

## **Macromill, as an Amazon Ads Certified Partner, Launches Advertising Support and Effectiveness Measurement Solutions Using Amazon Marketing Cloud**

Tokyo, October 16, 2024 -Macromill, Inc. (Headquarters: Minato-ku, Tokyo, Representative Executive Officer and CEO: Toru Sasaki; hereinafter, "Macromill"), an Amazon Ads certified partner, has launched an advertising support solution and an advertising effectiveness measurement solution utilizing Amazon Marketing Cloud (AMC), Amazon's data clean room environment.

### **■ Background**

As the importance of privacy protection continues to grow, advertising platforms are advancing the development of "Data Clean Rooms", cloud environments that enable data sharing and analysis while safeguarding user privacy. Our company is also working on integrating data with the Data Clean Rooms from various ad platforms to support safe and effective data marketing for our clients. As part of this initiative, we have recently completed the integration with AMC, Data Clean Room of Amazon Ads and have begun offering solutions for advertising support and effectiveness measurement on Amazon Ads.

### **■ Overview of solutions**

By utilizing high-quality consumer data from our proprietary panel, the largest in Japan with 1.3 million panelists, these advertising support and effectiveness measurement solutions mean we can deliver and measure advertising on Amazon Ads based on detailed information that was previously unavailable.

#### **1. Macromill Panel Based Audience Targeting Solution for Amazon Ads**

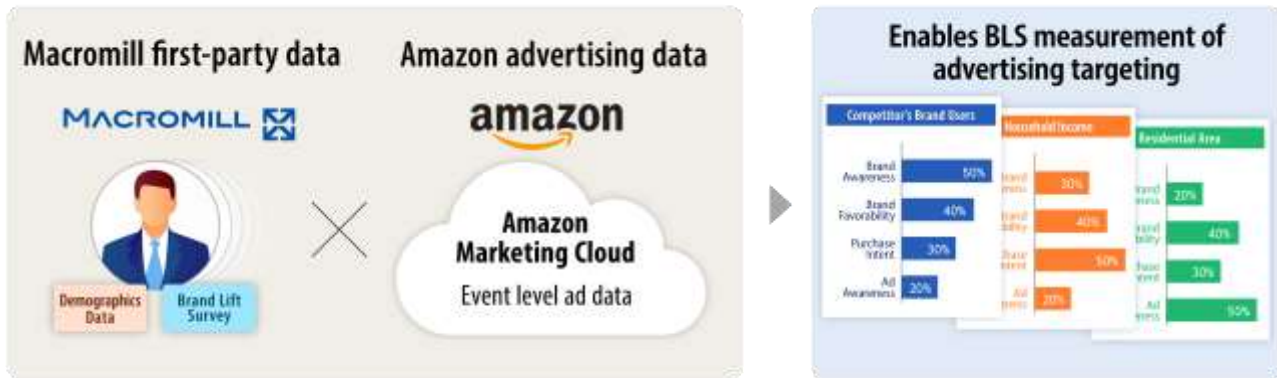
By utilizing various data sources, such as our insight survey data and behavioral log data, this solution allows for ad delivery to Amazon audiences (\*1) based on detailed criteria that extends beyond the targeting segments provided by Amazon Ads. This enables audience targeting aligned with a campaign's objectives, allowing ad delivery to better meet the needs and behaviors of the target audience.

#### **2. Advertising Effectiveness Solution for Amazon Ads**

We combine our brand lift survey data with AMC's ad exposure data to measure campaign effectiveness through detailed analysis of target attributes aligned with the campaign's objectives. This allows for a more in-depth review of the campaign, providing insights that can be leveraged for continuous planning. This solution supports not only Amazon Ads but also cross-media ad effectiveness measurement.

Since May 2022, we have offered advertising effectiveness measurement solutions for Amazon Ads on platforms such as Amazon DSP (\*2) and Fire TV (\*3). With this recent

integration with AMC, we have expanded our measurement capabilities to include Amazon Hero1 (\*4).



The Macromill is transforming into a Professional Marketing Services Company to help solve marketing challenges and will continue to offer innovative products based on various data obtained from consumer panels to spread innovations throughout the marketing business industry.

Ends,

(\*1) Amazon Audiences: <https://advertising.amazon.co.jp/help/GXTPQ3LLAFJZ8SYS>

(\*2) A service that delivers display and video ads both on and off Amazon's website

(\*3) An ad delivery service that displays ads on Fire TV, a streaming media player

(\*4) A service that allows ads to be displayed on the Amazon homepage

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