



Cartograph |



2025

The Power of Amazon Streaming TV

**Streaming TV ads are
essentially just TV
commercials.**

But with added benefits.

But those benefits—like measuring deterministic outcomes from your TV ads—create unique opportunities for brands to drive sales and connect with more engaged and relevant audiences.



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The rise of Streaming TV

Why Amazon STV Ads

Shifting TV spend to the Amazon DSP

TV Commercials for Cord-Cutters:

The Case for Streaming TV

The rise of STV

More people are becoming “cord-cutters” (looking to avoid traditional linear TV models) and shifting to streaming TV services, with 99% of US households subscribing to at least one streaming service. The introduction of ad-supported subscription tiers has also made streaming TV more accessible, with 56% of new subscribers choosing ad-supported subscription models over ad-free tiers.

This marks the perfect opportunity for marketers to reach a rapidly growing audience base during their most engaged moments, when they are actively viewing premium TV content.

Enter Amazon Streaming TV ads (STV).



Why Amazon STV?

These unclickable and unskippable commercial-quality video ads appear before, during and after video content like TV shows, movies, and live entertainment across connected TV, desktops, and mobile devices. With access to unparalleled audience targeting and measurement capabilities, Streaming TV ads are an effective way to reach highly relevant new-to-brand shoppers while deterministically measuring commerce outcomes across Amazon and first-party channels like a DTC site.

Why brands are turning to video advertising:

74%

Increased brand awareness and favorability

70%

Improved ad relevance/audience targeting

66%

Comprehensive measurement and data insights

SOURCE: DIGIDAY + PERION SURVEY

The Benefits of STV

SCALED REACH

With an average of over 175 million users reached every month with ad-supported Amazon STV and 77% of ad-exposed STV viewers purchasing on Amazon, Streaming TV ads are an excellent way to get your brand in front of new audiences with a propensity to buy.

ENRICHED AUDIENCE TARGETING

Amazon Streaming TV ads use the Amazon DSP to create In-Market and Lifestyle audiences based on Amazon signals only.

While data collaboration via AMC on AWS Clean Rooms, allows marketers to leverage combined transactional signals from Amazon, first-party channels, and in-store purchases to create lookalike audiences. This provides access to a comprehensive, unified commerce identity for further audience enrichment.

INCREASED VIEWABILITY

STV ads are unskippable. This, coupled with Amazon's audience targeting, ensures that they are served to more relevant audiences, increasing the likelihood of capturing viewers' full attention compared to other video ad formats like Online Video (OLV).

In the first half of 2022, STV ads saw a 93.2% viewability rate, significantly outperforming other digital ad formats like OLV with only 76.4%.

ACCESS TO PREMIUM INVENTORY

Amazon's expansion of its supply-side technology via Amazon Publisher Cloud and its partnership with Magnite has expanded its 3P TV supply to include premium inventory across various publishers like Disney, Paramount+, Max, and more.

This expansion enables marketers to build audiences and measure commerce outcomes across third-party premium inventory the same way they would across Amazon's owned and operated inventory (like Prime Video).

ENHANCED MEASUREMENT

Leveraging the Amazon DSP and Amazon Marketing Cloud, alongside data collaboration via AWS Clean Rooms, marketers can access omnichannel outcomes across Amazon and first-party channels, providing a deeper understanding of the impact of Streaming TV ads on purchasing behavior.

The case to shift TV spend to the Amazon DSP

If you're already spending on TV through other channels but not through Amazon, you're missing out. The resources Amazon has dedicated to STV and AMC over the last year have made it one of the most valuable, flexible, and impactful advertising formats—channel-agnostic and unmatched. And it begs the question, why buy TV on any other DSP?

Advantages of consolidated media buying

For many brands that collaborate their first-party signals with Amazon, the combined signals are often greater than any other potential channel. On the supply side, since the Amazon DSP is the only place to buy its own inventory, and the Amazon DSP provides marketers with as much 3P supply as any other DSP, it also has access to the most diverse set of premium TV inventory. This provides marketers with two key advantages:

Deduplicated identity

This minimizes audience overlap, reduces wasted impressions, and improves efficiency by reaching each consumer only once across multiple platforms.

Enhanced scale for measurement

The more impressions and reach a campaign generates within Amazon's ecosystem, the greater the opportunity for Amazon's ad tech to measure meaningful business outcomes.

When to implement STV

Budget allocation

Creative best practices

A New Broadcast:

Getting Started with STV

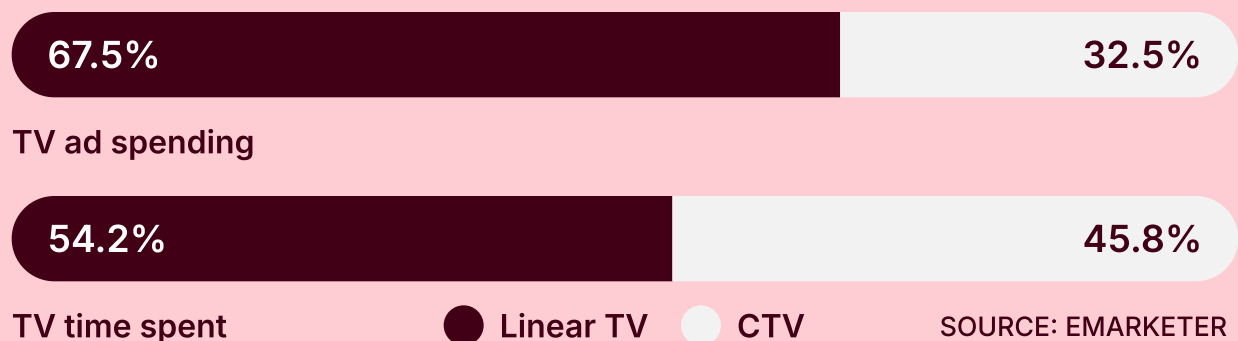
When is the right time to implement STV ads?

Ultimately, the right time to implement Streaming TV ads depends on your objectives. As an upper funnel awareness ad format, we've noticed the most common use case to implement STV is for brands looking to better reach new-to-brand audiences. This could be due to increased investment in brand-building efforts or due to reaching a plateau in growth across bottom and mid-funnel tactics.

Additionally, STV ads are great as a lead-up to tentpole events like Prime Day, Black Friday, Cyber Monday, and the holidays or as a precursor to a new product or brand launch.

Budget allocation

Linear TV saw nearly 50/50 time spent as Streaming TV but had almost 2x ad spend



As viewership (and therefore demand) shifts from Linear TV to Streaming TV, the case to shift ad spend to Streaming TV increases. Plus Streaming TV doesn't require the same spend minimums as Linear TV, making it more accessible for brands to penetrate.

As noted, you don't have to break the bank to take advantage of Streaming TV ads. The exact budget needed depends on the campaign's intent, but we recommend that budgets be an incremental 10-25% of your existing Sponsored and Display budgets—we aren't stealing from Peter to pay Paul here.

We encourage brands to spend a minimum of 25k a month to get meaningful data and actionable insights. While budgets can be flexible, there will be tradeoffs in reporting if you launch STV ads with a smaller-than-recommended budget.



10-25%

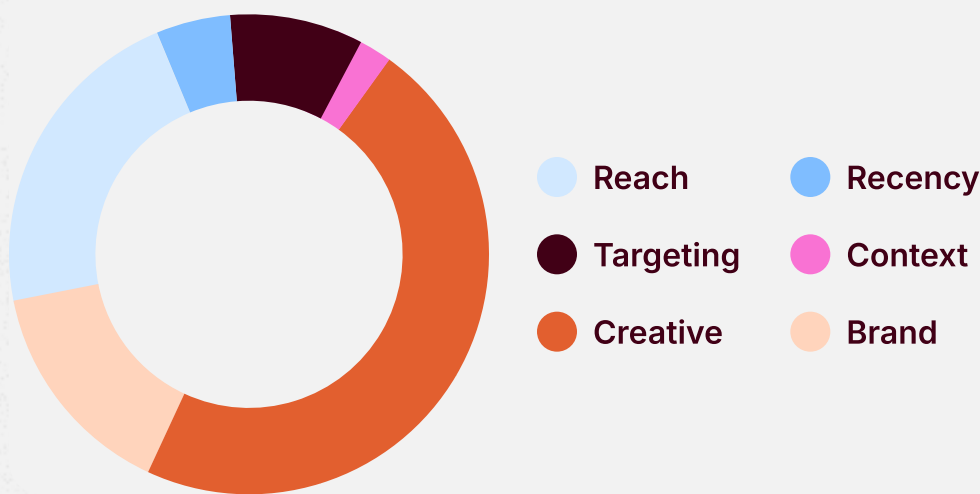
recommended
incremental budget
for Streaming TV ads

For example, Amazon Marketing Cloud reporting requires a higher aggregation threshold to yield detailed campaign results. If budgets are too small and campaigns do not reach enough users to meet these aggregation thresholds, insights can be limited. This includes measuring metrics like new-to-brand purchases/sales, branded searches, assisted total sales, and first-touch ROAS (among others) across both Amazon and first-party channels.

Creative best practices

Creative matters, but it doesn't have to be Super Bowl quality.

Percent Sales Contribution by Advertising Element



SOURCE: NIELSEN

While it should still be high production quality—at the end of the day, it is a commercial—that shouldn't block you from repurposing organic social, user-generated content, or other branded assets. Ultimately, what makes a video stand out is its content. Ensuring you can tell a story that will engage consumers is critical. Remember to:

- Be genuine - don't force a false identity for your brand
- Be personal - tell your story, make viewers 'feel'
- Don't overthink it - simply have a purpose, and test, learn, optimize

Capture attention in the first 3 seconds to increase engagement

Use captions and voiceovers to help drive the narrative

Ensure brand consistency across touchpoints for added brand recognition



Creative made easy

Don't have the creative assets and are struggling with where to start? Cartograph offers creative services to help develop creative while meeting best practices and Amazon policy, and capturing your brand's voice.

[Learn more →](#)



First-party data collaboration

The power of premium inventory

Audience building

Top strategy use cases

Your Commercials Just Got More Targeted:

Executing Streaming TV Ads

First-party data collaboration

The impetus to collaborate first-party data with Amazon is that it can elevate your advertising strategy for both audience creation and measurement. This is particularly impactful for Streaming TV ads and especially for brands that predominantly sell across DTC and Amazon channels, with a significant percentage of total sales across these platforms.



With Amazon Marketing Cloud and your first-party signals, everyone is an endemic advertiser

Alan Moss

Benefits of data collaboration

Audience enrichment

Using combined first-party and Amazon Ads signals enables marketers to reach true new-to-brand customers—not just customers limited to Amazon. By leveraging the combined signals across first-party and Amazon channels, marketers can build exclusion, inclusion, and lookalike audiences. As mentioned previously, this helps dedupe identities, improve efficiency and reduce wasted impressions.

Omnichannel deterministic measurement

This is the top reason to collaborate first-party signals with Amazon. As you move further up the funnel with your advertising strategy, you have less control over where outcomes occur. Because of this, it is in your best interest to capture as many potential channels as possible to measure the efficacy of your Streaming TV ads. By collaborating your first-party

signals with Amazon, you can deterministically measure commerce outcomes across both channels, helping to ascertain a fuller picture of the effect of your awareness efforts.

One of Gigi and Cartograph's customers saw a **38% lift in new-to-brand sales**, and a **35% lift in ROAS** when collaborating first-party and Amazon signals.

So, how do you collaborate your first-party data with Amazon?

- ☰ **The Amazon Ad Tag:** The Amazon Ad Tag allows you to activate and measure based on non-conversion events (like page views) and has a substantially lower privacy threshold than first-party uploads into AMC: 2 vs 100.
- ☰ **AMC on AWS Clean Rooms:** With AMC on AWS Clean Rooms, marketers can now securely analyze first-party data alongside Amazon Ads' unique signals directly within their AWS environment while eliminating the cost, risk, and complexity associated with migrating datasets out of existing environments. A brand's data must first be in AWS or Snowflake as data is collaborated within an AWS S3 bucket. Once an AWS Clean Rooms-enabled AMC instance is created, data can be transformed into a data model (like the Gigi data model) and queried to extract insights for audience creation and measurement.

☀ **Unsure how to implement the Amazon Ad Tag?**

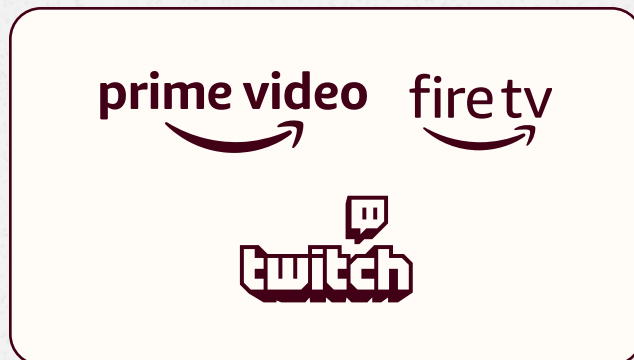
Or don't know if your data is already in AWS or Snowflake?

Gigi can help. Our team works alongside brands to collaborate your first-party signals with Amazon Ads with both the Amazon Ad Tag and via AWS Clean Rooms to ensure maximum interoperability.

The Power of Premium Inventory

While Amazon's Streaming TV ads will, of course, appear on its owned and operated channels, it is unique in that it also offers access to premium third-party streaming platforms through strategic partnerships. This extensive network means your brand can reach audiences across multiple streaming platforms while maintaining the targeting and measurement capabilities of the Amazon DSP and AMC.

Amazon's owned properties



Premium third-party partners



For brands, this extensive network of streaming inventory means there is no incentive to buy STV elsewhere, as Amazon can measure outcomes from your STV ads across premium publishers for both DTC and Amazon.

Deals, Deals, Deals

Selecting the right inventory for your STV strategy is critical to maximizing the impact of your campaigns. For example, if you buy an STV ad just off of a CPM bid, you'll get a mix of every type of inventory available at the price of your bid. However, if you want your TV campaign to run on a specific supply (like Prime Video or other premium inventory), you must use deals.



According to The Trade Desk CEO, 75% of CTV inventory is transacted on non-biddable inventory (i.e. deals) rather than in an open auction.

SOURCE: ADWEEK

This means the most valuable placements aren't necessarily available through standard programmatic buying; they require navigating a complex PMP and PG deals network.

For marketers, Private Marketplace (PMP) and Programmatic Guaranteed (PG) deals offer greater brand safety, transparency, and premium placement—a critical factor in high-stakes environments like TV, where open-market bidding can lead to inconsistent quality and lack of control over where ads appear.

Types of deals:

Private Marketplace Deals (PMP)

PMP deals function as invite-only auctions where select buyers can access quality inventory at set rates.

Programmatic Deals (PG)

PG deals guarantee specific inventory and pricing upfront.

PMP & PG Deals

We've broken down everything you need to know about PMP and PG deals within the Amazon DSP in the table below:

	Private Marketplace (PMP)	Private Marketplace (PG)
Platforms	Various (Prime Video, Hulu, Peacock, Max, Disney or Discovery)	Various (Prime Video, Hulu, Peacock, Max, Disney or Discovery)
CPM	Fixed and lower than PG	Fixed and higher than PMP
Platform Fee	~10%	1%
Upfront Cost	\$0	Minimum \$10K
Customizations Once Live	All	None
Guaranteed Reach	No	Yes
Audiences	Any AMC or ADSP audiences with negation possibilities	Amazon DSP audiences only possibility to negate
Accessibility	Self-serve in the Amazon DSP	7-day creation period

What type of deal is right for your strategy?

It depends on what you value as part of your media plan. PMP deals are ideal for brands that want to execute sophisticated audience strategies while targeting specific inventory. The risk, however, is that PMP deals do not guarantee delivery. If inventory is limited or demand is higher than the supply, this may impact spend, and marketers will have to adjust inventory strategies accordingly throughout the campaign. This was a particularly acute issue for Prime Video inventory in Q4.

PG deals, on the other hand, guarantee inventory and delivery. While this can be beneficial, there are tradeoffs. With PG deals, you're limited in your audience-building strategies. You cannot layer exclusion audiences (like past purchasers on PG deals) or add AMC audiences onto PG deals (which means you cannot collaborate with first-party data for audiences on PG deals). You're also locked into your price and budget commitments; if you choose a PG deal, you cannot change the deal mid-flight. Amazon provides incentives for selecting PG deals, namely they reduce the DSP platform fee (typically 7%-10%) to only 1% on PG deals.

What do we recommend?

PMP deals. Aside from inventory and delivery risk during peak periods, PMP deals are the most advantageous way to buy TV inventory in the Amazon DSP. PMP deals are often cheaper (on a CPM basis), offer better audience-building tactics, are self-serve, and provide greater flexibility.

The right deals

Not sure how to find the right PMP deals? Gigi helps curate the best PMP deals across both Amazon's and third-party publishers' premium TV inventory directly in the app.

[Learn more →](#)

Audience building

For Amazon Streaming TV, a key strategic lever is audience creation based on past purchasing behavior. STV has access to all of the Amazon DSP's standard affinity (lifestyle and in-market) audiences, but where it's truly powerful is its ability to access and leverage Amazon Marketing Cloud for lookalike audience creation. For lookalike audience creation, you need a seed audience of 2000—this is why collaborating your first-party data with Amazon Ads is recommended because you have more signal to create seed audiences and access deeper lookback windows.

Examples of popular lookalike audiences:



Search Term

Based on Amazon search behavior



Subscribe and Save

based on your
Subscribe and Save
customers



Past Purchase

Based on customers
who made past
purchases before



Product Views

Based on customers
who viewed products
before



Wishlist Customers

Based on customers
who have added
products to wishlist



High Lifetime Value

A cohort of
customers in the top
percentile of LTV



High AOV Customers

A cohort of customers in the top
percentile of average order value



Branded Search Purchased Customers

Customers who purchased after
using a branded search term

Negation and exclusion audiences

Negation is essential to ensure you're always reaching true new-to-brand customers. This enables you to avoid reaching customers that are either already aware of your brand or have purchased from you before. The primary use case for exclusion audiences is excluding past purchasers and past product viewers across both Amazon and first-party sources. Rarely do customers exclusively purchase from a single retailer. You can also avoid channel cannibalization and wasted spend by excluding past purchasers across both Amazon and your first-party channels.

Top strategy use cases

Reach true NTB customers

To reach true new-to-brand customers, we recommend building lookalike audiences of High LTV, High AOV, or Subscribe and Save across Amazon and first-party channels, and negate past purchasers and product views of your brand.

In doing this, your ads are reaching shoppers that are similar to your top purchasers and most loyal customers across all channels.

Conquest Competitor Purchasers

Competitor conquering is particularly popular for brands looking to capture market share from the competition.

We recommend building rule-based audiences targeting competitor past purchasers or product views across Amazon and retail locations. And negating your own past purchasers and product views across all channels.

Retarget search intent but not purchased

In some instances, shoppers may have searched a high-value keyword (like "organic chia seed") but not made a purchase. You can create rule-based audiences based on search terms, and negate your own past purchasers. This will help get your product in front of new customers who have high-intent to purchase your product category.

No More Wasted Impressions:

How to Measure STV

One of the primary benefits of Streaming TV ads is the ability to measure omnichannel deterministic outcomes. No more wasted impressions and probabilistic brand lift studies needed to guess whether your TV ads directly impacted sales.



77%

of ad-exposed
Streaming TV viewers
purchase on Amazon

SOURCE: AMAZON ADS

We don't believe that TV should be viewed as a performance channel or that ROAS should be the only success metric. Still, Streaming TV's 100% addressability, and measurement capabilities within AMC helps marketers to more easily measure one-to-one commerce outcomes.

So, when should you expect to see results for your Streaming TV campaigns?

We've seen, on average, that it takes 24 days from a customer first viewing an STV ad to making a purchase. Because of this, we recommend that you hold off determining the success of your STV campaigns until at least 1.5-3 months after launch. This will give you a better idea of how your Streaming TV ads are impacting downstream outcomes like Detail Page Views (DPV), Detail page View Rate (DPVR), sales, and more.



24 days

The average time to
convert from first
viewing an STV ad to
purchase

SOURCE: GIGI



The Amazon DSP console doesn't give the full picture



We don't recommend examining campaign performance within the native Amazon DSP console, as this doesn't include all of the AMC metrics you'd likely want to measure! Amazon Marketing Cloud not only helps build tailored audiences but also helps you understand your customer lifecycle journey from first viewing an STV ad to purchase.

With Gigi, you can view AMC and Amazon DSP metrics side-by-side.


These Streaming TV metrics are your new best friends

We've seen several metrics be particularly impactful in measuring the success of your Streaming TV campaigns. These help you understand the reach of your campaigns in finding true new-to-brand customers and the impact it has on downstream outcomes. If you've collaborated your first-party data with Amazon Ads, you can see these metrics across both Amazon and your first-party channels to understand the omnichannel impact.



UNDERSTANDING THE REACH OF YOUR CAMPAIGNS AND IMPACT ON SEARCH:

-  **STV Branded Search:** The number of branded searches influenced by STV
-  **Unique Incremental Reach:** How many users never exposed to your ads before, are being reached by your STV ad




HIGH-INTENT SHOPPERS AND POTENTIAL RETARGETING AUDIENCES:

-  **Assisted Detail Page View:** Total detail page views that were influenced by the STV ad at any point along the customer journey




DRIVING NEW-TO-BRAND WITH STREAMING TV ADS:

-  **Assisted new-to-brand purchases:** Total number of new-to-brand purchases influenced by the STV ad at any point in the customer journey
-  **Assisted NTB sales:** Total number of new-to-brand sales influenced by the STV ad at any point in the customer journey

THE EFFECTS OF STV ON ROAS VIA DIFFERENT ATTRIBUTION MODELS:

-  **First-touch ROAS:** Sales/spend ratio where sales are attributed to the first ad the user saw
-  **New-to-brand ROAS:** New-to-brand assisted sales/spend ratio
-  **Gigi ROAS:** This is a unique metric proprietary to Gigi. A sales/spend ratio where attribution is more heavily weighted towards the first and last touch points versus middle touch points. The weighting varies depending on how many touch points are in the user's journey.



HOW STREAMING TV IMPACTS PURCHASING BEHAVIOUR:

-  **STV vs non-STV exposed cohorts:** Understanding click through rates and conversion rates for users that were exposed to the STV ad vs not exposed.
-  **Ad Unit Overlap:** This is a unique visualization metric proprietary to Gigi. Understand "users with purchases," "total users," "purchases," and "purchase rate" across Sponsored only, Amazon DSP only, STV only, and how each of these ad units overlap.
-  **Time to Convert:** Understanding how long your customers' purchasing journey is from first viewing an STV ad helps inform expectations for measuring success.



One of Gigi's customers saw that **users were 5.9x more likely to purchase** when they viewed sponsored, display, and STV together.

FINDING THE OPTIMAL FREQUENCY TO DRIVE THE BEST PURCHASE RATE:

-  **Unique Average Frequency:** Average frequency of users who have never seen an ad before. By looking at “unique” frequency, you’re able to understand how many touch points a true new-to-brand shopper has.
-  **Unique Median Frequency:** The true middle point of frequency that you’re serving to unique users. Median is used in the case your average frequency is being skewed by outliers that are being served significantly more or less ads than desired.



Native Pet drove a **2.3x higher** likelihood to purchase by optimizing their Streaming TV ad frequency with Gigi.

[Learn more →](#)

What's next?

Once you've launched your first STV campaign and start to see incremental results, what comes next?
Test, learn, optimize and repeat, repeat, repeat.

Ready to take your Streaming TV
ads to the next level?

[Get started now →](#)