

# XR + Amazon DSP

## Direct API Integration

New API activates programmatic campaigns directly from the XR platform.

Faster campaign activation, real-time tag delivery and access to Amazon DSP's expansive network — including Amazon.com and Prime — as well as top-tier publisher partners like Roku, Discovery, Paramount, Vizio and more.

## Integration Features

- Reduce manual processes for faster campaign setup and execution
- Sync campaign information instantly (e.g., line items, flight dates, and tracking updates)
- Automatic tag delivery to Amazon DSP

## Key Benefits

- Streamlined campaign launches and minimized trafficking errors through automation
- Access to Amazon DSP's 275M+ monthly ad-supported viewers and robust first-party data for more strategic audience targeting
- Centralized ad serving across CTV and digital to maximize efficiency



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Access Amazon  
DSP's 275M+  
audience

The Amazon logo, featuring the word "amazon" in a bold, lowercase, sans-serif font, with a curved orange arrow underneath it pointing from the letter 'a' to the letter 'z'.