

Overview for Mobile Apps



Amazon Publisher Services (APS) is a cloud-based solution that helps publishers around the world build, optimize, and grow thriving digital businesses. Used by thousands of leading publishers throughout the world, our in-app bidding technology enables you to increase monetization by adding many leading sources of advertising demand.

APS helps publishers increase revenue without compromising user experience. With one call to our server-side marketplace, buyers compete for your impressions in a unified auction. Since our launch in 2016, we've been helping app publishers of all sizes simplify their monetization strategy. With a single SDK, publishers can access demand from 50+ sources including direct Amazon demand.



Benefits

Differentiated demand

Get access to a variety of ads ranging from brand to performance ads, and more.

Full coverage of ad formats

A variety of ad formats including banner, video, interstitial, and rewarded video*.

Higher yield and revenue

50+ demand partners** compete in parallel, helping increase bid density and CPMs.

One SDK

With a single SDK, you get access to additional demand partners with no added latency, and helps improve operational efficiencies. You can discover and add new demand partners without additional development work.

Real transparency

Auction-level reporting to show the highest bid always wins.

Trusted partner

Access unique Amazon demand and leverage our stable infrastructure that app developers like theScore and imgur have been using since 2016.

Frequently asked questions

What ad mediation and mobile gaming platforms does APS support?

- Supported ad mediation platforms: Applovin MAX, Google Ad Manager, Google AdMob, ironSource, and Custom mediation
- Supported gaming platforms: Unity and Cocos

Can I block ads or advertisers on APS?

With the exception of Amazon DSP and Amazon.com domains, yes, you can block advertisers and domains for your integrated buyers.

What are the countries and regions covered by APS?

Amazon demand comes from the following countries: the United States, Canada, Mexico, the United Kingdom, Germany, Italy, France, Spain, Japan, Brazil, India, Saudi Arabia, UAE, and Australia. If you have additional buyers integrated, the demand coverage specific to each buyer.

*Subject to availability by region.

**Demand partners based on supported region and available buyers.