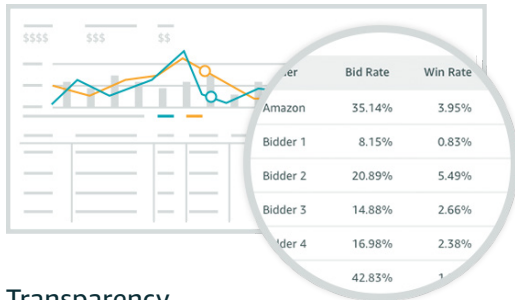
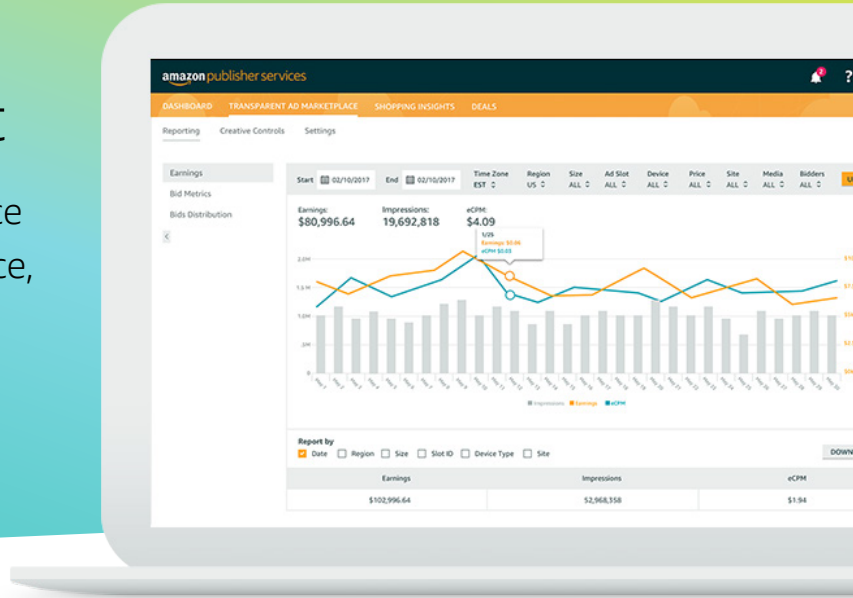


Fast, Simple, Transparent

Easily improve revenue and user experience with one call to our server-side marketplace, where all bidders compete equally.



Transparency

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



Large Demand Footprint

Work better with your preferred partners and easily tap into incremental demand from 20+ SSPs.



Trusted Partner

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

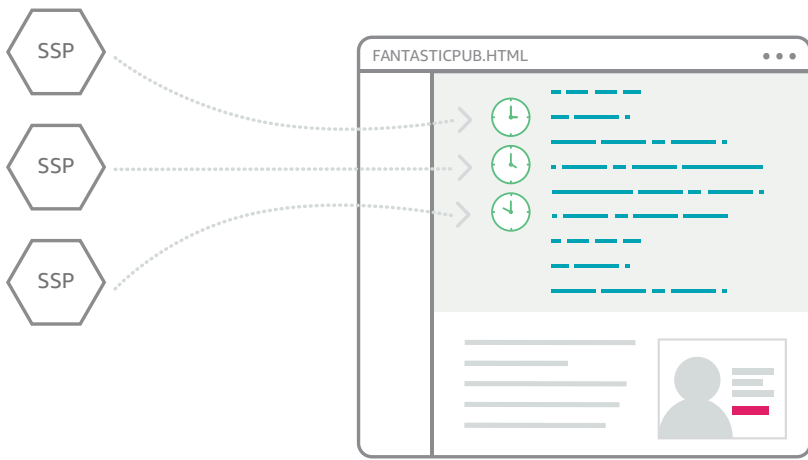
Increase Revenue

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

“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





Without Amazon Publisher Services

Client-side Header Bidding

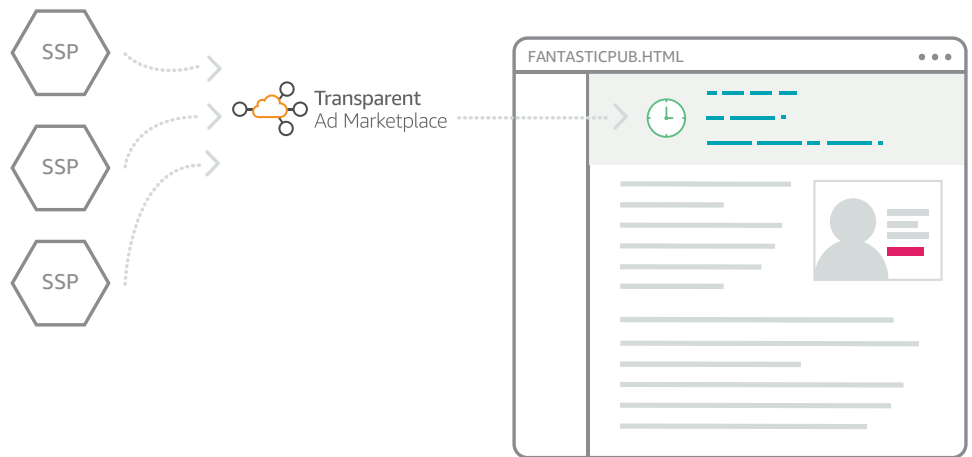
Traditional header bidding solutions require publishers to invest development resources for multiple demand integrations that slow page loads.

VS

With Amazon Publisher Services

Server-side Header Bidding

The page makes only one ad call and Transparent Ad Marketplace handles the rest from the server side, for improved speed and user experience.



Frequently asked questions

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?

20+ bidders are working with TAM, and the number is constantly growing.

Partners include:

AppNexus, Facebook Audience Network, OpenX, RubiconProject, SpotX

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 and/or I have more questions!

Reach out to aps-contact@amazon.com

