A FULL-FUNNEL DEEP DIVE

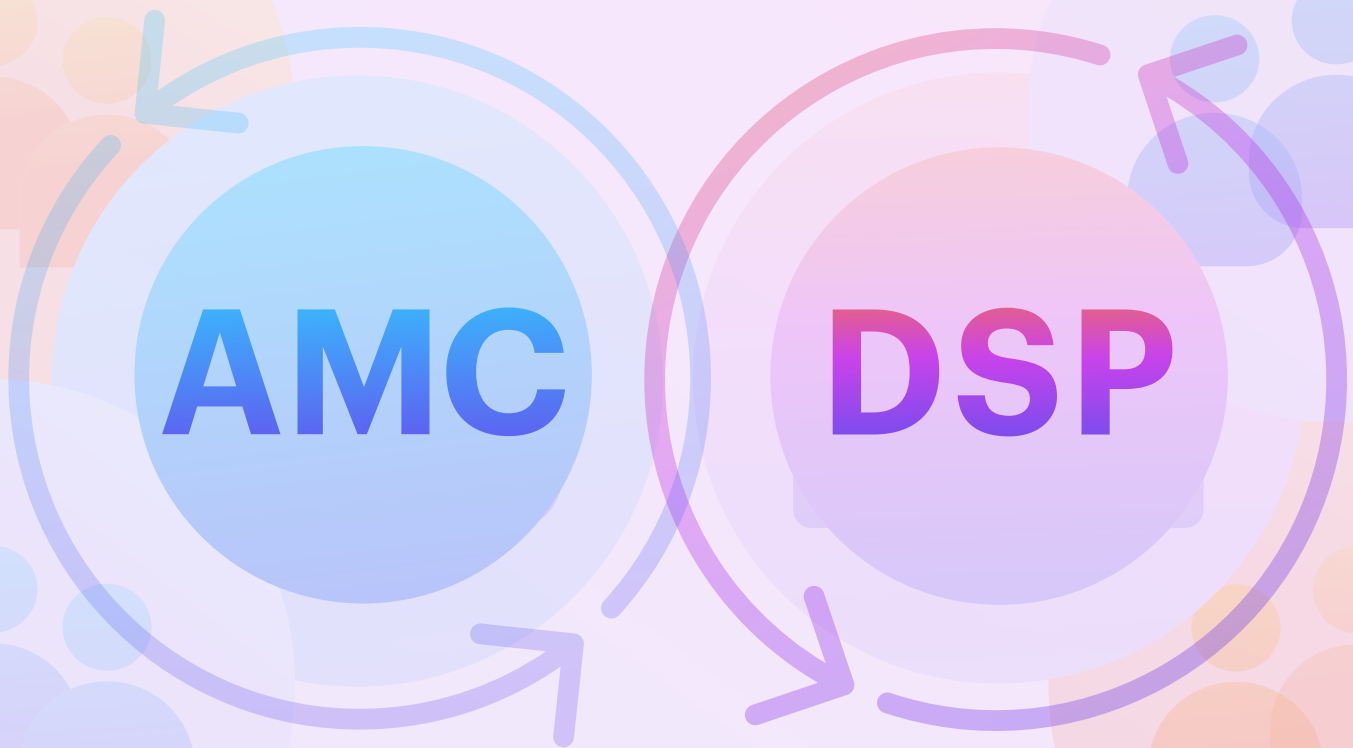# How Top Brands Are Rebuilding Their Ad Strategy Around AMC & DSP

AMC | DSP

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Introduction

What separates top-performing ecommerce brands from the rest? They know the tools and data available to them—and how to actually put them to work.

Amazon Marketing Cloud (AMC) and **Amazon's demand-side platform (DSP)** are two top resources that sellers are using with major success. In combination, AMC and DSP make for a highly optimized advertising strategy—and winning brands have taken notice.

Below, we review how Amazon DSP enables a full-funnel advertising approach, how AMC unlocks high-performance audiences and smarter measurement, and how real brands are getting better results with revamped strategies.

AMC + DSP = The Power Pair in Amazon Advertising

Amazon's advertising options have evolved far beyond simple sponsored ads. To help brands drive growth from across the entire shopper journey, Amazon developed two powerful tools: a demand-side platform (DSP) and Amazon Marketing Cloud (AMC).

Amazon DSP is a programmatic advertising platform that lets brands buy display, video, and audio ads both on Amazon's own properties (like Fire TV, IMDb, and Twitch) and across thousands of partner sites and apps. What sets DSP apart is its access to Amazon's first-party shopping and browsing data—so advertisers can reach in-market audiences, lifestyle segments, and past purchasers with precision, at scale, on and off Amazon.

Amazon Marketing Cloud (AMC) is a secure, privacy-safe analytics environment that aggregates and connects advertising and shopper data across Amazon-connected channels. AMC gives brands a holistic, event-level view of how different ads and touchpoints influence a purchase, enabling advanced measurement, custom audience creation, and smarter, data-driven optimizations.

Together, these form quite the power pair. Let's dive deeper into each tool's functionality and strengths.

DSP: Full-Funnel Strategy in Action

Winning brands build campaigns that work together across the funnel—using Amazon DSP to reach and re-engage audiences, and AMC to understand what's working and refine in real time. The result is smarter spend, clearer ROI, and measurable growth at every stage of the customer journey.

Awareness: Building Brand Presence at Scale

The customer journey often starts well before someone types a keyword into Amazon search. Amazon DSP lets brands reach relevant audiences through video, display, and audio ads on Amazon properties and across its publisher network. These placements introduce the brand to shoppers likely to be in-market, based on Amazon's first-party signals.

Brands using AMC and DSP together have also uncovered actionable audience overlaps—for instance, discovering that buyers of one product line are often also in-market for complementary categories. They then activate those refined segments in DSP to broaden awareness and drive cross-category reach.

CASE STUDY

Diversified Hospitality Solutions (DHS), a bulk toiletries brand for hospitality settings, partnered with Teikametrics to expand its reach with target audiences.

By building custom audiences in AMC and activating them in DSP—including lookalikes and high-potential new shoppers—the brand grew unique DSP reach by 90% and drove a 373% increase in new-to-brand sales. The campaigns also delivered an 18% lift in conversion rate, showing how upper-funnel reach can fuel downstream performance as well.

CASE STUDY

Funko, the pop-culture collectibles brand, turned to Teikametrics to move beyond saturated lower-funnel ads and reach new customers earlier in their journey. By layering Sponsored Display, Sponsored Brand, and DSP campaigns into its mix, plus using AMC insights to refine targeting, Funko achieved a 48% increase in overall reach, a 124% growth in detail page views, a 44% rise in new-to-brand purchases, and a 131% increase in total purchases—clear proof that broader awareness investments can drive measurable business growth.

Consideration: Engaging and Educating Interested Shoppers

After reaching new audiences with Awareness campaigns, the next step is to deepen their interest. In this stage, brands can use DSP to retarget people who interacted with those upper-funnel ads—for example, shoppers who watched a brand video in streaming TV or display, or who clicked through an Awareness ad and browsed a product detail page or the brand's Amazon Store. These audiences already know something about the brand, and now the creative focuses on education and reassurance: highlighting key benefits, sharing reviews or testimonials, or featuring timely promotions to move them closer to purchase.

AMC also helps brands see how those retargeted audiences behave on their path to purchase. For example, a brand might discover that many shoppers exposed to its Awareness ads visit the Amazon Store before buying—or that shoppers who saw multiple ad types are far more likely to convert. With those insights, advertisers can refine DSP creative to emphasize Store links,

feature specific SKUs, or adjust bids for audiences that have shown interest but haven't yet purchased—turning early engagement into measurable intent.

CASE STUDY

Caudalie, a premium skincare brand, partnered with Teikametrics on a full-funnel strategy to translate upper-funnel awareness into tangible sales. The team combined DSP and Streaming TV with retargeting and retention campaigns, reaching both new prospects and lapsed buyers with tailored creative. The result: a [108% increase in total orders, a 107% lift in total sales, and a 71% increase in ad sales—with an 82% jump in conversion rate (CVR).](#) These campaigns demonstrated the power of following awareness efforts with consideration-stage retargeting that moves shoppers closer to purchase.

Conversion: Driving the Purchase Action

After reaching new audiences and building engagement, the next step is converting that interest into a sale. At this stage, advertisers use DSP to focus on high-intent shoppers—people who have already interacted with multiple touchpoints, added items to cart, or browsed product detail pages but haven't purchased. These audiences are smaller and more targeted, and the creative often leans on urgency and reassurance: messaging about limited-time deals, best-seller status, ratings and reviews, or free shipping.

Example: Imagine a home electronics brand that noticed through AMC that many shoppers added its top-rated headphones to cart after seeing a video ad but never completed checkout. The brand could build a DSP segment of those cart-abandoners and serve them display ads highlighting a limited-time discount and five-star customer reviews. AMC analysis would likely show that this retargeted group converted at a significantly higher rate than similar audiences who didn't see the ads—turning near-misses into measurable sales.

AMC gives advertisers the ability to measure incrementality at this stage: are these shoppers converting because of ads, or would they have bought anyway? With those insights, brands can adjust bidding strategies, shift budgets toward the most responsive segments, and even test creative variations. In practice, the most effective conversion campaigns are tightly integrated with the earlier funnel stages—using insights from Awareness and Consideration to deliver exactly the right message at exactly the right time.

Loyalty:
Fostering Repeat Purchases and Advocacy

The funnel doesn't end at conversion. Retaining customers and encouraging repeat purchases often delivers a higher return on ad spend than acquiring new ones. With AMC and DSP, brands can build audiences of past purchasers, segment them based on behavior or purchase recency, and serve tailored messaging—whether that's replenishment reminders, new-product announcements, or complementary cross-sells.

The Teikametrics platform allows you to orchestrate all the pieces of a full-funnel campaign from a single dashboard. Move seamlessly between building upper-funnel awareness and driving conversions, while also getting ongoing audience insights and actionable recommendations. See how Teikametrics can help you move and grow faster— *request a live demo.*

Example: Imagine a premium coffee brand uses AMC to build a segment of shoppers who purchased a 30-day supply two months ago but haven't reordered. They run DSP ads promoting a subscription discount and highlight glowing customer reviews. AMC data would likely show that this segment delivers a higher repeat-purchase rate than broader retargeting audiences, helping the brand increase lifetime value without overspending on acquisition.

AMC: Advanced Audiences & Analytics

Amazon Marketing Cloud (AMC) unlocks a deeper layer of insight and control over your Amazon advertising. While DSP gives you the execution power to reach shoppers across channels, AMC provides the data backbone to understand and shape those audiences with far more precision—and to measure how every tactic contributes to growth.

High-Performance Targeting With Deeper Data

At every stage of the funnel, AMC allows advertisers to see patterns that aren't visible in the standard DSP or Sponsored Ads consoles. AMC integrates its first-party signals with campaign performance data and even your own first-party datasets—such as CRM or offline sales data—brought in through Amazon's secure, privacy-safe process. This combination unlocks all-new, richer insights and a much more precise level of targeting.

Some of AMC's most exciting capabilities include:

- **Next-level audience insights.** AMC surfaces traits that unveil habits and preferences of your buyers, often revealing untapped segments. For example, a brand might discover through AMC that a large share of buyers also shop in a complementary category, and then use DSP to target that affinity group.

- **Rich AMC audiences for DSP.** With AMC-to-DSP audience activation, advertisers can use segments built in AMC directly in DSP. Brands are creating audiences like "category shoppers who purchased a complementary item but have never purchased from my brand" or "shoppers who viewed at least two different ad formats but haven't purchased within 30 days"—then tailoring DSP campaigns to those segments for far higher efficiency.

- **Smarter creative and sequencing.** AMC insights don't just inform who you target but what you show and when. By analyzing conversion journeys, brands can plan optimized sequences—specific awareness ads first, then proven product-detail creatives, then offer-driven retargeting—and set frequency caps based on real data instead of guesswork.

In short, AMC acts as a hyper-smart segmentation engine, while DSP allows you to deliver the right messages at the right times to those segments—creating targeting sophistication that drives both relevance for shoppers and ROI for advertisers.

If building custom, high-conversion audiences in AMC feels intimidating, check out Teikametrics. With built-in AMC audience templates and direct DSP activation, the Teikametrics platform empowers you to target affinity groups, lapsed buyers, and high-potential segments in just a few clicks.
Learn more.

Next-Level Measurement & Optimization

Targeting is only half the story; you also need to know what's working and why. AMC's impressive measurement capabilities are helping brands close the loop on full-funnel strategies. In using AMC, you can access:

- **Holistic, cross-channel measurement.** AMC links impression-level DSP data with Sponsored Ads and even external inputs, so you can trace how each touchpoint contributes to a sale. Instead of isolated reports, you get a view of the entire journey.

- **Multi-touch attribution and incrementality.** AMC allows custom attribution models (linear, time-decay,

first-touch) so you can see the real contribution of upper-funnel tactics. Some advanced advertisers also use AMC to run incrementality tests, comparing results from audiences exposed to their ads with similar groups that were not shown ads or shown neutral ads—quantifying true lift.

- **In-flight and long-term optimization.** Because AMC surfaces cross-channel, audience-level insights that aren't visible in standard DSP or Sponsored Ads reports, brands can make smarter mid-flight adjustments—shifting budget toward segments that show stronger conversion signals or testing

new creative themes guided by those deeper insights. Over time, AMC also enables deep dives, like comparing the lifetime value of customers acquired through full-funnel campaigns versus lower-funnel-only approaches.

With AMC, advertisers move from educated guesswork to a data-driven cycle of testing and learning—building an advertising engine that improves every week.

Measuring the true impact of your Amazon ads can get complex—so we built analytics that transform AMC's cross-channel data into clear, actionable insights. With visual dashboards that highlight total reach, new-to-brand performance, and campaign efficiency across ad types, Teikametrics helps brands quickly measure real impact, understand overlapping influence, and optimize spend for ROI—without having to write a single line of code. See how Teikametrics makes the most advanced advertising easy: Request a demo.

Smarter Strategies for Amazon and Beyond

When brands connect AMC's deep analytics with DSP's execution, they unlock clearer insights, sharper targeting, and stronger results at every stage of the funnel. This integrated approach on Amazon also creates a blueprint for smarter, more efficient growth across other retail media channels.

Better ROI Through Integrated Strategy

Rebuilding ad strategy around AMC and DSP delivers measurable improvement across the funnel. Here's what we've seen when brands employ and connect these tools:

- **Higher brand awareness and demand generation.** Full-funnel campaigns that include upper-funnel DSP placements drive broader reach and stronger brand interest, fueling long-term growth.

- **Faster customer acquisition and sales growth.** Integrated strategies bring in new audiences and move them efficiently through the funnel, increasing both customer count and revenue.

- **Improved conversion rates.** AMC-driven audience insights help brands focus on shoppers more likely to buy, increasing conversion rates and overall performance.

- **Greater campaign efficiency and ROI.** Unifying insights across AMC and DSP reduces the cost to reach those shoppers, driving stronger ROAS and lower costs per thousand impressions (CPMs).

- **Higher lifetime value and loyalty outcomes.** Full-funnel strategies often lead to more repeat buyers and programs like Subscribe & Save, creating durable revenue streams over time.

Key Takeaways for Brands

You can soon be posting results like these too. It starts with viewing your strategy as an interconnected, data-driven system. Specifically, that means:

✅ **Adopt a full-funnel mindset.** Don't stop at Sponsored Ads—use DSP to build awareness and consideration while nurturing loyalty.

✅ **Integrate data with AMC.** Bring DSP, Sponsored Ads, Amazon audience insights, and your own data together to uncover opportunities and measure true impact.

✅ **Get smarter in your targeting.** Build and activate high-value audiences for DSP using AMC's analytics, from lookalikes to lapsed buyers and beyond.

✅ **Tailor creative and sequencing.** Match messaging to each stage of the journey and use AMC to learn which combinations work best.

✅ **Measure incrementality and iterate.** Use AMC's attribution and testing tools to find what drives net-new growth, then double down.

Follow these practices and you can create a repeatable growth engine that not only elevates Amazon performance but also builds a durable, data-informed strategy for future success.

There's more potential in DSP and AMC than ever before. These tools open up the chance to run your most advanced, most profitable ad campaigns yet—building smarter audiences, full-funnel strategies, and clearer measurement.

Teikametrics makes it easy to harness that potential by connecting AMC insights directly to DSP execution, automating audience activation, and optimizing campaigns in one place—so you can scale faster without the complexity. *__See how in a customized demo.__*