

PRODUCT INFO

Amazon **Advertising**

Premium inventory and Amazon's own data, working for your business.

Amazon is more than a place to shop. It's a gateway to some of the most powerful advertising assets available: Prime Video, Twitch, IMDb, Fire TV, and Amazon's own shopping data.

BENEFITS

Exclusive premium inventory
Amazon-owned channels like Prime Video, Twitch, and IMDb reach engaged audiences other platforms can't.

Full-funnel formats
Display and video formats connect with customers at every stage, from awareness to purchase.

Amazon's own shopping data
Find your ideal customers based on real shopping and viewing behavior, so your budget works harder.

Massive reach
115M+ monthly U.S. viewers on ad-supported Prime Video alone.

89%	35M+	289%
of U.S. households reached by Amazon (2022)	average daily Twitch viewers worldwide	lift in brand awareness vs. streaming TV norms

Sources: Nielsen Media Impact, 2022; Twitch internal data, 2022; Amazon Ads / Nielsen incremental reach analysis, 2023.



WHAT'S INCLUDED

Display with audience targeting

Display ads on Amazon.com, IMDb, Yahoo, CNN, Fox News, and other top sites, targeted with Amazon's data.

Streaming TV

Reach highly engaged viewers on Prime Video, Fire TV, and Twitch, plus other leading streaming services.

STREAMING TV PACKAGES

1. **Reach** Awareness at scale, on a budget.
   High-impact ads on large screens across popular free streaming platforms like Samsung TV Plus, Pluto TV, Plex, and Twitch.

2. **Prime Only** Premium placement, strong brand prestige.
   100% of impressions on Prime Video, including Amazon Originals and high-viewership moments.

3. **Prime Plus** Maximum reach across top streaming services.
   Premium placements on Prime Video, Peacock, Max, Hulu, Disney+, and more.

4. **Twitch Only** Reach hard-to-reach Gen Z and Millennials.
   100% of impressions on Twitch, with highly engaged viewers watching live creators. Available on request.

Stream. Shop. Buy.

From the couch to the checkout, Amazon keeps your business in front of customers. Let's find the right package for your goals.

maxmediadigitalllc.com

