

Overview for Mobile Apps



APS's in-app bidding solution helps publishers increase revenue without compromising user experience. With one call to our server-side marketplace, buyers compete for your impressions in a unified auction. Since our launch in 2015, we've been helping app publishers of all sizes simplify their monetization strategy. With a single SDK, publishers can access demand from 25+ sources including unique Amazon demand.

APS works within your existing monetization solution. Whether you're a large game studio using an ad server to manage your waterfall, or a small utility app that's built your own custom mediator, you can leverage APS to increase yield by enabling more demand partners and incremental bidding.

Benefits



Higher yield and revenue

No fees and all demand partners compete in parallel, helping increase bid density and CPMs.

Scalable server-side integration

A one-time light SDK integration connects you to all buyers, helping improve operational and technical efficiencies. Discover and add new demand partners without additional development work.



Real transparency

Auction-level reporting to show the highest bid always wins.

Trusted partner

Access unique Amazon demand and leverage our stable infrastructure that app developers like theScore and imgur have been using since 2016.

Decrease latency and improve user experience

The app makes one ad call and Transparent Ad Marketplace handles the rest from the server side.

Flexible contracts & payments

Publishers can add additional demand partners through Transparent Ad Marketplace (TAM) or Unified Ad Marketplace (UAM). With TAM, you manage contracts and payments directly with your demand partners. Or, save time with UAM and let us handle the contracts and payments for you. With UAM, we combine all earnings and send you one payment—it's one contract, one check. A 10% transaction fee is deducted from third-party UAM demand partners, prior to conducting a first price auction.

About Amazon Publisher Services

Used by tens of thousands of leading publishers throughout the world, our service Transparent Ad Marketplace (TAM) enables you to increase monetization by adding many leading sources of advertising demand, through one server-to-server integration, and our Shopping Insights service allows you to showcase your audiences to advertisers using aggregate Amazon shopping signals.

How it works

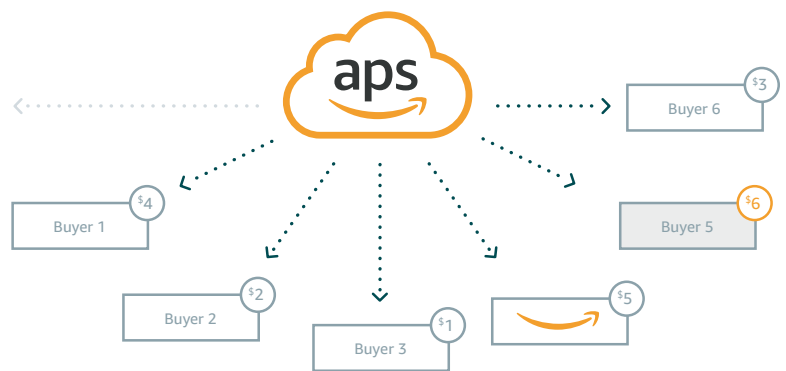
In a traditional waterfall, each demand source is called once, in sequence, making it so that a buyer that is willing to bid more for your impression, never gets the opportunity. That in turn reduces the publisher's chance to earn more revenue.

With TAM, a single call from the app is made to APS. All TAM demand partners, including Amazon DSP, compete in a server-side first price auction, where publishers get paid 100% of the winning CPM. This unified auction increases bid density, driving up CPM and ultimately revenue for publishers.

Traditional Waterfall



With APS



Frequently asked questions

What are the available demand partners?

25+ bidders are working with TAM, and the number is constantly growing. Partners include:

- AdColony
- InMobi
- Liftoff
- OpenX
- Magnite
- Smaato
- SpotX
- Xandr

Publishers can turn bidders off and on in real time with a simple switch from the APS portal.

From which countries should I expect to see demand?

Amazon DSP demand comes from the following countries: the United States, Canada, Mexico, the United Kingdom, Germany, Italy, France, Spain, Japan, and Australia. If you have additional buyers integrated, the demand coverage would be specific to each buyer.