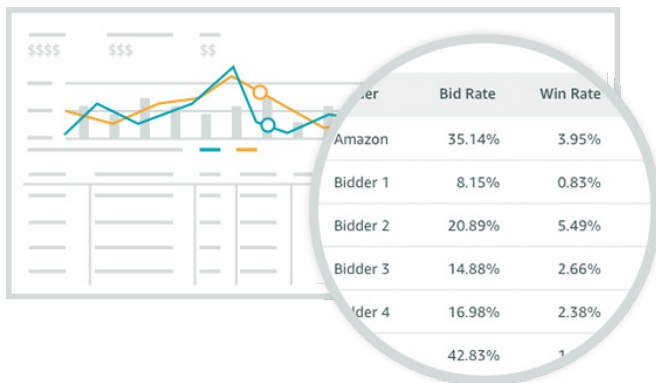
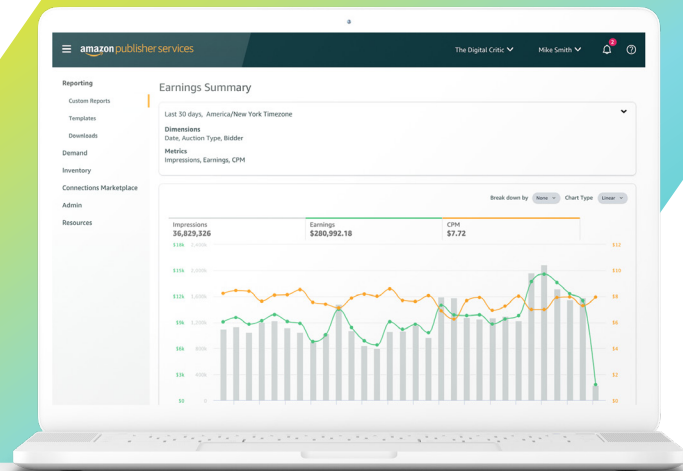


Fast, Simple, Transparent

Easily improve revenue and reduce latency with a single call to our server-to-server marketplace.



Real transparency

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

Trusted Partner

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



Large demand footprint

Work better with your preferred partners, including Amazon, and easily tap into 45+ buyers.

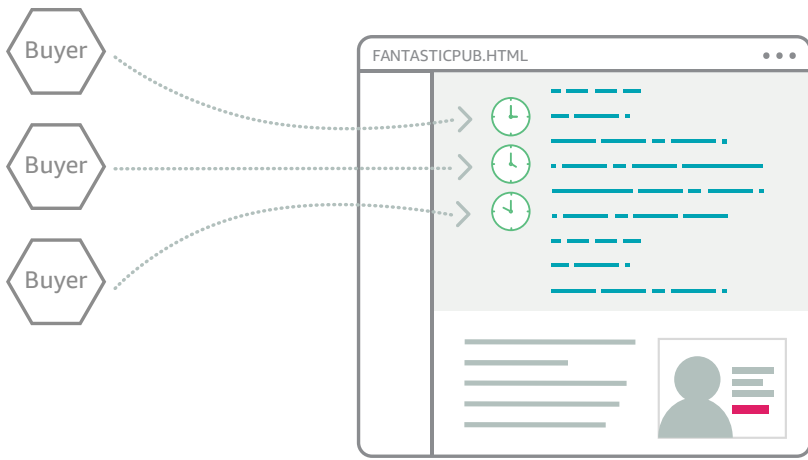
Decrease latency

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

“After upgrading to Transparent Ad Marketplace’s multi-slot integration, we saw a 20% increase in revenue without having to compromise our user experience.”

Eric Meixner

VP of Global Marketing, Whitepages 



Without Amazon Publisher Services

Client-side Header Bidding

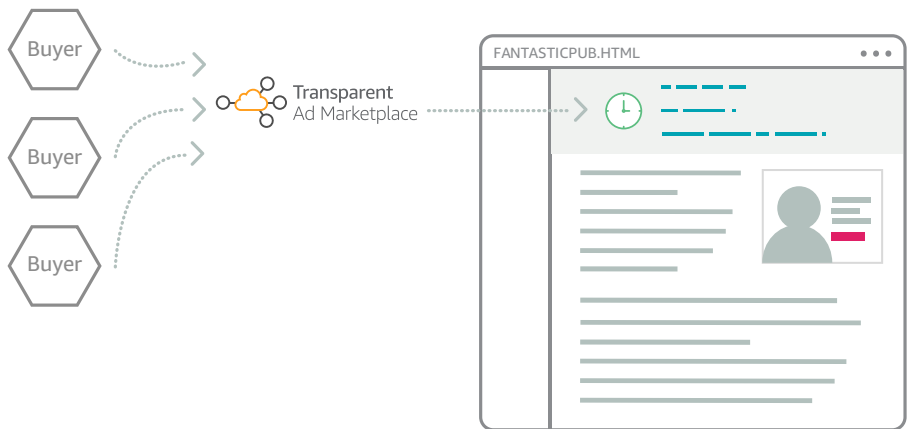
Traditional header bidding solutions require publishers to invest development resources for multiple demand integrations that slow page loads.



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?

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

Partners include: OpenX, Magnite, Smaato, SpotX, TripleLift, Verve, and more.

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, pre-roll video, and outstream 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