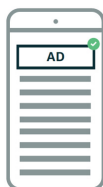


Mobile Solutions at APS



Amazon Publisher Services (APS) supports a variety of media formats across devices to better reach advertisers' strategic audiences. APS' mobile capabilities benefit from our code-on-page client-side integrations and custom SDK with leading mobile web and mobile app publishers around the world. As a result, mobile bidders can enjoy faster load times and an improved user experience, powered by APS' low-latency cloud infrastructure.



Banner Ads

Banners are the creative rectangular ads that are shown along the top, side, or bottom of a website in hopes that it will drive traffic to the advertiser's proprietary site, generate awareness, and improve overall brand consideration. This type of visual banner-style online advertising can effectively scale campaign reach and reinforce messaging.



Video Ads

Video ads allow advertisers to reach customers with addressable video on mobile web and app supply. Online video (OLV) ads appear in both instream (before, during, or after video content) and outstream environments (in non-video environments between text and images). OLV ads can complement big-screen campaigns by bringing them to the small-screen.



Interstitial Ads

Interstitial ads are defined as units that appear before, during, or after the primary content experience. For example, as a user swipes through images within an app, they will swipe to a full-screen Interstitial ad unit. These creative formats can grab a user's attention by actively engaging them as they navigate through mobile content.



Rewarded Ads

Rewards-based ads offer consumers special incentives in return for taking a specific action, and they can help advertisers stand out and increase audience engagement. Rewards can be anything from shopping or entertainment credits to even physical devices or digital assets, and promote positive value-exchanges between brands and audiences.



Rich Media Ads

Rich media creatives are served within banners, and can support video and/or interactive features (e.g. zooming, swiping), which makes them a great way to engage with audiences. Ads delivered via rich media utilize the IAB's Mobile Rich Media Ad Interface Definition (MRAID) via APS' custom SDK, and support a more immersive advertising experience.

These diverse creative formats for mobile provide a range of options for programmatic buyers to reach and engage with their strategic audiences, and drive campaign results with APS.

If you are interested in learning more about APS' mobile web and mobile app capabilities, please get started by contacting your APS support team today.