

# Generate More Demand with Amazon DSP

Drive awareness for your brand on Amazon – and beyond



Your consumers spend time on multiple sites and platforms — and so should your advertising. While Amazon Advertising is a great start, Amazon DSP can extend your reach even more. And Rithum’s experts know what it takes to find the right mix of custom display, video, and audio ads both on and off Amazon.

## Award-winning expertise. Powerful e-commerce technology.

Rithum’s managed services support for Amazon DSP is your ticket to planning campaigns that exceed your goals. Our award-winning team knows what it takes to find, attract and convert Amazon audiences. We’ve helped hundreds of brands and retailers increase visibility while effectively managing ad spend — and we can do the same for you.

- Build a metrics-based strategy
- Reach exclusive audiences
- Win key placements

annual  
ad spend

**\$500M**

global  
channels

**420+**

years  
of experience

**25+**

## How it works

Our advertising and e-commerce experts are ready to fully manage your Amazon DSP campaigns so you can have more control, increase brand awareness and generate more demand for your products. When you partner with Rithum Managed Services to maximize your Amazon DSP opportunities, we'll:

- Manage your campaign creation, optimization and tracking
- Deliver messages that resonate with your audience
- Provide ongoing strategic and technical support

## Why ChannelAdvisor Managed Services for Amazon DSP?

**Never miss an opportunity.** Our holistic approach to Amazon and full-funnel marketing experience will ensure no opportunity is missed.

**Reach exclusive audiences.** We'll not only help target (and retarget) consumers who have viewed your products without purchasing, but also use Amazon data to curate audience lists that put your products in front of ready-to-buy, in-market customers — both on and off Amazon.

**Gain access to established partnerships.** Thanks to our long-standing relationships with Amazon, we can equip sellers with the right intel, minimize disruptions and determine the best growth strategy for your specific needs.

**Build a holistic Amazon approach.** Our unmatched industry expertise means informed recommendations for you — and a better advertising experience for your audiences.

## Ready to learn how our experts can increase your return on ad spend?

Request a [complimentary analysis](#) now.

# #1

Rithum has been named the #1 channel management vendor to the Digital Commerce Top 1000 since 2013.

Source: [Digital Commerce 360](#)

# 2B+

Our platform processes more than two billion feed items daily.

# \$500M+

Our team manages more than \$500 million in annual ad spend.