

Beyond standard display: Why publishers are turning to creative formats for revenue growth

Unlock incremental revenue through differentiated demand

In today's evolving digital advertising landscape, publishers can no longer count solely on standard digital display to support their advertising goals. After all, not only has programmatic standard digital display spend softened year over year, but additional changes are projected into next year. eMarketer has reported a **>3% decline in programmatic standard digital display spend growth** 2024 to 2025, and is **projecting an additional 2% decrease in 2026**.¹ Demand diversification is becoming more important than ever and forward-looking publishers are recognizing the **importance of non-standard formats**.

APS publishers are familiar with the revenue generated from TAM, but many have yet to tap into the revenue that can be generated by **Creative Format services in the APS Connections Marketplace**. These services specialize in providing publishers with access to net new ad experiences and access to new channels of demand not available via any programmatic pipes including TAM.

Creative format providers can generate significant — and exclusive — revenue, seamlessly

Wunderkind

"Wunderkind Ads lives in its own dedicated slot on publishers' websites. The exclusive demand we bring to the table through this format is sold directly by our sales team to agencies, making the process to generate incremental revenue seamless for publishers."

Creative format providers can source new demand from advertisers: Wunderkind provides publishers with unique, high-impact exit intent placements. They have demonstrated remarkable results for publishers seeking to monetize the end of the customer journey: APS publishers leveraging Wunderkind have generated an average of **20% of their total APS earnings** through this service.²

[Click here to connect with Wunderkind in Connections Marketplace](#)

Browsi

"Browsi's AI-driven optimization ensures that publishers can maximize the impact of current revenue opportunities and develop new strategies to increase earnings. Unlike SSPs, which focus on monetization and ad sales, our service delivers incremental revenue by optimizing page layouts and identifying opportunities for additional, high-value ad placements."

Creative format providers can optimize existing demand channels: Browsi provides publishers with a service that leverages an AI infrastructure to analyze real-time data to deliver tailored ad experiences that result in an average of **36% revenue uplift** for publishers.³

[Click here to connect with Browsi in Connections Marketplace](#)

QORTEX

"On-Stream ads are designed to deliver peak engagement and viewability. By leveraging publishers' existing relationships with their primary SSPs, we enable immediate revenue without disrupting their workflow."

Creative format providers can create new types of inventory: Qortex provides publishers with a way to create new ad inventory by deploying their proprietary "On-Stream" display units on existing video placements. These "On-Stream" units show an average of **30% lift in brand, favorability, and purchase intent**,⁴ making them attractive to advertisers and generate an average increase of **+25-30% revenue per video stream**.⁵

[Click here to connect with Qortex in Connections Marketplace](#)

Explore how you can unlock new revenue potential

With access to the APS Connections Marketplace, identifying and activating new services has never been easier for publishers. All of these integrations enable publishers to have a direct connection with the vendor and have the ability to pause with the click of a button in the APS UI. Ready to unlock new revenue streams? **Contact Amazon Publisher Services** and use **Connections Marketplace** to grow your business with Creative Formats.