

Amazon Prime Rewards Visa utilizes Amazon Publisher Services (APS) deals to help scale campaign delivery and decrease CPA by 30%



Amazon Payment Products (APP) serves tens of millions of customers worldwide through a global portfolio of products, offering best-in-class rewards, easy access to credit, as well as the simplicity to sell or buy cross-border on Amazon in the customers' local currency. One of APP's core products is the US co-branded consumer credit card; the Amazon Prime Rewards Visa Card. We interviewed Laura Altman, Paid Media Lead for the APP North America acquisition team, about her experience working with Amazon Publisher Services (APS) in curating an acquisition campaign for the Amazon Prime Rewards Visa Card.

Laura utilizes Amazon DSP (ADSP) campaigns to support the APP team's acquisition digital marketing initiatives. These campaigns can run via the open auction or through deals. Deals are curated marketplaces where publishers make their inventory available to a select group of buyers. Deals attract buyers who are looking for more curated content (i.e. contextual, performance-based). After facing challenges scaling on the open auction, Laura was excited to learn how her team could utilize APS' deals offerings to reach relevant audiences at scale and still achieve performance objectives.

Why did you decide to pursue deals for this campaign?

My team has been running an always-on acquisition campaign for the Amazon Prime Visa card via open auction since Q4 2020. We've recently struggled to scale the campaign based on available open auction inventory. Our goal is to expand our offsite paid ads acquisition program by finding new ways to reach acquisition-eligible customers. Based on prior experience, I knew the contextual relevance of deals, layered with ADSP's first-party audiences segmentation, would allow us to reach eligible customers on APS' premium inventory at scale.

Why did you choose to work with APS?

We chose to work with APS because they have experience with publisher relationships. I knew APS would provide my team with access to premium supply that met our client's high standards. APS also has a strong support model for troubleshooting and performing customized work.

What Key Performance Indicators (KPIs) were you focused on and were there any mandatory parameters for this campaign?

Our goal for this campaign was to drive more efficient ad spend while gaining incremental impressions on the Amazon DSP. Our two main KPIs beyond delivery were (1) cost per acquisition (CPA) and (2) conversion rate. We wanted to lower CPA and increase conversion rate compared to our open auction campaign. We also layered on a first-party audience to ensure we were reaching customers for whom the campaign was relevant.

“For this campaign, we needed to drive efficient ad spend. APS provides access to a significant amount of premium inventory, and, when layered with first-party Amazon audiences, helped us do just that. It is great to see APS deals help meet lower funnel, conversion goals.”

Laura Altman
Paid Media Lead, Amazon Payment Products US

How did the APS team optimize the deal to achieve the desired KPIs?

Initially, the campaign was under-performing due to issues with scale and targeting on the buy side. The APS team quickly deployed custom modifications — such as, removing under-performing domains, adjusting floor rates, and modifying frequency caps. Modifications such as those got campaign delivery and performance back on track.

What results did you see observe after running this campaign?

This campaign's conversion rate was 154%¹ higher than the conversion rate for our open auction campaign. Additionally, APS helped decrease our CPA by 30%¹ while increasing our total impressions by 11%¹, making the deals model one of our most cost-efficient acquisition methods.

What are your plans for future transactions with APS?

Based on the favorable campaign performance and ability to achieve lower-funnel conversion metrics, our team plans to continue investing in APS deals. We are interested in scaling spend in the coming months and are considering expanding to online video (OLV) deals.

Are you an advertiser or agency that wants to learn how to activate an APS deal that utilizes premium publisher inventory?

Reach out to pmpsupplyplanner@amazon.com

Are you a publisher interested in enabling APS deals?

Publishers working with APS should reach out to APS Support for next steps.