

choozle

Prime Video Advertising Through Choozle

**Premium Streaming. Commerce Intelligence.
Measurable Results.**

Today's consumers don't separate streaming from shopping.
Neither should your advertising.

Through Choozle's partnership with Amazon, advertisers can access Prime Video's premium Connected TV inventory through Amazon DSP. Pair award-winning streaming content with billions of first-party shopping, browsing, and streaming signals to reach the right audiences at the right moment. Whether your goal is building awareness, increasing sales, or strengthening customer loyalty, Choozle helps you activate, manage, and optimize campaigns with confidence.

WHY PRIME VIDEO?

Reach Authenticated Audiences

Prime Video reaches more than 315 million monthly ad-supported viewers globally. That gives brands access to one of the world's largest authenticated streaming audiences.

Smarter Audience Intelligence

Amazon combines billions of shopping, browsing, and streaming signals to help advertisers reach audiences based on real purchase behavior. The result is more relevant targeting and more informed media decisions.

Premium Content. Premium Attention.

Advertise alongside award-winning Amazon Originals, blockbuster movies, premium television, and live sports. A limited-ad environment helps your message stand out.

Measure Real Business Impact

Advanced reporting and attribution connect campaign performance to meaningful business outcomes. Understand what's working and optimize with confidence.

WHY CHOOZLE?

Amazon DSP, Simplified

Amazon built one of the world's most powerful advertising platforms. Choozle makes it easier to use. Whether you're launching your first Connected TV campaign or expanding an enterprise strategy, our team helps you plan, launch, optimize, and measure campaigns that perform.

With Choozle, you get:

- Direct access to Prime Video through Amazon DSP
- Flexible self-service or managed-service options
- Strategic audience planning
- Continuous campaign optimization
- Transparent reporting
- Experienced programmatic specialists

BUILT AROUND YOUR BUSINESS GOALS

Every campaign should support a measurable business objective. Amazon DSP helps brands move customers through every stage of the marketing funnel.



REACH MORE CUSTOMERS

Use Amazon's exclusive shopping, browsing, and streaming signals to connect with high-intent audiences.



BUILD BRAND AWARENESS

Show up alongside premium content that customers actively choose to watch.



INCREASE TRAFFIC

Drive qualified visitors with audience insights built on real customer behavior.



INCREASE SALES & CONVERSIONS

Advanced machine learning continuously improves bidding, pacing, and audience delivery to maximize campaign performance.



IMPROVE CUSTOMER LOYALTY

Reconnect with existing customers using personalized audience strategies powered by Amazon's first-party data.

AMAZON DSP WORKS BEYOND AMAZON

You don't have to sell products on Amazon to advertise with Amazon DSP. Campaigns can target Amazon audiences, advertiser first-party audiences, or a combination of both. This flexibility helps brands create highly relevant audience strategies across the customer journey.

FLEXIBLE BUYING OPTIONS

Prime Video campaigns run through Amazon Preferred Deals. Advertisers can maximize reach across all eligible Prime Video inventory or align campaigns with contextual genres such as drama, comedy, action, thriller, and more.

PREMIUM LIVE SPORTS

Prime Video's growing sports portfolio gives advertisers access to highly engaged audiences during some of streaming's biggest events.

Available inventory includes:

- | | |
|---------------------------|----------|
| • Thursday Night Football | • WNBA |
| • NBA | • NASCAR |
| | • NWSL |

Live sports help brands connect with passionate audiences during moments that matter.

THE AMAZON DSP ADVANTAGE

Most DSPs rely on third-party signals. Amazon DSP is different. It combines authenticated audiences, premium streaming inventory, and exclusive commerce intelligence to help advertisers make smarter media decisions. The result is greater efficiency, stronger audience relevance, and better business outcomes.

Advanced machine learning continuously optimizes:

- Bid strategy
- Budget pacing
- Audience selection
- Inventory quality
- Campaign performance

PRIME VIDEO CREATIVE SPECIFICATIONS

Prime Video supports premium creative designed specifically for television viewing.

Specification	Requirement	Specification	Requirement
Ad Format	Full-screen Streaming TV	Video Codec	H.264, MPEG-2, or MPEG-4
Placement	Pre-roll and Mid-roll	Audio Codec	PCM or AAC
Audio	Sound-on	Frame Rate	23.976 fps recommended (24, 25, and 29.97 supported)
Skip	Non-skippable	Video Bitrate	Minimum 15 Mbps (50 Mbps recommended)
Duration	15 or 30 seconds	Audio Bitrate	Minimum 192 kbps
Aspect Ratio	16:9	Audio Sample Rate	44.1 or 48 kHz
Resolution	Minimum 1920 × 1080	Ad Serving	Amazon-hosted or VAST 2.0/3.0 compatible third-party tags
Maximum File Size	500 MB		

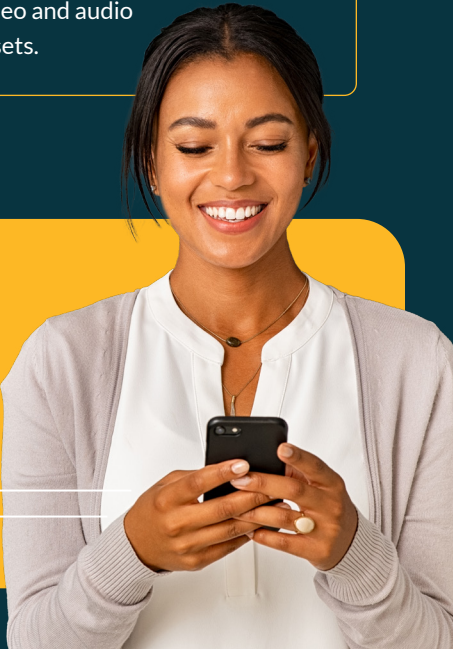
WHY ADVERTISERS CHOOSE CHOOZLE + AMAZON DSP

Traditional DSP	Amazon DSP Through Choozle
Cookie-dependent targeting	Amazon first-party shopping, browsing, and streaming signals
Standard Connected TV inventory	Premium Prime Video inventory
Fragmented audience insights	Commerce-driven audience intelligence
Manual optimization	AI-powered optimization
Limited support	Self-service or managed-service options
Basic reporting	Transparent reporting and strategic guidance

CREATIVE BEST PRACTICES

Streaming TV is different from social or display advertising. Creative should reflect the premium viewing experience.

- Introduce your brand within the first five seconds.
- Design for sound-on viewing.
- Focus on one clear message.
- End with a memorable call to action.
- Produce native 16:9 creative.
- Use broadcast-quality video and audio assets.



Turn Premium Streaming Into Measurable Business Growth

Reach the audiences that matter most with Amazon’s commerce-driven intelligence and Choozle’s programmatic expertise. Learn how Choozle’s Amazon DSP solution can help you build smarter campaigns, improve performance, and deliver measurable business results.

Start the Conversation