MAX MEDIA DIGITAL

PRODUCT OVERVIEW

Amazon **Advertising**

Your gateway to Prime Video, Twitch, Amazon.com, and Amazon's shopping data.

maxmediadigitalllc.com



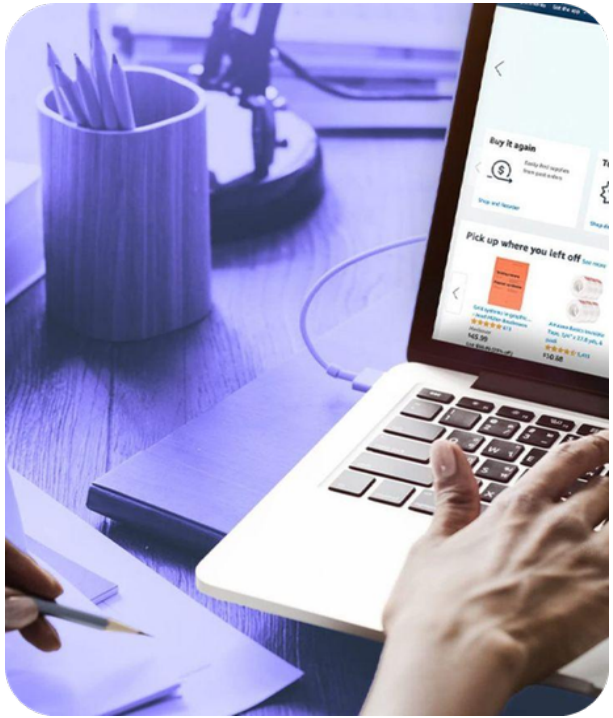
Your Gateway to the Amazon Ecosystem

Exclusive inventory
Prime Video, Twitch, IMDb, Fire TV, and more.

Unmatched data
Amazon's own shopping and streaming signals.

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

Proven results
Measurable performance, optimized as your campaign runs.



One Solution, Two Powerful Channels

Streaming TV

Prime Video, Fire TV, Twitch

Your commercial on the biggest screen in the house, next to Amazon Originals, live sports, and hit shows.

Display ads

Amazon.com, IMDb, and top sites

Banner ads on Amazon-owned sites and leading third-party sites like Yahoo, CNN, and Fox News.

Reach your audience across devices, content, and the entire purchase journey.

Massive Reach, Precise Targeting

115M+
U.S. ad-supported Prime Video viewers

63M+
monthly Twitch viewers

Exclusive Amazon audience segments

- In-market shoppers
- Streaming audiences
- Lifestyle and intent signals



Amazon Is a Daily Habit



Morning

- Catching up on shows and news on a Fire Tablet
- Browsing and shopping on Amazon.com



Evening

- Prime Video on the biggest screen in the house
- Twitch on any device: TV, computer, tablet, or phone

Be where culture happens: Amazon Originals, Twitch livestreams, and global sports.

Full-Funnel Targeting with Amazon Data



Top of funnel

Find new customers with lifestyle, in-market, and demographic targeting.



Mid-funnel

Reach people searching for, or comparing, your competitors' products.



Lower funnel

Re-engage your website visitors and ready-to-buy shoppers.

Which Package Is Right for You?

Reach

Awareness at scale, on a budget.

Large-screen ads on popular free streaming platforms like Samsung TV Plus, Pluto TV, Plex, and Twitch. Great for broad reach and frequent local messaging.

Prime Only

Premium placement, strong brand prestige.

100% of impressions on Prime Video, with access to Amazon Originals and big viewing moments.

Prime Plus

Maximum reach across top streaming services.

Premium placements on Prime Video, Peacock, Max, Hulu, Disney+, and more.

Twitch Only

Engaged Gen Z and Millennial viewers.

100% of impressions on Twitch, for brand awareness and product discovery. Available on request.

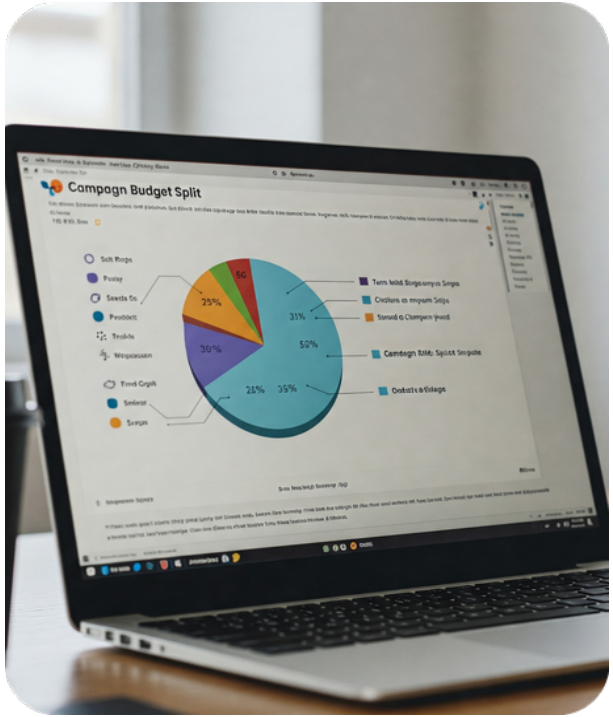
Sample Campaign Plan

A sample Amazon campaign built for brand awareness, conversions, and measurable results:

Campaign length	90 days
Investment	$5,000 per month

$3,500
Streaming TV per month

$1,500
Display ads per month



Proof That Video and Display Work Better Together

2.2x

higher brand awareness lift from combining display and video, vs. video alone

2.5x

higher awareness lift for consumer goods brands using both

102%

increase in branded searches when Streaming TV was added to Prime Video campaigns

The takeaway: a full-funnel plan that combines video and display reaches people at every stage of their buying journey and drives stronger results.

Source: Amazon Ads meta-analysis of 3,000+ brand lift studies.

Real Results on Amazon

Why Amazon advertising?

- **Reach new customers**
  Amazon audiences and targeting you can't get elsewhere.
- **Boost conversions**
  Optimized throughout your campaign for real results.
- **Premium placements**
  Prime Video, Twitch, and Amazon.com.
- **Measurable success**
  Transparent, real-time performance reporting.

CASE STUDY: LOCAL RESTAURANT CHAIN

One month of Amazon Streaming TV: Prime Plus to build awareness and drive online orders across three locations.

98.5% video completion rate

136 post-view conversions

46.5K impressions

Results from a single advertiser; individual results vary.

MAX MEDIA DIGITAL

Stream. Shop. **Buy.**

Let’s find the right Amazon package for your goals and your budget.

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