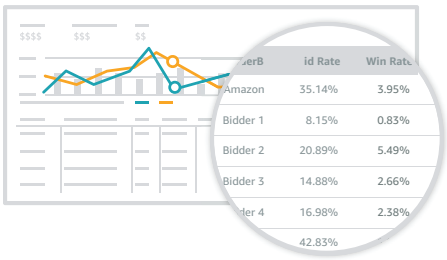
amazon publisher services

Header Bidding Solutions for Programmatic Buyers

Amazon Publisher Services (APS) is a suite of cloud based services that offers direct access to high quality digital media inventory, including the majority of Comscore top 250 publishers. Choose between a direct or flexible contractual relationship with publishers at any time, via our Transparent Ad Marketplace (TAM) and Unified Ad Marketplace (UAM) solutions; all through one single APS integration.

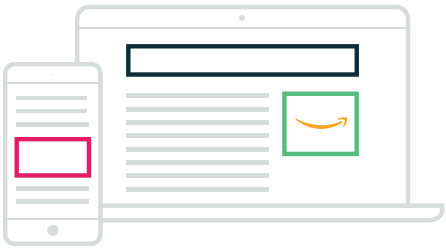
Transparent Ad Marketplace

TAM is a cloud-based header bidding marketplace that allows you to manage direct relationships with the world's leading publishers, through one simple APS integration. Strike direct connections with the publishers of your choice using TAM as a centralized hub for all of your bidding, optimization, and analytics needs. Promote campaign efficiency with faster ad loads and auction transparency with an advanced reporting suite powered by Amazon.



Unified Ad Marketplace

UAM is a cloud-based header bidding marketplace that allows you to access APS's network of vetted, third-party publishers at scale, through one simple APS integration. Publisher payments are made easy, with all transactions handled by APS in one monthly payment. Drive programmatic scale and grow campaigan reach, all through a streamlined activation workflow and single oRTB integration.



What is the difference between UAM and TAM?

	Transparent Ad Marketplace	Unified Ad Marketplace
Contracts	Buyers sign contracts directly with each publisher.	Buyers sign one click-through contract with APS and APS signs contracts with publishers.
Payments	Each buyer pays the publisher directly.	APS combines all buyer payments and sends one monthly payment to the publishers.
Header bidding methodology	Server-to-server	

Integrate with APS to optimize bidding, reduce latency, and streamline analytics for all of your programmatic campaigns.

Interested in learning more? Get started by contacting your APS support team today.

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