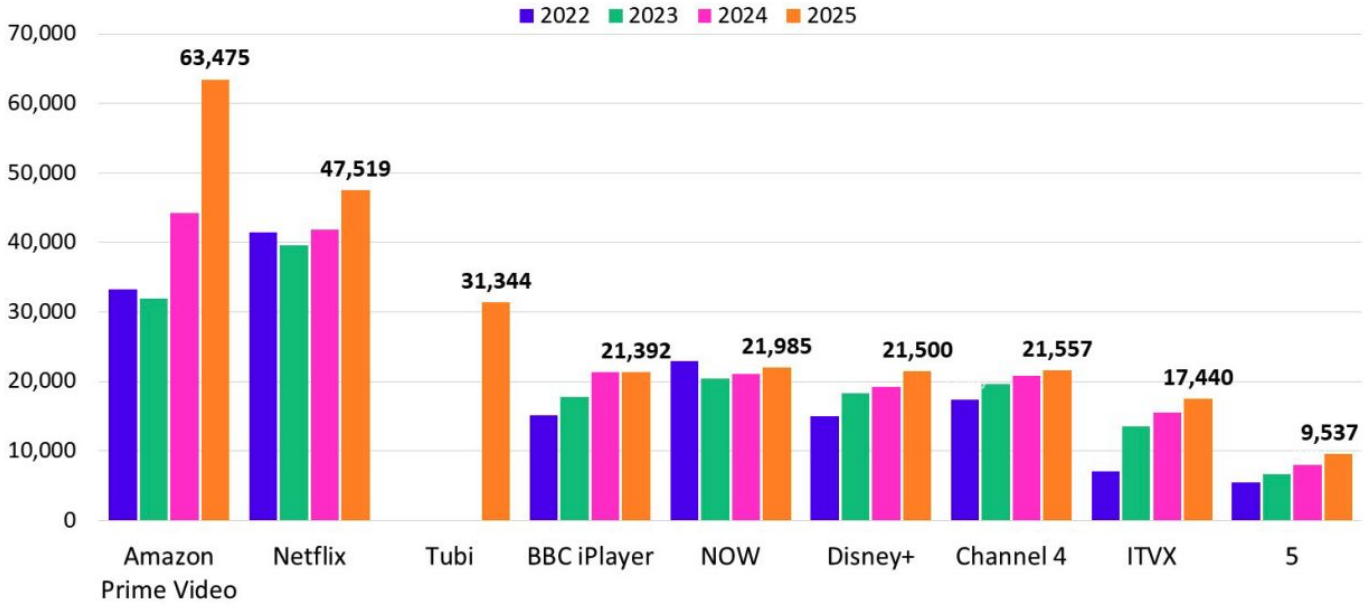


SOURCE: BARB TECHEDGE H1 25 TOTAL COMMERCIAL MINUTES WATCHED – ADULTS 18+ WITH AMAZON, DISNEY & NETFLIX 18+ AD TIER DATA

Commercial viewing includes all Ad supported viewing time, in the UK

Rewriting Commercial TV 🚀

Figure 48: UK VoD catalogue hours: 2022-2025



Source: Ampere Analysis – Analytics (May-2022 – May-2025). ITVX catalogue hours are free-to-view only.

Critically Acclaimed Content 👏

AMAZON MGM STUDIOS

62 Emmy Nominations



17 including Outstanding Drama Series and Lead Actor in a Drama Series



16 including Outstanding Drama Series and Outstanding Actor and Actress

Plus many more, including
Invincible, Red, White & Royal Blue, and Tig Notaro: Hello Again

Streaming Marketplace ✌️

Browse all subscriptions

Featured













Movies





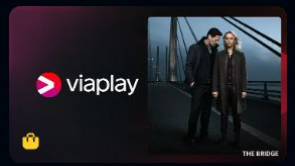




















Beyond Owned & Operated



THOMSON REUTERS

LG

pluto tv

DAILYMOTION

tubi

Rakuten

NETFLIX

Paramount+

HBO

sky

Disney

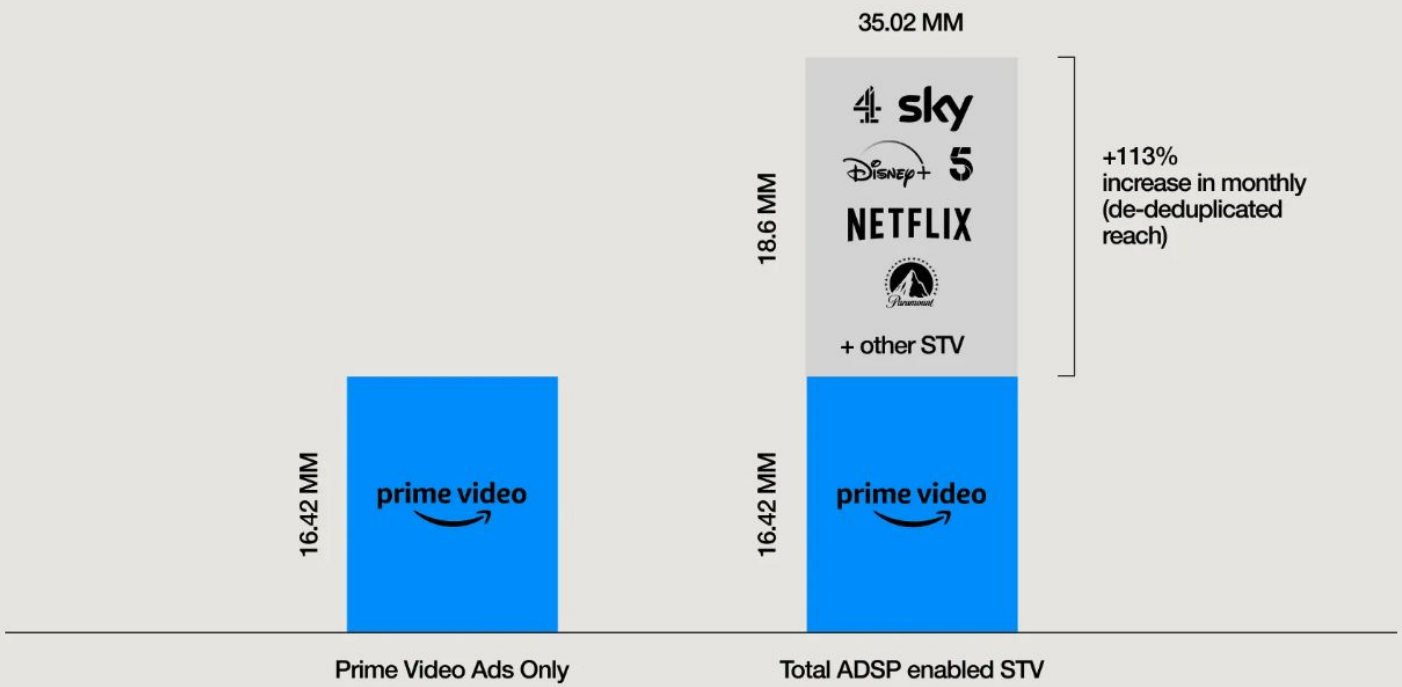
SAMSUNG

discovery+

Non-exhaustive sample list



ADSP STV: REACH ALMOST 2/3 OF UK ADULTS A MONTH



Amazon DSP's Reach;
https://www.monks.com/articles/total-tv-advertising-and-amazon-dsp-consolidating-fragmented-streaming-campaigns


WHAT?

The Jewels



fire tv

twitch

prime video

Live Sports

Demographics

81%
of watch time happens on connected TVs

54%
of Prime Video households have children under 18 in the home

58%
of viewers are ages 18-44

48%
are Adults in the ABC1 income bracket

prime video

Unique Insights & Scale



Streaming

Geo & Demo

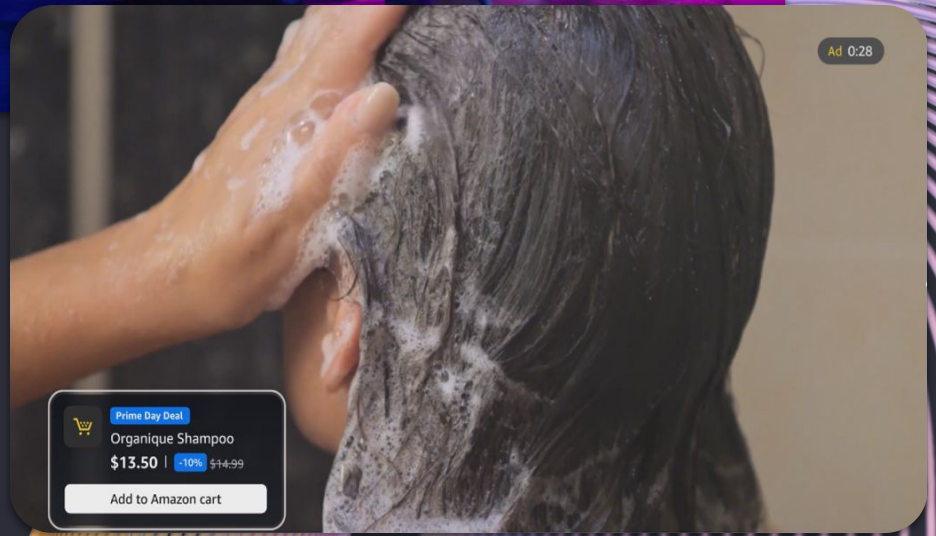
Commerce

Authenticated 1P Audience

Browsing

Interactive Video ads 👀







HOW?

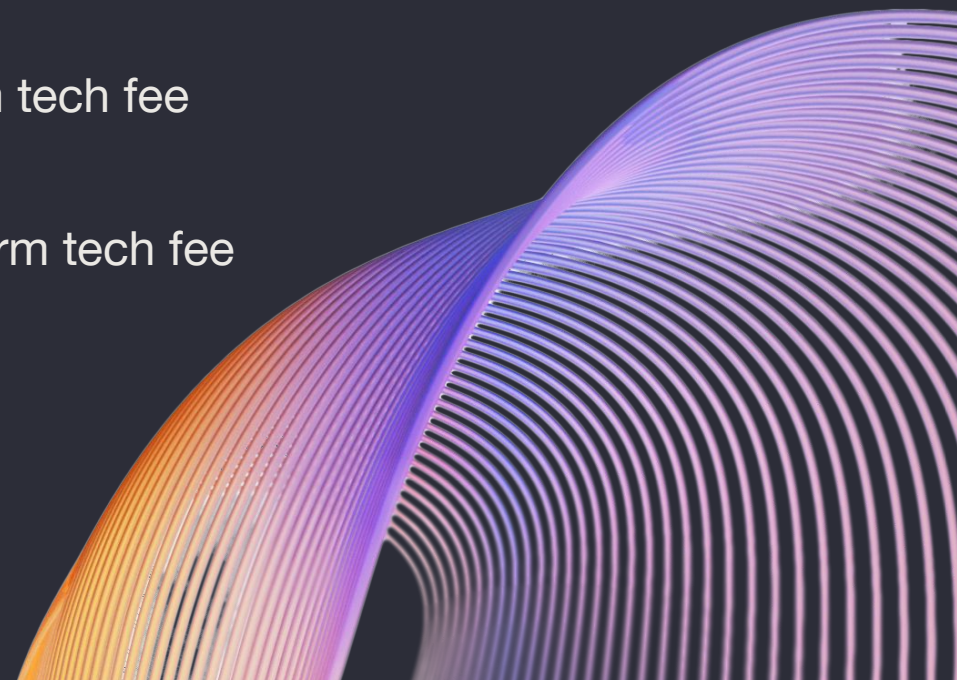
Available Levers

- Household Frequency control
- Reserved inventory on FTV & Prime Video Channels
- Off-the-shelf & custom deals using inventory hub
- Utilize differentiated measurement solutions
- Access proprietary publisher signals
- Use Amazon’s 1P data across all supplies

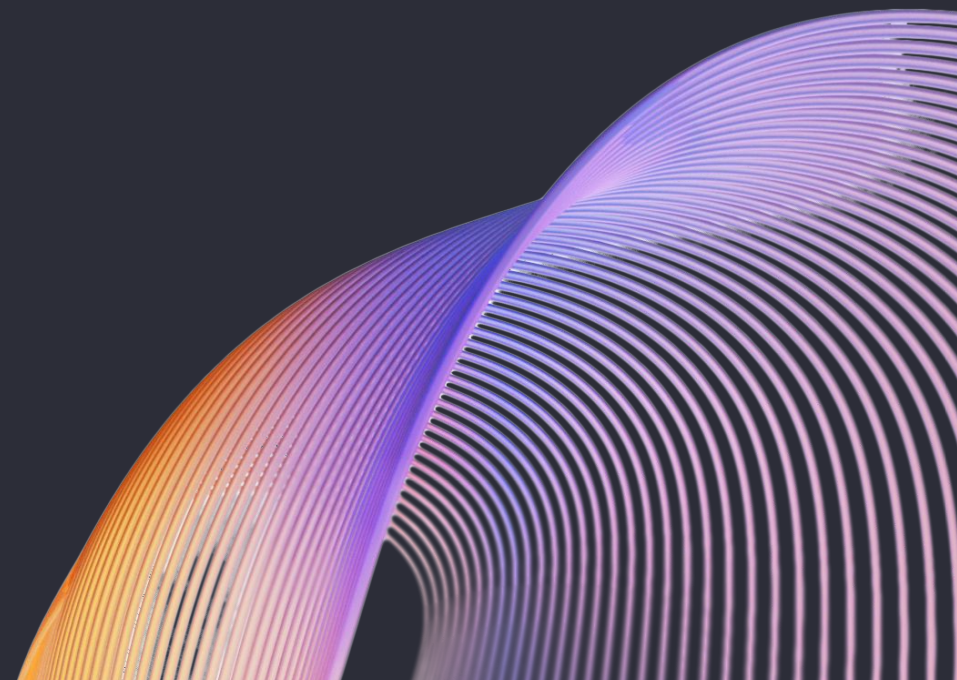
Cost Efficiency



- 6% Non-guaranteed inventory platform tech fee
  - Up to 50% less than rivals
- 1% Guaranteed 3P inventory platform tech fee
  - E.g. Netflix, Disney, Channel 4, Sky etc.
- 0% Guaranteed O&O inventory platform tech fee
  - Including Prime video & Twitch



Case Study



Musical Theatre

Prove Effectiveness

- Awareness
- Strong CPA
- Unique audiences



Musical Theatre

Monks Approach

- Amazon Ad Tag/Pixel
- Lifestyle Musical & Custom IMDb Audiences
- Brand Lift Study



Musical Theatre

Outcomes



-26% CPA

+19% Conversions

+5PP Awareness Lift

+2PP Favourability Lift

Best Practices

Amz Ad Tag

Interactive Video Ads

Brand Lift Study



3 Things to Remember 👌



Cost Efficiency



Authenticated Audiences



Multi-platform Reach

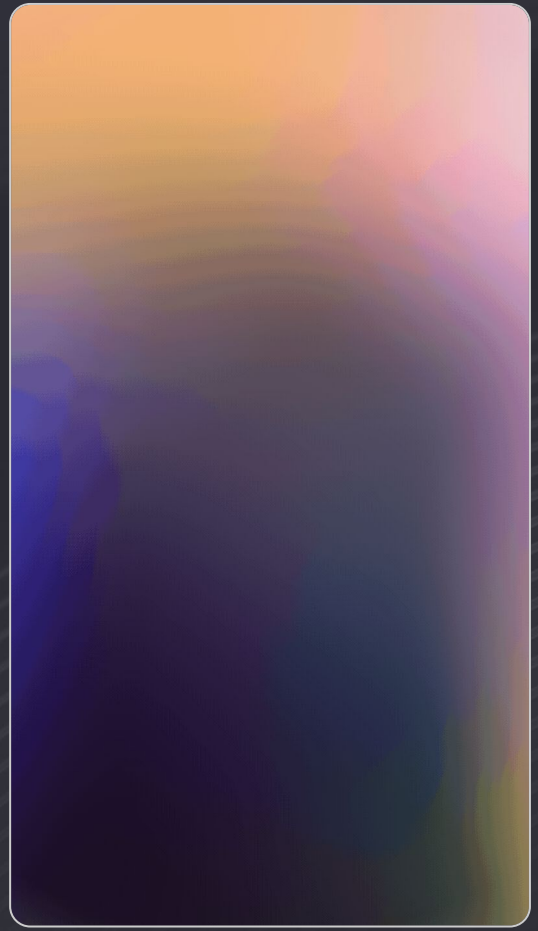
13+ years partnership

$200M+ across Data, Media & Marketplaces

AI Pioneer - One Show
AI Agency of the year - Ad Week

Other awards & nominations

- The Drum
- The One Show





Buy with prime

aws partner network

aws PARTNER Advanced Tier Services

amazon ads Advanced partner

AdTech reseller Amazon Ads

aws 50 CERTIFIED



THANK YOU

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.monks