







### **Policies**

Ad policies

Creative Terms for Amazon DSP Self-Service GDPR

#### **Get started**

Manage access

Create an advertiser

Pre-launch checklist

Amazon's conversion attribution

Dynamic eCommerce ads

Amazon Standard Identification

Numbers (ASINs)

Glossary of terms

#### **Best practices**

Remarketing best practices

Delivery setup best practices

# Campaign setup

Create an order

Line item types and inventory

Create a line item

Copy orders or line items

**Budget optimization** 

#### **Creatives**

Creative specifications

Third-party provider acceptance policies

Upload a creative

Bulk upload third-party creatives

Assign creatives to line items

Confirm creative approval status

Set creative weight

#### **Pixels**

Create a pixel

Add a pixel to a website

Test pixel firing

Assign pixels to campaigns

#### **Audiences**

Audience Insights (beta)

**Advertiser Audiences** 

Create audiences based on pixel

Create an advertiser hashed

audience

Transfer a DMP audience

Create a lookalike audience

Build audience segment targeting expressions

#### **Deals**

Set up a PMP campaign

Create a deal using API integration

Create a deal using manual deal entry

Test deal integration

Troubleshooting

Supply partners

#### Report

Campaign success metrics

Create a downloadable report

Create a custom report

Create a pre-defined report

Create a performance dashboard

Download a previously run report

Campaign management tables

Report delivery to Amazon Simple

Storage Service (S3)

Reporting and Analysis Hub

Retail insights report (beta)

New-to-brand metrics

Data availability and freshness

# Release notes

2019 Release notes

2018 Release notes

2017 Release notes

Can't find what you're looking for? Don't hesitate to reach out to your dedicated Amazon representative or email us at **aap-cs@amazon.com** with questions and feedback.

## Privacy Notice | Report Issues

© 2019, Amazon.com Inc. or its affiliates