amazon publisher services

Connections Marketplace

Simple Third-Party Integrations Make Connections Marketplace an efficient and Powerful Tool for Publishers

Challenge:

Publishers often look to third-party vendors to help address a number of operational and monetization challenges.

Finding and trying out new services can be challenging and often requires complicated development work.

Solution:

APS Connections Marketplace is a services marketplace where publishers can find and try vendor solutions with little or no development work. We've taken away the hard work of researching and integrating technology services and provided an easy way to onboard multiple services while reducing operational overhead.

OPERATIONAL & MONETIZATION CHALLENGES

- Malware prevention
- Audience measurement
- Traffic quality
- Business intelligence
- Consent management
- Addressability

KEY FEATURES

- Ad tech service discovery
- Vendor selection
- Ongoing maintenance
- Little to no development work to connect with third-party services

Customer Testimonials

We asked four APS publishers about their experience integrating with ad tech vendor services through APS Connections Marketplace (CxM).

Christopher Acosta
Senior Director of Programmatic, Healthline Media (A Red Ventures Company)
CxM vendors: Advertising Identity (LiveRamp, SharedID, ID5), and Creative Quality (Confiant)

"We moved forward with an integration via Connections Marketplace because the more endpoints these IDs are propagated through, the better chance the buy-side has in identifying and unlocking the value of our user base."

Jonathan Penn
Head of Programmatic Sales & Agency Development, Recurrent Ventures
CxM vendors: Advertising Identity (ID5, LiveRamp), Creative Formats (Acceptable Ads Exchange), and Creative Quality (Ad Lightning)

"It took very little time to integrate with new vendor services, and it has helped us reduce latency and increase bid density."

"The ease of partner integration via the Connections Marketplace allows publishers to avoid potentially long, internal, engineering queues. Go-to-market speed and efficiency are valuable assets."

Andrea Valencia
Programmatic Partnership Executive,CNET Media Group (A Red Ventures Company)
CxM vendors: Advertising Identity (LiveRamp), and Creative Quality (Confiant)

"What stood out the most about Connections Marketplace is the ease with which we could activate partners. No additional code or lift has been necessary, which is great for our teams."

"Because we already work with APS, integrating through Connections Marketplace helps us work with more vendors."

Alex Mason
Head of Programmatic Ops, BuzzFeed Inc.
CxM vendors: Advertising Identity (ID5, LiveRamp, SharedID), and Creative Quality (Confiant)

"Simplicity is the main thing. The ability to add and remove partners with a click of a button is truly unique in a programmatic world that fails to automate a lot of its processes. Integrating vendors with Connections Marketplace brings more opportunity, which is a no-brainer."

"By leaning into all the tools APS provides, we've seen a positive impact on all the right metrics: eCPM is up, revenue through TAM bidders is way up, and we continue to see gains due to the consistent optimizations being done by APS."

About APS Connections Marketplace

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