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# DSP and Upper Funnel: The Impact on Search and Media Performance

By Russ Dieringer // December 22, 2022 //

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May 3, 2023 @ 2pm EST

Amazon's analytical tools like AMC, Attribution and Stream are enabling a new, deeper understanding of the consumer journey.

**Join Russ Dieringer and Jessica Gordon, Director of Programmatic Operations at Flywheel as they unpack how DSP and upper funnel activations impact lower funnel search performance.**

The session will highlight what's possible with these tools, while highlighting actions brands are taking as they uncover a richer, more diverse shopper path to purchase.

This session is designed for intermediate to advanced eCommerce practitioners that have experience with Amazon Advertising.

All Signal, No Noise Format

- 20 minutes of prepared remarks
- 10-20 minutes of Q&A

Learn more about Flywheel

With over 1,000 years of collective eCommerce experience, Flywheel provides industry-leading technology and methodology to help the world's most complex brands disproportionately win in

digital commerce.

[See the Recap & Replay Here](#)

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