# amazon publisher services

Signal IQ (beta)

Measure, benchmark, and optimize your signal investments

aps

Signal IQ is a measurement tool empowering web publishers to analyze the individual impact of their bidstream signals. Signal IQ reporting illustrates how third-party IDs influence key metrics such as bid rates, bid CPMs, and revenue from specific bidders in APS Transparent Ad Marketplace (TAM). Publishers can now test and evaluate third-party IDs with confidence, and make informed signal investments and optimizations to increase addressability on their inventory. Signal IQ reporting is available through a single click in APS portal.
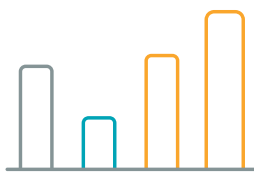
Measure your signal investments

Signal IQ measures the impact of bidstream signals through an A/B testing framework and delivers transparent reporting to understand the impact of individual signals at the bidder-level.

> Publishers that implement third-party IDs see an average of **+20%** or greater increase on APS TAM earnings.[1]

Benchmark and optimize your addressability strategy

Signal IQ helps you understand which signals are driving the most meaningful improvements across your key metrics, such as bid CPMs, and benchmark against broader inventory cohorts.

> On Safari traffic, publishers observe a **+27%** bid rate lift and **+119%** earnings lift when third-party IDs are present.[2]

How Signal IQ Works

Signal IQ tests signal-specific performance between bidders by analyzing traffic between three cohorts: control, clean, and signal-specific. Using this approach, Signal IQ distinguishes the value added from your selected bidstream signal (e.g., signal-specific) compared to traffic where no signals are present (e.g., clean), as well as traffic where all signals are present (e.g., control).

BUCKET TYPE		TREATMENT TYPE
🟩	Control	No treatment (as-is)
🟪	Clean	All signals stripped
🟦	Signal-specific	Only one signal remains

Always-on Signal IQ reporting
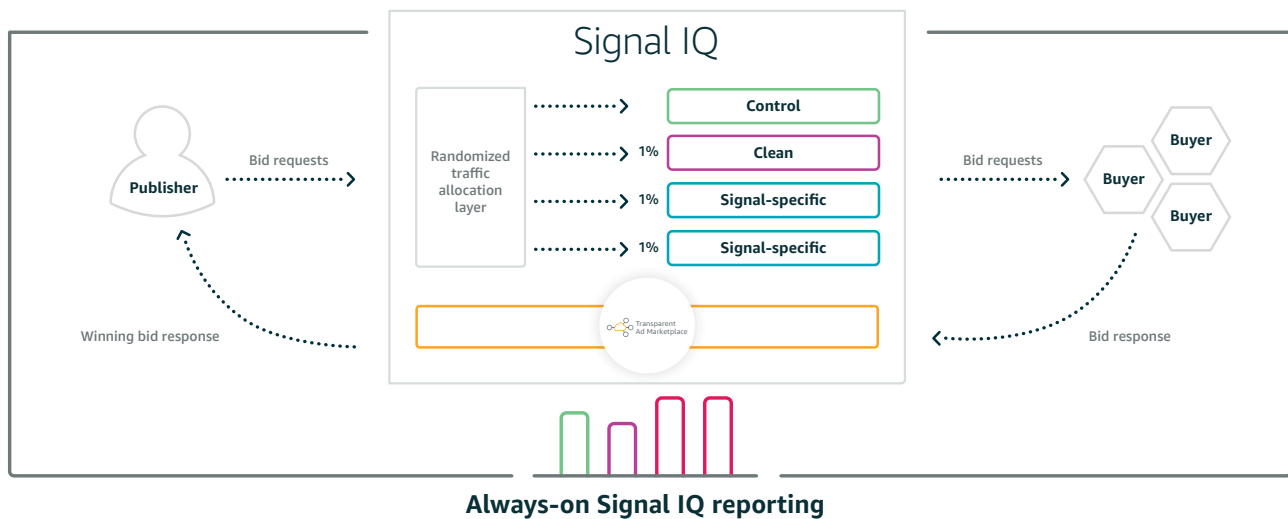
Frequently Asked Questions

What metrics does Signal IQ provide?

Signal IQ provides reporting to understand the signal-specific impact on bid rates, bid CPMs, and revenue across dimensions, such as bidders and browsers.

What signals are measured by Signal IQ?

In beta, Signal IQ measures third-party identity signals enabled through APS Connections Marketplace. Supported third-party IDs include: ID5's Universal ID, Lotame's Panorama ID, Lexicon by 33Across, Yahoo Connect ID, LiveRamp ATS, Shared ID, Publink, and LiveIntent.

Who can participate in Signal IQ?

Signal IQ is available in beta for APS web publishers in United States, United Kingdom, France, Italy, Germany, Spain, and Japan. To participate, you must have at least one third-party ID connection activated in APS Connections Marketplace.

Is there a fee to use Signal IQ?

No. There is no cost for Signal IQ beta.

Interested in learning more?
Visit **Amazon Publisher Services** and click **get started**.