amazon publisher services

Connections Marketplace

Hometalk

aps

One-stop-shop for tech solutions to help increase revenue for publishers

Challenge:

Hometalk wanted an easy way to find tech solutions to help them grow their business and increase revenue. Integrating directly with multiple vendors was time-consuming and required a lot of internal developer resources. They wanted to be able to test different tech solutions to find the ones that worked best for their business.

Solution:

APS Connections Marketplace (CxM) helped Hometalk solve these challenges by providing tech solution discovery, vendor selection, technical integration onboarding, and ongoing maintenance. CxM works with their existing APS integration, reducing the time and new development work needed.

Ezra Menaged
CEO, Hometalk

"For us, setting up these Connections Marketplace pipes was great. This is where the industry should be moving towards. *Connections Marketplace takes away the pain of testing something out yourself and allows you the opportunity and flexibility to move quickly and choose the right vendors for your needs.*"

"*Connections Marketplace also has solutions server-side, which help reduce latency, which we like.* Many users are interacting with our pages and site at the same time, so it's crucial for us to make sure we're not creating a delay in accessing the content our audiences want."

hometalk

About:

Hometalk, Inc is a digital media company with a DIY community of 21 million members and over 150,000 DIY tutorials that builds and operates lifestyle content platforms, bringing ideas, inspiration, and information to fuel creativity, passions, and interests to create a beautiful home.

Website: hometalk.com

Years as an APS customer: 6+

Current CxM connections:

- Audigent (Ad ID)
- ID5 (Ad ID)
- Kiosked (Creative Format)
- LiveRamp (Ad ID)
- Lotame Panorama ID™ (Ad ID)
- SharedID (Ad ID)

Results:

Hometalk has integrated with six tech solution providers through the APS Connections Marketplace. They have activated SharedID, Audigent, ID5, LiveRamp, and Lotame Panorama ID™ to provide ad IDs that help in environments where cookies are not available. Ad ID providers help increase audience match rates for buyers and sellers, which helps maximize the value of their ad inventory. Integrating these ad ID solutions via CxM also enables Hometalk to pass ad identifiers to all their TAM/UAM demand partners. They connected with Kiosked to create dynamic, high-impact ad units that provide a net-new supply of demand inventory not available through standard Open Real-Time Bidding (oRTB) channels and create a new revenue source.

About APS Connections Marketplace

To get started, look for the Connections Marketplace in the APS portal or contact the Amazon Publisher Services team today.
https://aps.amazon.com/aps/connections-marketplace/