



**P A L M E T T O**  
DIGITAL MARKETING GROUP

# “Demand-Side Platform Ads (DSP) Vs. Sponsored Display Ads”

## What Is The DSP Program?

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Amazon’s DSP program promotes the buying and selling of digital advertising placements on Amazon as well as other websites, mobile apps, and online video platforms.

## What Is A Sponsored Display Ad?

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Amazon Sponsored Display Ads are a self-service, pay-per-click (PPC) advertising solution that allows brands on Amazon to reach their audience with advanced product and category targeting, including ads that appear both on and off Amazon.

## What Are The Differences Between The Ads?

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Sponsored display ads are only available for branded sellers on Amazon and will always lead the buyer back to the Amazon listing.

DSP ads allow branded sellers on or off Amazon to advertise their products. The ads will direct the buyer to Amazon or another website.

Both Sponsored ads and DSP ads allow sellers to customize their ad, including adding brand logos, headlines, images, etc.

## What Are The Costs Of The Ads?

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- Sponsored display ads use a Pay-Per-Click (PPC) system which is calculated based on the average cost you pay each time someone clicks your ads.
- DSP ads use a Cost Per Thousand Impressions (CPM) system, this is the average cost you pay to deliver 1,000 impressions of your ads.
- Branded sellers who are running sponsored display ads are required to spend a minimum of \$1 per ad.
- Non-branded sellers who are running DSP ads must spend a minimum monthly spend of \$10,000.

The Amazon Managed Services DSP option requires a \$35,000 minimum monthly spend.

Both ads are beneficial to sellers on and off Amazon. If you are targeting a custom audience, we suggest setting up DSP ads. Because sponsored display ads don’t allow customization, the system will automatically retarget buyers.