POINTSTORY
Amazon DSP & Pointstory

DSP Addressable Market

200m

Global prime members

215m

Total US unique visitors per month

Source :https://www.statista.com/topics/4076/amazon-prime/

POINTSTORY

Standard Targeting Capabilities
(as seen on other DSPs)
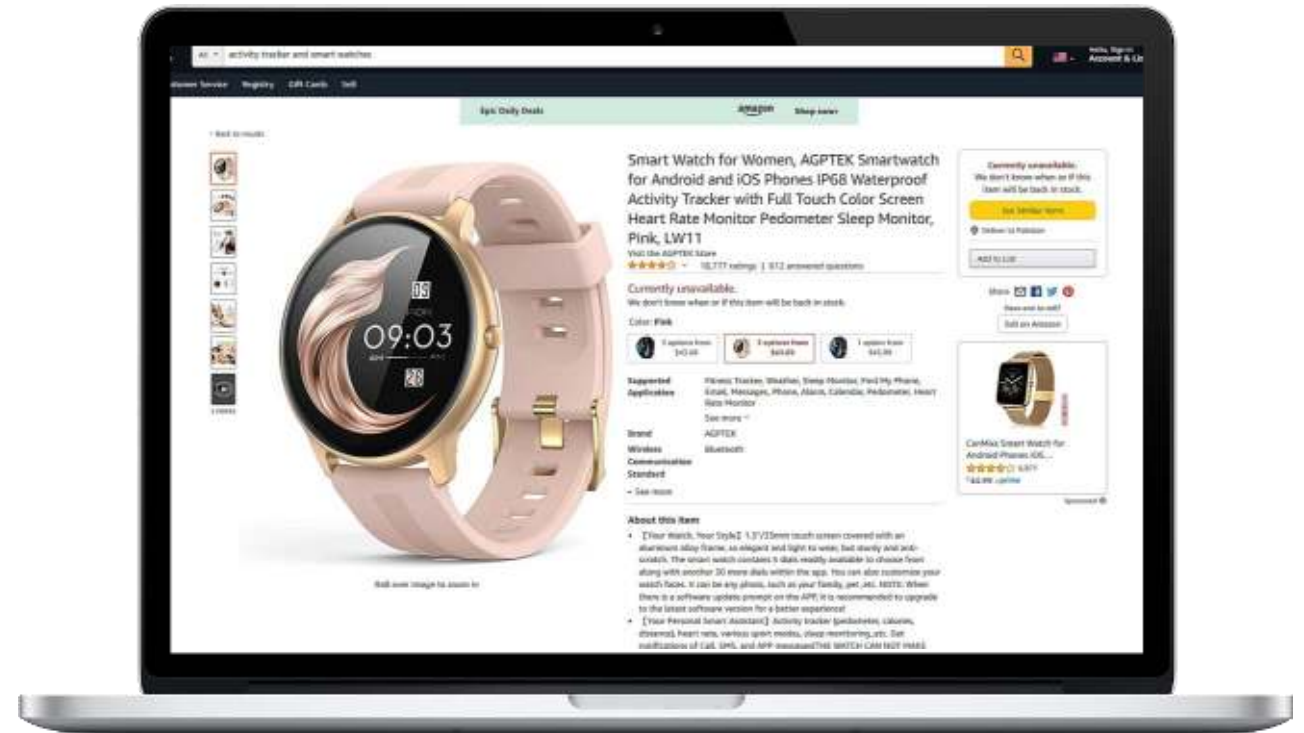
▶ Age

▶ Household income

▶ Geographic

▶ Interest

Unique targeting capabilities:

Purchase behavior segmentation

▶ **In market**
  - Cohort of visitors viewing in-category products

▶ **Interest based**

▶ **Custom Audience based on Amazon shopping and browsing behavior**

▶ **New to category**

POINTSTORY

Versatile Destinations

Media Versatility

▶ **Own images**

▶ **Videos - many formats**

▶ alexa **Audio**

▶ **Dynamic Ecommerce Ads**
- **Leverage consumer opinion**
- **Display product pricing and discounts**
- **Send to amazon product page**

POINTSTORY

Measuring Impact, Before & After

Branded Searches

Sales Rank

Brand Lift

Retail Insights

Placements

▶ On Amazon

▶ Off Amazon

Twitch

POINTSTORY

PointStory x Amazon DSP
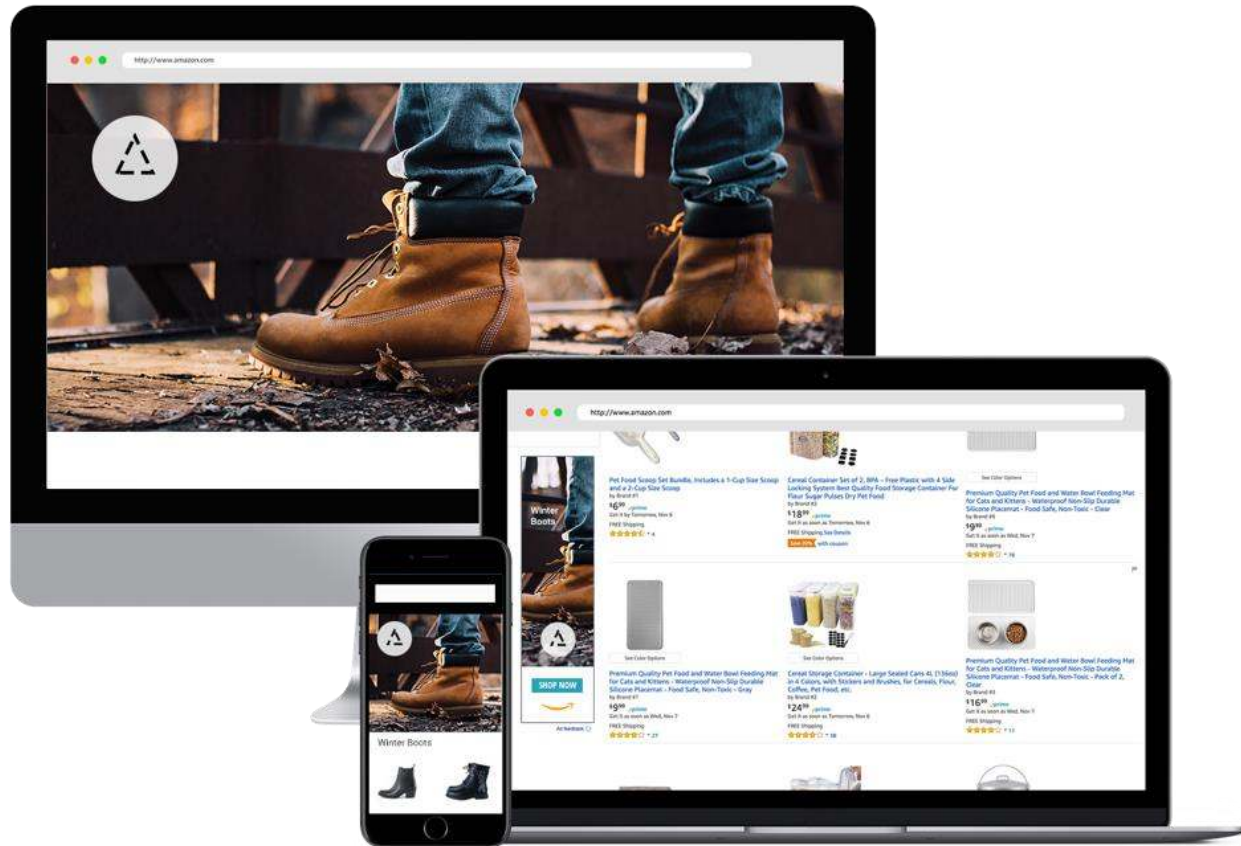## Different from the rest

▶ **Cost**

▶ **Reporting Cadence**

▶ **Measuring success**

DSP –
How do you incept your brand into people's minds?

▶ **How do you get consumers to type in your brand terms on Amazon**

POINTSTORY

Thank You