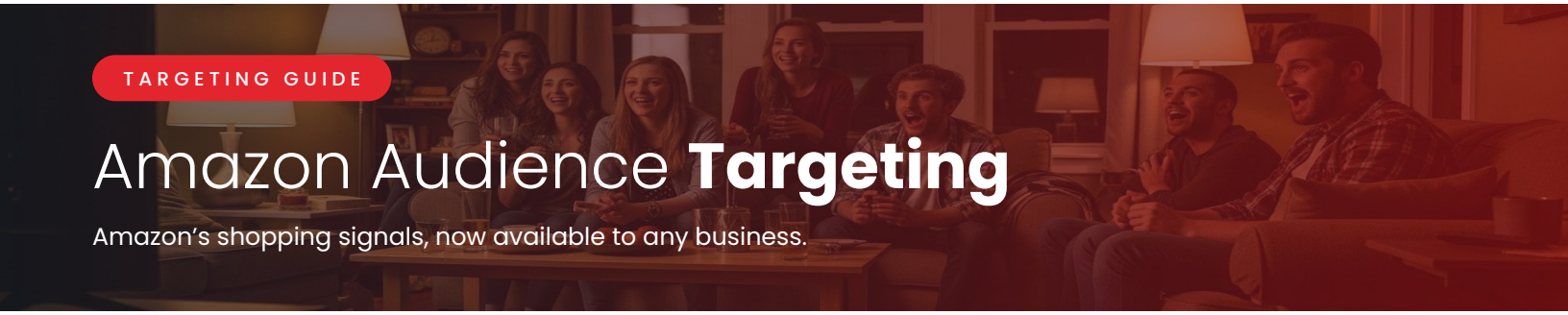


TARGETING GUIDE

Amazon Audience **Targeting**

Amazon's shopping signals, now available to any business.

Amazon's audience segments reach people who are actively in the market for products and services like yours, **even if you don't sell on Amazon**.

Top-of-funnel targeting

In-market. Shoppers whose activity shows they're likely to buy soon.

Lifestyle. People whose behavior fits your target buyer profile.

Demographic. Age, household income, education, gender, or marital status.

Mid-funnel targeting

Search prospecting. Shoppers who searched Amazon for products like yours.

Competitor conquesting. People who viewed, but didn't buy, a competitor's product.

Complementary. Customers who bought related or complementary products.

TARGETING DETAILS

Location	Down to the ZIP code, plus state, metro area (DMA), and city.
Video	Streaming TV on Prime Video, Fire TV, and Twitch, plus third-party sites.
Display	Ads on Amazon.com, IMDb, Twitch, and third-party websites.
Devices	Desktop, mobile, tablet, and connected TV.

See sample audiences on page 2.

SAMPLE AUDIENCES

INTEREST	IN-MARKET	LIFESTYLE	DEMOGRAPHIC
Art & Design	Arts & Crafts	Automotive Ownership	Age
Automotive & Vehicles	Baby Products	Business & Industry	Assets
Beauty & Grooming	Beauty & Personal Care	Characteristics	Education
Books	Books & Magazines	Conscious Consumption	Gender
Business & Careers	Business & Industrial	Entertainment	Home Ownership
Education & Learning	Collectibles & Fine Art	Family	Household
Entertainment	Conscious Consumption	New to Category	Income
Events	Credit & Payment Cards	Pet Ownership	Language
Food & Drinks	Education	Real Estate	Occupation
Fun & Hobbies	Electronics	Shoppers	Relationship
Health & Wellness	Entertainment	Students & Professionals	
History	Fashion	Subscriptions	
Home & Garden	Gift Cards	Technology	
News & Periodicals	Home & Garden	Telecommunications	
Office & School	Household & Grocery	Travel & Commute	
Outdoors	Music		
Pets & Animals	Pet Supplies		
Region & Country	Services		
Religion & Spirituality	Software & Apps		
Science	Sporting Goods		
Social Science	Toys & Games		
Sports & Fitness	Travel & Tourism		
Style & Fashion	Vehicles & Automotive		
Technology			
Toys & Games			
Travel & Tourism			

Some categories have restrictions. Ads for housing, employment, and credit, and targeting based on health, religion, or ethnicity, follow special rules. We'll guide you to the right approach.

Don't see your audience? Just ask.

This list isn't everything we can target. maxmediadigitalllc.com