
Raising the Bar on Amazon DSP: The Questions Every Brand Should Be Asking to Improve Their Campaigns

By Megan Harvey // March 25, 2026 //

May 12, 2026 @ 12pm EDT

Most brands investing in Amazon DSP have no idea whether their agency is actively managing their campaigns or simply letting them run. "Set it and forget it" has become an industry norm, tolerated because DSP campaigns have longer purchase windows and manual optimizations are tedious. Budgets get spent and token ROAS targets are met, but brands are left with no visibility into what's happening under the hood.

In this webinar, Adam Epstein, Co-Founder and CEO of Gigi, will break down what active, excellent Amazon DSP management actually looks like and why most brands aren't getting it. Rather than accepting vague performance summaries, brands deserve to know which levers their agency is pulling, how often, and to what effect. This session will equip brand and agency leaders with the specific questions they should be asking and the benchmarks they should be holding their teams to.

This session will cover:

- Why "set it and forget it" is so widespread in Amazon DSP
- What a baseline of active campaign management should include: bid optimization, inventory QA, audience and creative swaps, frequency management, and more
- How to evaluate whether your agency is truly pulling performance levers on a weekly basis
- The specific questions brands should ask their agency partners to assess whether their DSP investment is being maximally deployed

- How AI is raising the bar for what's operationally possible, and why that resets what brands should expect from their partners

This webinar is designed for eCommerce, marketing, and media leaders inside consumer brands and the agency teams that support them who want to stop accepting "spend and ROAS" as the only proof of performance.

[See the Recap & Replay](#)
