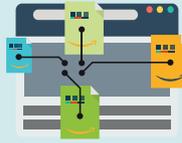


# Amazon AAP



Exclusive access to Amazon's 1st party data through their proprietary advertising platform ("AAP").



Run across Amazon's own inventory, Open Exchanges, and PMP's.



Deterministic transactional data.



Cross device using 100% login-based data.

## Data



Exclusive, real-time Amazon data.

Billions of observed shopping and media consumption patterns.

Based on all stages of the customer decision journey.

Across hundreds of retail categories.



Login-based, deterministic data segments for:

- ▶ Demographic
- ▶ Lifestyle/Interest
- ▶ In-Market (Product level)
- ▶ Geo-targeting
- ▶ Audience look-alikes
- ▶ Contextual
- ▶ Retargeting
- ▶ ...and custom segments!

## Cross Device



### Single Login.

Customers use a universal login across devices.



### Same Audiences.

Advertisers consistently deliver relevant ads to the same audiences across devices and formats.



### Cross-Device Attribution.

Amazon attributes ads and conversion events—including when they occur on different devices.

Digilant offers programmatic buying solutions and services designed for independent agencies and brands that are increasing their advertising spending. Using data science to unlock proprietary and complex audience data, Digilant enables brands to uncover 'new' customers and provide the actionable intelligence they need to compete across every important media channel. For more information visit us at [www.digilant.com](http://www.digilant.com) or follow us on Twitter @Digilant\_US.

## Inventory



**202M UNIQUES** across Display Ads, In-App Ads, Video Ads, Dynamic E-Commerce Ads, and Standard Banners.



**Multiple sources to achieve scale and optimize towards performance.**

amazon.com



Exclusive access to Amazon properties: Amazon.com and IMDB.com.



Direct from publisher & developer deals through Amazon Publisher Services.  
(50K+ hand-reviewed apps, including comScore Top 100).



Open exchange inventory across the leading exchanges.



Private Marketplace deals available.

## Brand Safety



### Pre- and Post-Bid Impression analysis safeguards the campaign.

- ▶ Evaluates each bid request in real time to detect and block invalid traffic.
- ▶ Provides post-impression traffic and adjacency standards checks.
- ▶ Uses third-party systems such as comScore and Peer39 by Sizmek to verify website environment quality.
- ▶ Applies proprietary blacklists as well as IAB bot filters and blacklists to avoid poor placements.
- ▶ Pre-bid viewability targeting for 40%+, 50%+, 60%+, and 70%+ tiers.

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