



Unlocking Amazon DSP: The Full-Funnel Advantage

*Why Brands Can't Scale on Amazon
Without Multi-Touch Control*

Why DSP Matters More Than It Seems



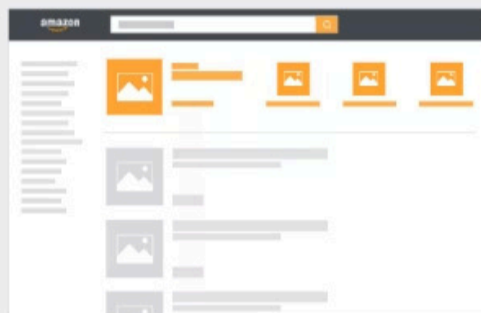
Most Amazon brands focus on what's visible inside Seller Central:

Sponsored Products



Promote products to shoppers actively searching with related keywords or viewing similar products on Amazon.

Sponsored Brands



Help shoppers discover your brand and products on Amazon with rich, engaging creatives.

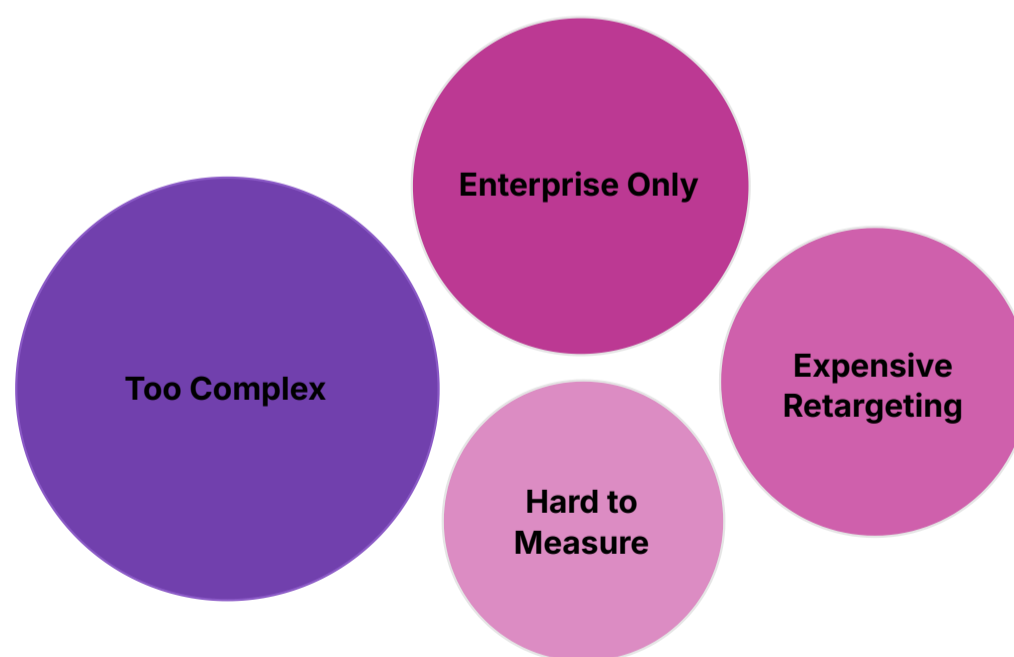
Sponsored Display



Grow your business by reaching relevant audiences on and off Amazon.

i These channels work — but only at the moment a shopper is searching.

Many brands initially dismiss DSP as:



The truth: DSP is not an ad upgrade.

It's a strategic control lever that helps brands scale efficiently and predictably.

i Amazon DSP operates differently: it allows brands to influence shoppers **before, between, and after search**, including when conversions stall.

Amazon DSP

Delivering results through relevancy at scale, Amazon DSP is an omnichannel marketing solution that provides choice and flexibility to drive meaningful moments between brands and consumers.



What Amazon DSP Actually Is

Amazon DSP (Demand-Side Platform) is Amazon's programmatic advertising system.



Amazon placements beyond search



Off-Amazon inventory powered by shopper data



Audience targeting Sponsored Ads can't offer



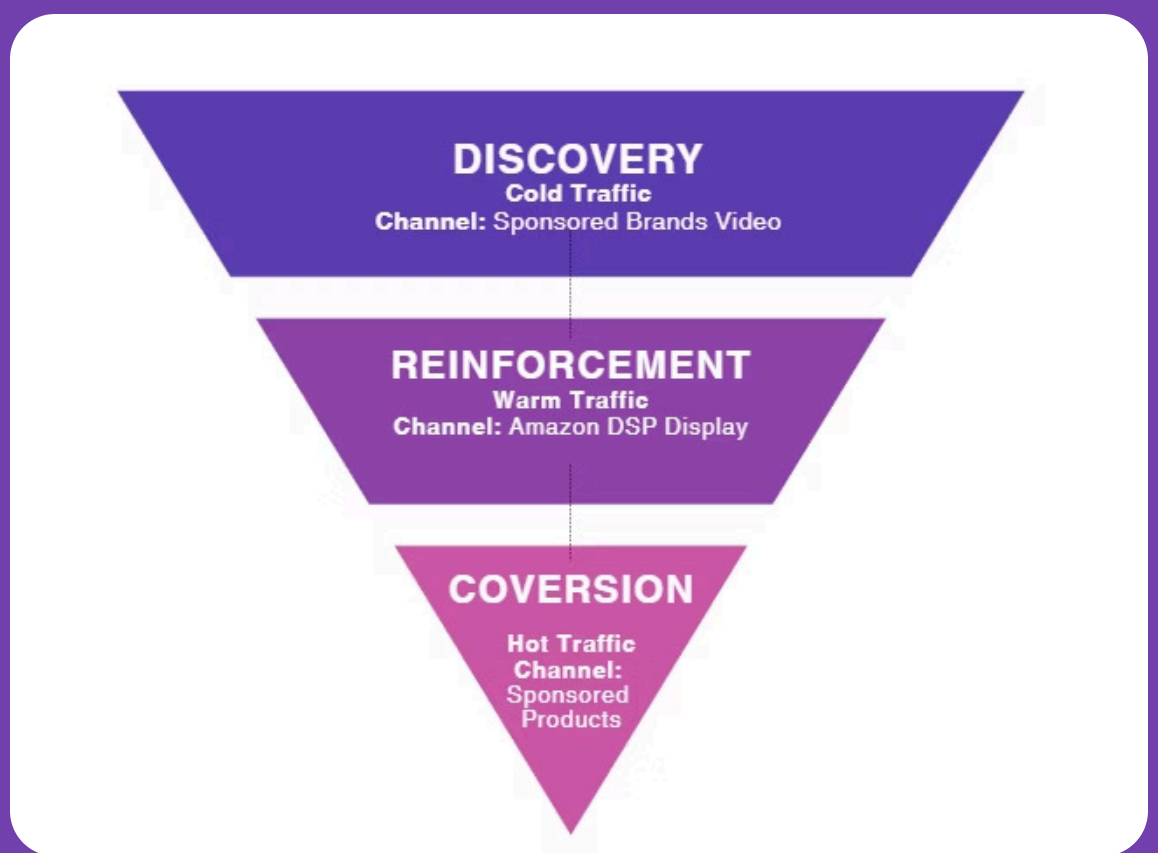
Multi-touch attribution beyond last click

Think of it this way:

Channel	Role
Sponsored Products	Captures demand at the bottom of the funnel
DSP	Shapes and recovers demand across the entire journey, before and after search

Why this matters: Brands relying only on keywords miss the majority of what drives conversion.

How DSP Fits Into a Full-Funnel Amazon System

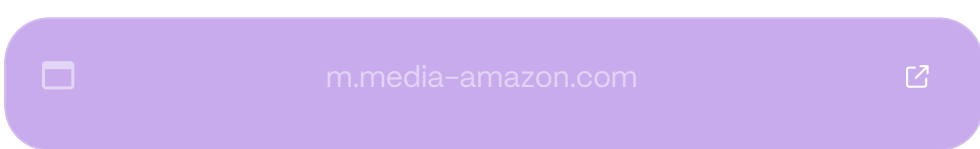


Many brands run channels separately.
The strongest brands connect them into a full-funnel system:

1

Discovery (Cold)

Channel: Sponsored Brands Video



Role: Introduces the product, recruits new-to-brand traffic

Why It Matters: Starts demand capture early; primes the audience

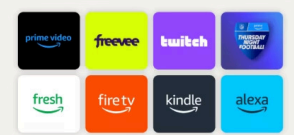
2

Reinforcement (Warm)

Channel: Amazon DSP Display

Where can my ads appear?

Your ads can appear in first-party supply sources like Amazon Originals on Prime Video and Amazon Freevee, livestreams on Twitch, live sports including Thursday Night Football, and Amazon.com. They can also appear on Amazon Fresh kiosks and connected devices such as Fire TV, Kindle, and Alexa. In addition, Amazon DSP offers the ability for advertisers to activate on thousands of premium third-party sites and apps via Amazon Publisher Direct and leading third-party exchanges. (Availability may vary by region.)



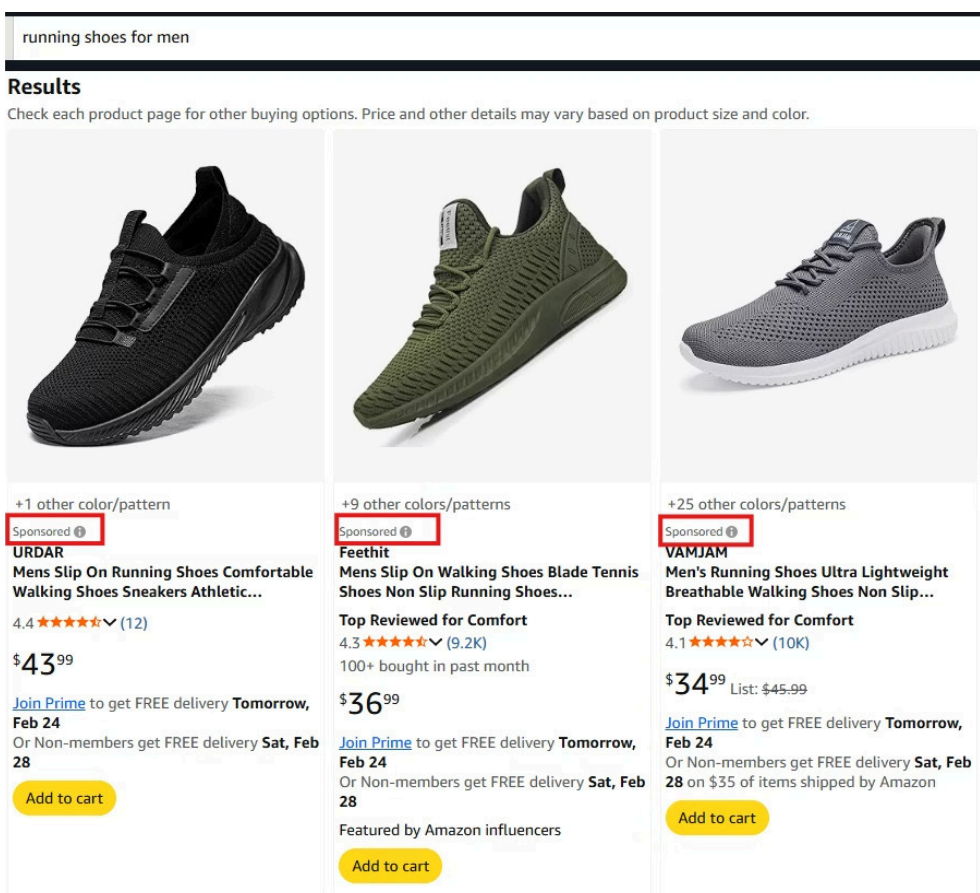
Role: Retargets shoppers who viewed, compared, or hesitated

Why It Matters: Reduces drop-off, keeps the brand top-of-mind

3

Conversion (Hot)

Channel: Sponsored Products



Role: Captures demand when shoppers return to search

Why It Matters: Turns intent into purchase

4

Measurement (True Impact)

Channel: DSP Attribution

Top 5 conversion paths

Conversion paths are at brand level and may include multiple advertising accounts. [Learn more](#)

Brand:	Ranked by:	Paths include:	Date range:	Actions							
KitchenSmart	NTB Sales	All	Previous 30 days	Create report							
1	Streaming TV Amazon DSP	Display x 2 Amazon DSP	Video Sponsored Brands	Sponsored Products x 2	Video Sponsored Display	Purchase	NTB sales \$406,821	NTB purchases 1,937	Sales \$719,879	Purchases 2,864	Path NTB sales % 22%
2	Video Sponsored Brands	Display x 2 Sponsored Display	Video Sponsored Display	Sponsored Products	Purchase	NTB sales \$311,950	NTB purchases 1,009	Sales \$611,620	Purchases 2,004	Path NTB sales % 17%	
3	Video x 2 Sponsored Brands	Audio Amazon DSP	Purchase			NTB sales \$200,764	NTB purchases 935	Sales \$500,701	Purchases 1,854	Path NTB sales % 16%	
4	Online video Amazon DSP	Display Sponsored Display	Purchase			NTB sales \$106,863	NTB purchases 790	Sales \$406,335	Purchases 1,008	Path NTB sales % 12%	
5	Sponsored Products	Purchase				NTB sales \$134,343	NTB purchases 437	Sales \$334,006	Purchases 1,000	Path NTB sales % 10%	

Role: Shows which exposures assisted conversions

Why It Matters: Reveals full value beyond last-click, informs smarter decisions

Sponsored Ads capture intent. DSP controls what happens between intent moments.

When Amazon DSP Is the Right Move for a Brand

DSP is not a rescue channel. It works best when foundations are already strong:

- 1 Listings convert consistently
- 2 Sponsored Ads performance is predictable
- 3 Growth is capped by rising CPCs
- 4 Keyword expansion is slowing

Why it matters:

DSP **amplifies what works**, rather than masking weak fundamentals. It gives brands **control upstream**, letting them influence demand instead of reacting to it.

What DSP Unlocks That Sponsored Ads Cannot

Sponsored Ads respond to keywords. DSP responds to shoppers.

This creates three strategic advantages:

Advantage #1: Audience Control

DSP allows targeting based on:

Shopping behavior

Category intent

Competitor interest

Demographics

i **Why it matters:** Without DSP, brands pay for clicks from shoppers who may never convert. DSP defines audience fit before any ad spend, reducing wasted dollars and improving efficiency.

Without DSP

With DSP

Pay for clicks, then learn fit

Define fit before paying

Broad auction

Precise audience control

Higher wasted spend

Cleaner performance + efficiency

DSP reduces waste before CPCs are ever incurred.



Advantage #2: Pre-Search Influence

Shoppers often have brands in mind before they search. DSP helps you enter consideration earlier by reaching shoppers who are:



Browsing adjacent categories



Comparing competitors



Showing early intent signals

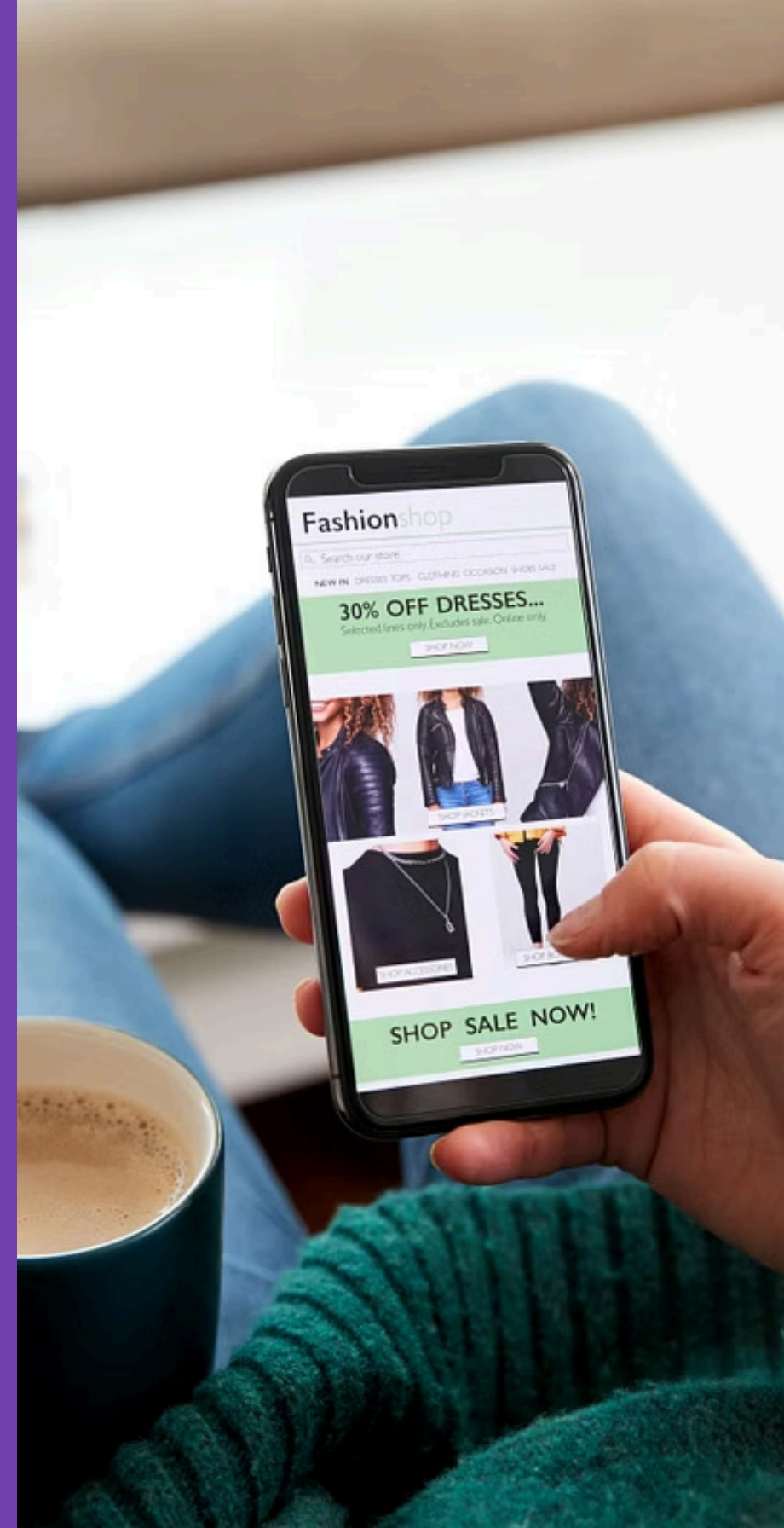
Practical impact:

Higher CTR on Sponsored Ads

Lower shopper resistance

Better conversion from multi-touch exposure

i **Why it matters:** DSP influences shoppers before competitors do, turning uncertainty into predictable revenue.



Advantage #3: Precision Remarketing

The screenshot shows a DSP interface with a table of advertising line items. The table has columns for Active, Status, Line item, Start, End, Base supply bid, Max supply bid, and Total budget. The line items are categorized by device (Mobile app, Desktop) and inventory type (Third party inventory, On-Amazon). The status is 'Delivering' for all items. The base supply bid and max supply bid are specified for each item, and the total budget is \$100,000 for each line item. A 'Totals for 8 line items' row is at the bottom.

Active	Status	Line item	Start	End	Base supply bid	Max supply bid	Total budget
<input type="checkbox"/>	Delivering	Mobile app Third party inventory Amazon Remarketing 123456789	Jan 1, 2019	Dec 31, 2019	\$1.00	\$5.00	\$100,000
<input type="checkbox"/>	Delivering	Mobile app On-Amazon Amazon Remarketing 123456789	Jan 1, 2019	Dec 31, 2019	\$200.00	-	\$100,000
<input type="checkbox"/>	Delivering	Desktop Third party inventory Amazon Remarketing 123456789	Jan 1, 2019	Dec 31, 2019	\$15.00	\$2.00	\$100,000
<input type="checkbox"/>	Delivering	Desktop Third party inventory Amazon Remarketing 123456789	Jan 1, 2019	Dec 31, 2019	\$50.00	\$2.00	\$100,000
<input type="checkbox"/>	Delivering	Desktop Third party inventory Amazon Remarketing 123456789	Jan 1, 2019	Dec 31, 2019	\$50.00	-	\$100,000
<input checked="" type="checkbox"/>	Delivering	Mobile app On-Amazon Amazon Remarketing 123456789	Jan 1, 2019	Dec 31, 2019	\$20.00	\$5.00	\$100,000
<input checked="" type="checkbox"/>	Delivering	Mobile app Third party inventory Amazon Remarketing 123456789	Jan 1, 2019	Dec 31, 2019	\$20.00	\$15.00	\$100,000
<input checked="" type="checkbox"/>	Delivering	Mobile app Third party inventory Amazon Remarketing 123456789	Jan 1, 2019	Dec 31, 2019	\$500.00	\$50.00	\$100,000
Totals for 8 line items					\$XX.XX	\$XX.XX	\$XXX.XXX

DSP lets brands segment shoppers based on behavior:

Shopper Behavior	DSP Response	Why It Matters
Viewed but didn't buy	Reminder + credibility messaging	Keeps relevance high
Purchased competitor	Conquest + differentiation	Steals share without waste
Bought once, no repeat	Refill / cross-sell	Drives higher LTV
Purchased recently	Exclude from acquisition ads	Prevents wasted impressions

i Forward-looking value: This ensures every touchpoint reinforces the journey, lifting Sponsored Ads performance while reducing churn.

Case Study: How Amazon DSP Drove 3.8x More Revenue Through Multi-Touch Journeys

One partner brand came to us with a familiar concern, *"DSP isn't working."*

The dashboard showed:

\$28k

In Direct Sales


1.81

ROAS

On the surface, it looked mediocre. But shoppers don't buy in one step. They buy through multi-touch journeys — discovery, hesitation, retargeting, and return. So we mapped the full funnel.

What Full-Funnel Measurement Revealed

Metric	DSP Dashboard	Full-Funnel View
Direct Sales	\$28K	\$86.8K influenced
ROAS	1.81	31% of total revenue
Role	Last-click only	Assist + retargeting closer

 **Insight:** DSP wasn't underperforming — it was being judged by the wrong metric.

Four Ways DSP Made the Funnel Work

DSP didn't look powerful in last-click reporting. But once multi-touch influence was measured, it became clear.



Assisted Revenue Was 3x Higher

Dashboard: \$28K

Full funnel influence: \$86.8K

i DSP wasn't just closing... It was assisting the majority of conversions.



DSP Converted the Demand That SB Video Created

- Overall New-to-Brand rate: **77.7%**
- Sponsored Brands Video drove discovery
- DSP retargeted and converted hesitant shoppers

i SB Video recruited new shoppers. DSP reinforced trust and brought them back to purchase.



DSP Improved Order Quality, Not Just Volume

Path Type	Avg Order Value
Brand Average	\$17.17
With DSP Touchpoints	\$18.21
Multi-Touch Journeys	Up to \$26.28

i DSP didn't just drive more sales. It drove better sales — higher baskets through repeated exposure.



Placement Strategy Changed Efficiency

Not all DSP inventory performs equally.

Placement	ROAS
Amazon Mobile Display	2.83–3.16
Desktop + Third-Party	1.42–2.21

i DSP wasn't failing. The placement mix simply needed smarter control.

Takeaway:

DSP didn't look powerful in last-click reporting. But once multi-touch influence was measured, it became clear, DSP wasn't optional — it was the system making everything else work better.

The Real Takeaway:

From Disbelief → "I Can't Live Without DSP"

Amazon is more competitive every quarter. Keyword ads won't get cheaper, and last-click optimization misses the true drivers of conversion.



Who sees your brand



When they see it



How journeys are reinforced



What touchpoints truly drive revenue

Forward-looking insight: Once you see revenue happening between clicks, DSP stops feeling optional. It becomes core infrastructure for predictable, scalable growth.

Curious Whether DSP Is the Missing Lever in Your Funnel?

We can review your current Amazon setup and show:

1

Where DSP would create the most lift

2

Which audiences and placements matter most

3

How to measure impact beyond last-click ROAS

Let's find the smartest next step — not just spend more.

[Schedule Your Strategy Call](#)

