



Transparent Ad Marketplace

FAST, SIMPLE, TRANSPARENT

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

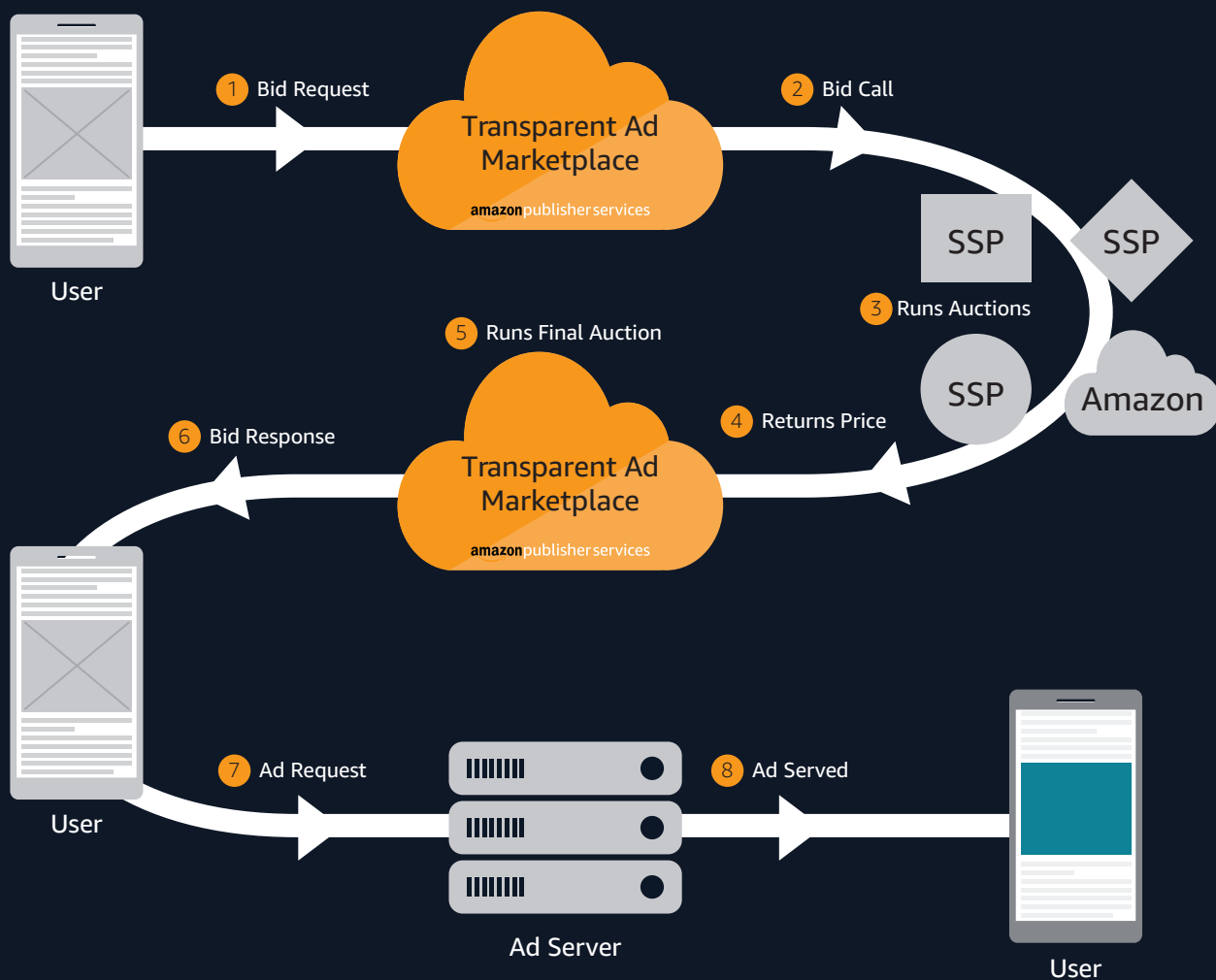
Transparent Ad Marketplace (TAM) is different from other app monetization solutions, which require publishers to invest development resources for multiple demand integrations that slow app performance.

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

Single Point Access

One light SDK setup to 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.



Only Amazon Publisher Services has developed third-party tech that is even close to bringing direct bidding to app.

David Jakubowski, Director of Publisher Solutions, Facebook

FAQ's

How do I get started?

The only technical requirement to use TAM is active integration with the Amazon Publisher Services' (APS) SDK. App developers 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, Mobfox, 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?

Mobile banners, video pre-roll, incentivized video and interstitial.

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:



Copyright © 2013-2017 A9.com, Inc. or its affiliates.
An Amazon.com company