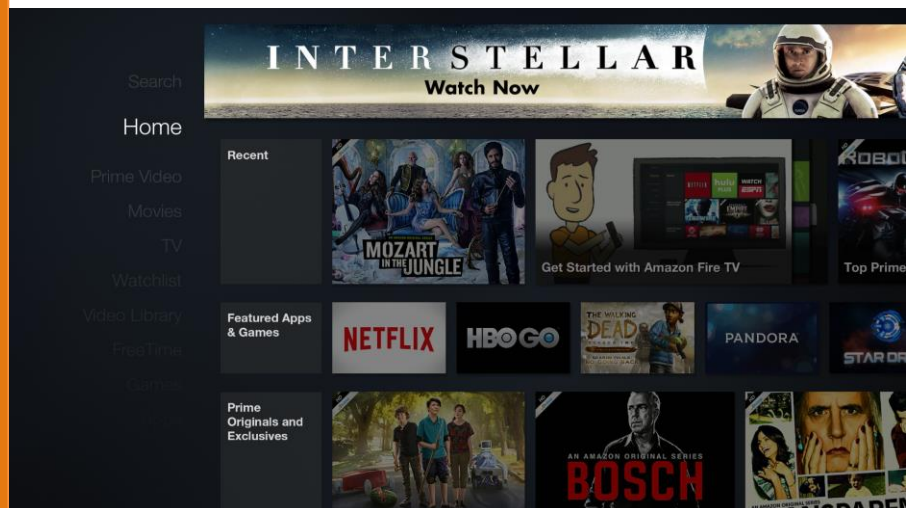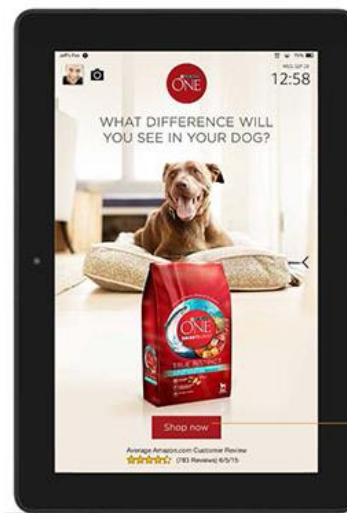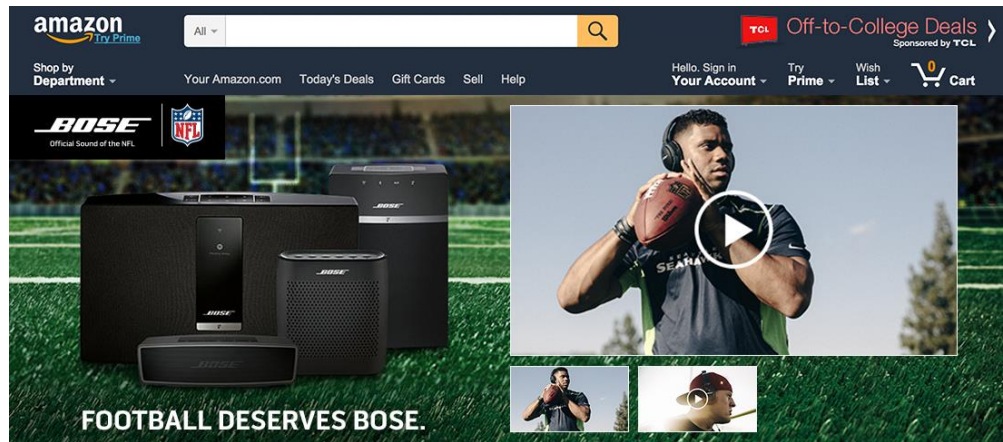# amazon

Continually Reinventing Internet Selling

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Worldwide Advertising

Our teams strive to reinvent the way companies approach brand building and performance advertising for advertisers and agencies of all sizes. By using Amazon's foundation in eCommerce and billions of observed shopping behaviors, we can help brands connect with the right customers through creative solutions and formats across devices, and in the physical world.

" It's hard to find things that won't sell online. "

– Jeff Bezos

FOOTBALL DESERVES BOSE.

Product Details Page

More information: https://advertising.amazon.com

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Our teams strive to reinvent the way companies approach brand building and performance advertising for advertisers and agencies of all sizes. By using Amazon's foundation in eCommerce and billions of observed shopping behaviors, we can help brands connect with the right customers through creative solutions and formats across devices, and in the physical world. We meet advertisers' brand and performance goals through solutions spanning from display and search, to video and custom formats across Amazon.com desktop and mobile, programmatic advertising on top-tier desktop publishers and mobile apps, Amazon devices like the Fire tablet and Fire TV, out of home advertising, and through Amazon's subsidiaries, like IMDb, DPReview, Quidsi, and Goodreads. As Amazon continues to innovate across new programs, services, and devices, we also continue to build advertising experiences into Amazon's innovative businesses to deliver positive customer experiences that drive results for advertisers.

The individual product teams of product managers, program managers, and engineers are aligned around products that meet the needs of specific advertiser objectives, and across a range of business sizes. The sales, marketing, and Customer Success teams bring all of these products together in a comprehensive, solution-oriented way for our advertisers. This is an exciting time to be part of the advertising team—while we have a robust business in place, we are inventing and growing rapidly, which means you have the unique opportunity to shape and contribute to the direction of a large, growing, and dynamic business.

Advertising Platform
Driving results with data

Amazon is one of the world's most highly trafficked sites, and the delivery and measurement of relevant advertising to shopping customers is a key company strategy and rapidly growing source of revenue. We are a highly visible, strategic team that is responsible for driving business results for advertisers leveraging data, insights, and technology. Our team includes Measurement and Data Science, Enterprise Ad Platform, Targeting/ Audience Platform, Video Advertising, Planning Recommendations & Integrated Metrics, and the ad serving system.

Customer Success Team
Driving advertiser success

We play a critical role in improving customer and advertising experience, and work across a number of internal teams and clients. We drive advertiser engagement and growth, optimize advertising campaign performance, and deliver campaign insights to advertisers. Roles within the team span creative concept development, campaign setup, testing, optimization, delivery, campaign and account management, advertiser analytics, and operational excellence.

Advertising Sales and Marketing
Partnering with advertisers to drive business results

We are responsible for deeply understanding the marketing objectives of advertisers and agencies of all sizes and complexities, and recommending, ideating, and implementing solutions to meet those objectives. We are comprised of various sales roles, agency development managers, marketing intelligence and developers, channel marketers, product marketers, learning and development, and event marketers. The sales team is responsible for managing relationships and growing their book of business, while various members of the marketing team develop scaled marketing programs to support the sales team, as well as advertisers and agencies directly.

Amazon Marketing Services and Self-Service Performance Advertising
Enabling advertisers of all sizes to build their Amazon business

We are a rapidly growing team of product, engineers, data scientists, and more, focused on building a suite of self-service advertising programs that enable brands, sellers and authors of all sizes to grow their business at Amazon. We're tackling complex problems to scale simple, effective advertising solutions to drive our clients' businesses, which also enhances the shopping experience on Amazon.

Display, Mobile and Fire Advertising
Next-generation advertising

We build and develop a suite of advertising programs on Amazon sites across all devices that enable brands to reach the right shoppers at the right time, while delivering a relevant and thoughtful experience to the end-user. Our solutions encompass advertising on Amazon.com's desktop and mobile sites, Fire tablet, Kindle eReader, and Fire TV. We also are responsible for working across the company to uncover unique opportunities for advertisers to connect with customers, like out-of-home placements with Amazon Lockers, or with other Amazon businesses like Amazon Fresh, Amazon Pantry, Echo, and Amazon Business.

Amazon Live
Reinventing video shopping with live audience interactivity

Amazon Live is a new business unit that integrates audience interactivity into a live streaming video show to create a new shopping experience on Amazon. Our first show is Style Code Live where fashion and beauty enthusiasts connect, chat, shop, and get the inside scoop on the latest trends each day. Join our startup team to help us reinvent new shopping, interaction, chat, and video experiences every day! Check us out at amazon.com/stylecodelive.

amazon