BidX

Amazon DSP
Unlocking
Optimal Growth

BidX

BidX Inc
101 6th Avenue,
NY 10013

hello@bidx.io
www.bidx.io

Contact me!

Joseph Philipps
Account Manager

m: jphilipps@bidx.io
meetings.hubspot. com/joe-philipps/call

Index

What is the
Amazon DSP?

01

The [Amazon Demand-Side-Platform](#) (ADSP) is used by advertisers to place display and video ads. This option is not only available for Amazon sellers and vendors, but also for companies that do not sell on Amazon. The Amazon Demand-Side Platform is based on Amazon's extensive data and makes it possible to target customers who are highly likely to buy. With the ADSP, target groups can be addressed precisely based on their search behavior, product views and purchasing patterns. In addition, the ADSP offers the opportunity to use Amazon's extensive network, for example by placing ads on platforms such as Fire TV, Twitch or IMDb. Another unique feature of the DSP is the ability to target customers at every stage of the buying process.

You can find out more about how Amazon DSP ads work and how they can be displayed [hier](#) . In this case study, we focus exclusively on analyzing the most relevant key figures in order to be able to make a statement about whether the Amazon DSP is worthwhile. The analysis relates to a customer who places ads with the help of BidX ADSP.

Effects of using the
Amazon DSP

02

Impressions

The number of impressions can be significantly increased by using the **ADSP**. The graph clearly shows that **ADSP** generated more than one million impressions after just two weeks.

Using **ADSP** ads also has an enormous effect on the other advertising types. In the period under review, Sponsored Ads increased fivefold from approx. 270K to 1.4 million after the use of **DSP Ads**.

Impression per Campaign Type

Sales

Sales generated through the **Amazon DSP** also have an impact on sales through other advertisements.
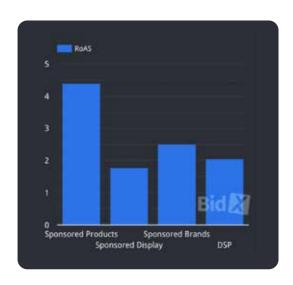
Sales per Campaign Type

Die Total Sales konnten von 57K auf 72K am Tag gesteigert werden. Dies zeigt, dass die Attribution sauber eingerichtet ist und dass **DSP** tatsächlich schrittweise Sales generiert.

Total Sales

ROAS and ACOS

The **RoAS** for DSP ads is better than for **Sponsored Display Ads,** but lower than for **Sponsored Brands** and significantly lower than for **Sponsored Product Ads.**

The use of **ADSP**, which is less efficient than **Sponsored Product Ads,** also slightly reduces the overall performance. You have to weigh up what the additional reach is worth to you and whether the general margin structure permits its use. If so, **DSP** offers an excellent opportunity to significantly increase overall reach.

Total RoAS (excl. DSP)	Total RoAS
12.1	**10.1**

Total ACoS (excl. DSP)	Total ACoS
8.2%	**9.9%**

Conclusion

After analyzing the most relevant key figures, we can now answer the question we asked ourselves at the beginning. Is the **Amazon DSP** worth it or not? Our answer: Yes, if you use the **ADSP** correctly!

By using the **ADSP**, you will "lose" some efficiency, but you will be able to increase the reach of your products enormously and multiply your sales step by step. You should be clear about what **ADSP** ads are good for and whether they are suitable for your company.

Our recommendation: First optimize the reach and efficiency of your **Sponsored Ads** and ensure that they run profitably. You can then use **Amazon DSP** to increase your market share, take sales away from your competitors and grow further and faster.

BidX as a DSP Partner

The **Amazon Demand-Side Platform** can be used either via the **Amazon Managed Service** or by working with a registered DSP partner such as BidX . As a certified Amazon **Advanced Partner**, **BidX** offers a range of benefits that go beyond mere access to the **DSP**. Our experts have in-depth knowledge of **DSP** advertising and successfully manage seven-figure advertising budgets.