



# APS Select, Multi-Publisher Deals help scale delivery and increase spend during Cyber Monday, the biggest online shopping day of the year

Cyber Monday is an important day of the year for both advertisers and publishers. On Cyber Monday 2021, consumers spent \$10.7B on online purchases in the United States<sup>1</sup>. This represents an opportunity for advertisers to reach scaled audiences. One client looking to do just that during Cyber Monday 2021 was Amazon Digital Advertising (ADA). The ADA team runs Amazon DSP campaigns to support the digital marketing initiatives of Amazon businesses.

We interviewed Mollie Clay, a Senior Marketing Manager on the ADA team, about her experience running an APS Select, Multi-Publisher Deal (MPD) on Cyber Monday 2021! Amazon Publisher Services (APS) is an invite-only program that provides transparency and efficiency for publishers and buyers — including Amazon DSP and 50+ other demand partners. APS Select is a private marketplace (PMP) product offered by APS. It is a storefront of off-the-shelf deals curated by APS using premium publisher supply. APS Select deals can be packaged with the inventory of a single publisher, or multiple publishers if an advertiser is looking to achieve greater scale. The APS team adds to the library of APS Select deals on a monthly basis, curating packages based on inventory type, contextual signals, tentpole events, and performance metrics, like viewability, video completion rate, click-through rate. In addition, the APS Marketplace Development Team is dedicated to providing hands-on, deal curation and troubleshooting support for all advertisers on Amazon DSP.

be releasing incremental funds. However, these funds were only to be spent during the 24 hours of Cyber Monday. That being said, the primary goal of the campaign was full delivery of the budget within a tight timeline while maintaining campaign strategy. Our intended audience was holiday shoppers.

*“I had white glove service with the APS team to talk through the primary objectives of the campaign. On the day of the activation, the APS team provided real-time feedback on spend and our CPMs, This was super helpful context to understand what was happening when we were live with the APS Select deal.*

**Mollie Clay**  
Senior Marketing Manager, Amazon Digital Advertising

### Why did you choose to run an APS Select, Multi-Publisher Deal?

We chose to run an APS Select, MPD because it gave us the ability to access a large bucket of supply and efficiently scale our marketing efforts in a 24-hour period. Given the APS team already had a “Cyber Monday & Black Friday” multi-publisher package curated and ready for activation, we were able to get the deal set up and running very quickly!

### Can you tell us about your client’s campaign and the associated goals?

Our client’s campaign started during the 2021 Q4 holiday season and was slated for a 2 month flight. Just 48 hours before Cyber Monday, the client notified ADA they would

### What was APS Select set-up process like?

The deal set-up process was easy and intuitive in the self-service Amazon DSP. The deal naming conventions were clear and included details about the available packages. The deal our team activated was "APS Select\_OLV\_Black Friday & Cyber Monday". This was my first time running an APS Select deal for my client, so it was helpful to have the APS team available for guidance.

### What were the results of the APS Select deal?

Overall, the results were positive! The deal met our campaign goals because we were able to fully deliver against the incremental budget the client set aside for Cyber Monday. During execution on Cyber Monday, the APS team was engaged in monitoring performance.

### What are the benefits of running curated deals with APS?

From our team's perspective, the primary benefits of running curated deals with APS are ease of activation,

level of service, and performance. For ease of activation, the self-serve user interface of Amazon DSP made it simple to find, select, and activate the deal across the inventory of multiple publishers under one deal ID. With level of service, the APS team was with us every step of the way to ensure we met our client's campaign goals and execution timeline. Finally, with regards to performance, the MPD format allowed for scaled delivery against our desired audiences.

### Does your team plan to run more deals through APS in the future?

Yes, absolutely! We are interested in running longer campaigns through APS in 2022. The success of this initial deal has given us confidence in the APS product, so we plan to include APS in our ADA forecasting exercises this year.

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

Reach out to [pmpsupplyplanner@amazon.com](mailto:pmpsupplyplanner@amazon.com)

**Are you a publisher that wants to join the APS Select program so that your inventory can be packaged into easily activated deals for advertisers?**

Publishers already working with APS should reach out to their APS team for next steps.