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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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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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