



Transparent Ad Marketplace

FAST, SIMPLE, TRANSPARENT

Easily improve revenue and decrease latency with one call to our cloud-based marketplace.

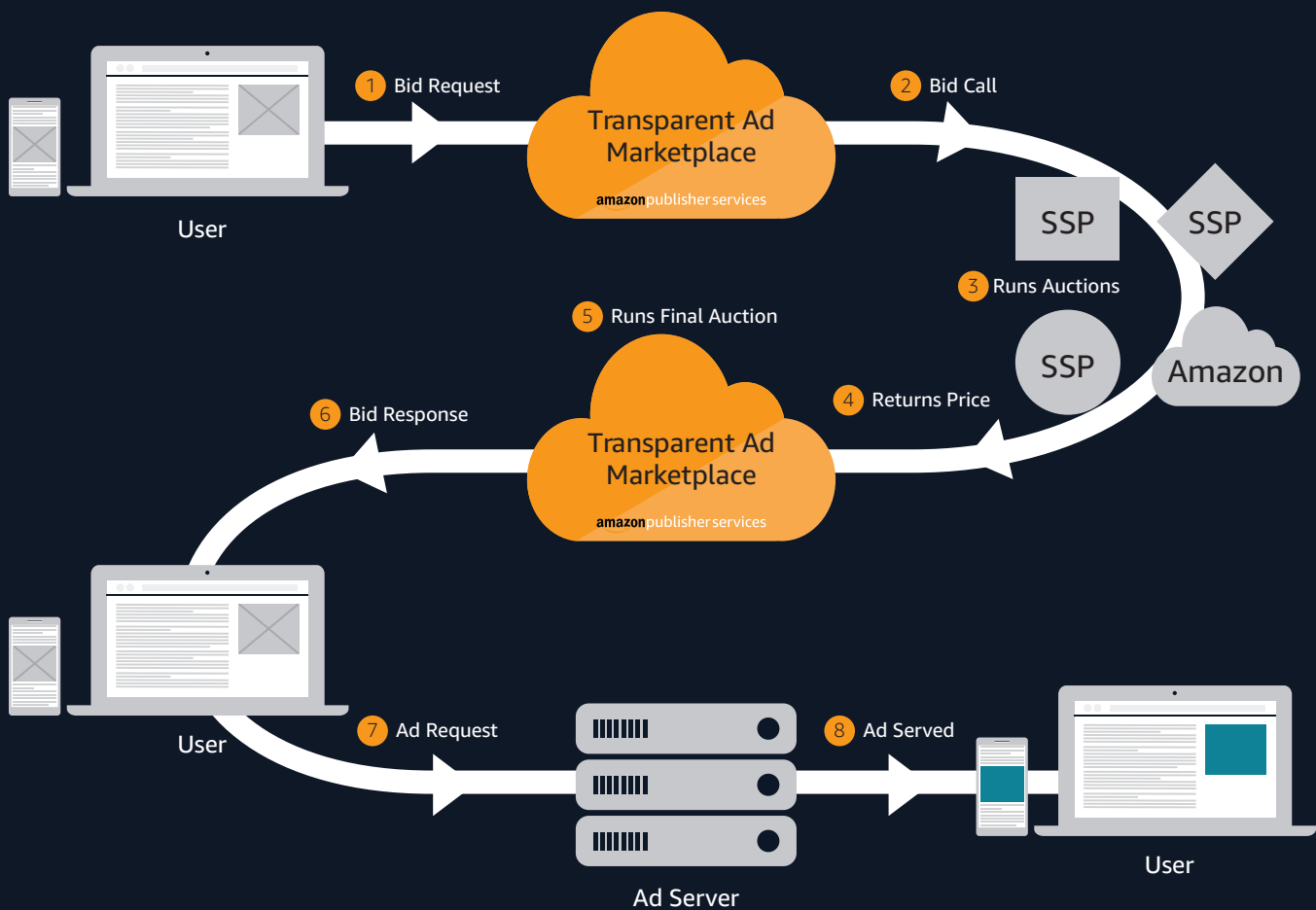
Transparent Ad Marketplace is different from client-side header bidding solutions, which require publishers to invest development resources for multiple demand integrations that slow page loads.

Increase Revenue

Add demand sources through one server to server integration and no extra development work.

Improved Speed and User Experience

App makes only one ad call and TAM handles the rest from the server side.



WHY PUBLISHERS CHOOSE TRANSPARENT AD MARKETPLACE

1

Large Demand Footprint

Work better with your preferred partners and easily tap into incremental demand from 15+ SSPs, including Rubicon, App Nexus and OpenX.

2

Real Transparency

No fee for publishers and auction-level reporting to show the highest bid always wins.

3

Trusted Partner

Access to unique Amazon demand and proven expertise in building scalable infrastructure.



Transparent Ad Marketplace is a substantial part of our programmatic strategy because of its transparency. We are able to see how different partners perform in a single dashboard, and make daily optimizations. We can also test new partners to see if they bring incremental demand. It used to take weeks, even months, and with TAM it's down to days

Katie Pillich, VP of Ad Operations & Programmatic Strategy, The Daily Beast

FAQ's

How do I get started?

The only technical requirement to use TAM is active integration with the multi-slot header bidding tag of Amazon Publisher Services (APS). Publishers also need a contractual relationship with all demand partners they want to tap into.

What are the available demand partners?

15+ bidders are working with TAM, and the number is constantly growing. Partners include: AppNexus, Rubicon-Project, Facebook Audience Network, Pubmatic and Yieldbot. Publishers can turn bidders off and on in real time with a simple switch from the APS portal.

I hear server-side bidding is less transparent. How do I know you're not giving unfair advantage to Amazon's bidder?

You can see the record of each auction conducted for any time period, including bidders who bid for each impression, the bid CPMs and the winner.

What ad formats are supported?

Dynamic display banners and pre-roll video on desktop and mobile web. In-app display and video units require separate SDK integration.

I would like to see a demo / I have more questions!

Reach out to aps-contact@amazon.com

Amazon Publisher Services

130 Lytton Ave
Palo Alto, CA 94301

aps-contact@amazon.com
aps.amazon.com

Transparent Ad Marketplace is available in:



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