Why and How Brands Should Move Early on Amazon's Streaming TV Advertising

By Claire McBride // October 16, 2024 // Benchmarks, Briefings, Research

October 16, 2024

TL;DR: *Amazon's streaming TV advertising is a competitive edge opportunity for brands, although adoption is expected to rapidly increase over the next year. We recommend brands test-and-learn sooner than later which requires cross-functional alignment and in-house and/or external analytics support that understands how to leverage Amazon's unique targeting and reporting capabilities.*

4 minute read

Although still in its infancy, Amazon is investing heavily into its streaming TV platforms and it, along with advertisers, see it as a massive opportunity.

We encourage brands to move now into Amazon streaming TV to capture the competitive edge opportunity.

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