



## Getting Started

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visited your site.

This destination is maintained by Segment. For any issues with the destination, [contact the Segment Support team](#).

## Getting started

### Add the destination to your Engage Space.

- 1 From your workspace's [Destination catalog page](#) search for "Amazon Ads DSP and AMC".
- 2 Select Amazon Ads DSP and AMC and click **Add Destination**.
- 3 Select the **Engage Space** you'd like to add the destination to.
- 4 Once added, view and input the settings you'd need to complete to configure the destination.
  - Connection:** Click **Connect to Amazon Ads DSP and AMC** to authenticate your destination with Amazon.
  - Region:** Select the Amazon Region to deliver data to: NA, EU, or FE.
  - Enable the destination:** Switch the toggle to on to enable your destination.

## Connect your Engage Audience(s) to the destination

1. Navigate to the desired Audience in Engage, and select **Add Destination**.

2. Select the **Amazon Ads DSP and AMC** destination you just created.

3. After adding your destination to the Engage audience, click on the destination from the audience page to view and complete the [audience-specific settings](#).

**Advertiser ID:**

**Country Code:** A 2-character string in the ISO 3166 format that will be applied for all records within the audience.

(Optional) **CPM Cents:** Cost per thousand impressions (CPM), in cents. For example, \$1.00 = 100 cents.

(Optional) **Currency:**

**Description:** The audience description. Must be an alphanumeric, non-null string between 0 to 1000 characters in length.

**External Audience ID:** The user-defined audience identifier. This should be a unique, user-defined audience identifier (For example., "audience-id-for-device").

**TTL:** Time-to-live, in seconds. The amount of time the record is associated with the audience. Values allowed are 0 .. 34300800 (For example, 2592000 for 30 days, 34300800 for 397 days).

## Configure your mappings

1. Click on the destination from the audience page, and navigate to **Matching Mappings** from the destination side view.

2. Click **Add mapping**.

3. Configure the mapping fields.

4. Save and enable the mapping.

5. When Segment computes the audience, you can see the created audience and records delivered to Amazon.

## Destination Settings

SETTING	DESCRIPTION
Region	<i>Required.</i> Region for API Endpoint, either NA, EU, FE.

## Available Actions

Build your own Mappings. Combine supported [triggers](#) with the following Amazon Ads DSP and AMC-supported actions:



### Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

[Sync Audiences to DSP](#)

## Sync Audiences to DSP

Sync audiences from Segment to Amazon Ads Audience.

Sync Audiences to DSP is a **Cloud** action. The default Trigger is:

event = "Audience Entered" or event = "Audience Exited"

Click to show / hide fields

FIELD	DESCRIPTION
External User ID *	Type: <code>STRING</code> This is an external user identifier defined by data providers.
Email	Type: <code>STRING</code> User email address. Value will be hashed before sending to Amazon.
First name	Type: <code>STRING</code> User first name. Value will be hashed before sending to Amazon.
Last name	Type: <code>STRING</code> User Last name. Value will be hashed before sending to Amazon.
Phone	Type: <code>STRING</code> Phone Number. Value will be hashed before sending to Amazon.
Postal	Type: <code>STRING</code> Postal Code. Value will be hashed before sending to Amazon.
State	Type: <code>STRING</code> State Code. Value will be hashed before sending to Amazon.
City	Type: <code>STRING</code> City name. Value will be hashed before sending to Amazon.
Address	Type: <code>STRING</code> Address Code. Value will be hashed before sending to Amazon.
Enable Batching *	Type: <code>BOOLEAN</code> When enabled, segment will send data in batching

## Engage

You can send computed traits and audiences generated using [Engage](#) to this destination as a **user property**. To learn more about Engage, schedule a [demo](#).

For user-property destinations, an [identify](#) call is sent to the destination for each user being added and removed. The property name is the snake\_cased version of the audience name, with a true/false value to indicate membership. For example, when a user first completes an order in the last 30 days, Engage sends an Identify call with the property `order_completed_last_30days: true`. When the user no longer satisfies this condition (for example, it's been more than 30 days since their last order), Engage sets that value to `false`.

When you first create an audience, Engage sends an Identify call for every user in that audience. Later audience syncs only send updates for users whose membership has changed since the last sync.



### Real-time to batch destination sync frequency

Real-time audience syncs to Amazon Ads DSP and AMC may take six or more hours for the initial sync to complete. Upon completion, a sync frequency of two to three hours is expected.

## Settings

Segment lets you change these destination settings from the Segment app without having to touch any code.

SETTING	DESCRIPTION
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SETTING	DESCRIPTION
Region (required)	<code>select</code> , defaults to <code>https://advertising-api.amazon.com</code> .  Region for API Endpoint, either NA, EU, FE.

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