



AMAZON UNBOXED 2026

Time for Autonomous Thinking

With its new suite of agentic AI tools, Amazon Ads is giving advertisers full-funnel engagement opportunities — and a few key questions to consider.

2026 Recap

Inside this report

(Intro)

The Overview

A perpetual purchase pipeline, perhaps?

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Key Takeaways

Agentic AI, full-funnel activation, longer-term measurement and streamlined workflows

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Key Product Announcements

Seven launches, from Amazon Ads Agent to Sponsored Services

03

Key Considerations

How much of the workflow to relinquish to the agents

(Credits)

Thought Leaders

The Publicis Groupe team at unBoxed 2026

A perpetual purchase pipeline, perhaps?

AMAZON
UNBOXED 2026

Reaching consumers across the entire purchase funnel?
That was yesterday.

Amazon Ads believes marketers can go further by helping brands engage with consumers throughout their entire day. A perpetual purchase pipeline, perhaps?

Whatever you call it, Amazon Ads' latest unBoxed gathering of brand and agency partners showcased an array of new tools and technologies that are designed to simplify the process of reaching consumers in just about any moment and then turn every one of those moments into a purchase opportunity.

“

And the conduit for reaching and converting customers in a moment (if it doesn't already go without saying) is artificial intelligence in general, and conversational agents in particular.

A fully connected advertising ecosystem

AN AI-POWERED WORKFLOW

01 Planning

02 Activation

03 Optimization

04 Reporting

Overall, the array of key product announcements from this year's unBoxed brings to life Amazon's vision for a fully connected advertising ecosystem. In it, AI-powered tools streamline planning, activation, optimization, and reporting within a single, unified workflow that can even extend beyond the commerce giant's own properties. It also raises questions about the levels to which the workflow should be automated.

Publicis Commerce was well represented at unBoxed 2026 by a team of professionals spanning every practice area in our stable. The following report outlines the key takeaways and most significant product announcements they encountered at the event, as well as a few considerations for advertisers going forward.

It also raises questions about the levels to which the workflow should be automated.

01

Key Takeaways

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- 1 Agentic AI is fueling everything
 - 2 Full-funnel activation is the primary objective
 - 3 Measurement is looking longer term
 - 4 Streamlined workflows are bridging data gaps
-

TAKEAWAY ONE

1

Agentic AI is fueling everything

“Full-blown proliferation” is how one Amazon executive described the company’s rollout of natural-language AI functionality to nearly all commerce tools for both consumers and brand partners — highlighted on one side by Alexa for Shopping and on the other by the vastly expanded and improved Amazon Ads Agent platform (see page 10).

TAKEAWAY TWO

2

Full-funnel activation is the primary objective

Amazon’s new, overtly named Full Funnel Campaigns tool is designed as “omnichannel by default; single media type by choice.” Amazon wants advertisers to stop thinking of search, display, and CTV as distinct options and start planning all-in campaigns that will engage consumers throughout their journey, and not just when they’re in shopping mode.

“Omnichannel by default; single media type by choice.”

TAKEAWAY THREE

3

Measurement is looking longer-term

New products are tracking sales lift and ROAS beyond the short-term confines of campaign windows. Brand and performance metrics are becoming less distinct as objectives focus on the full customer journey, balancing immediate results with new-to-brand acquisition and other longer-term growth signals. A long list of relevant new self-service tools includes Brand Lift Study, Category/Industry Benchmarks, and Long-Term Value.

Other new tools are designed to “demystify” Amazon Marketing Cloud through natural-language conversations. In one key update, AMC now can project 12-month performance, then track the progress over the course of the year.

12 MONTHS OF
PROJECTED
PERFORMANCE IN
AMC

NEW SELF-SERVICE
TOOLS

Brand Lift Study

Category/Industry
Benchmarks

Long-Term Value

TAKEAWAY FOUR

4

Streamlined workflows are bridging data gaps

Full connectivity should give advertisers easier access to stronger insights across all activations. In-beta analytics tools within Ads Agent can navigate data sets across the complete Amazon ecosystem (including ASIN-level sales) to facilitate deeper business reviews.

02

Key Product Announcements

01 Amazon Ads Agent

02 Full Funnel Campaigns

03 DVA+

04 Branded Conversations

05 AMC SQL Generator

06 Review Requests

07 Sponsored Services

01 | Amazon Ads Agent

Amazon Ads Agent was first unveiled at unBoxed 2025, but with one major difference.

THEN

2025

Then, it was a new tool bringing natural-language capabilities and AI efficiencies to the Amazon DSP platform.

NOW

2026

Now, it's *the* advertising management experience, unifying Sponsored Ads with DSP (rebranded as DVA+) and incorporating a new Full Funnel Campaigns offering, all within a single, conversational workflow for planning, activation, and optimization.

Ads Agent is also now available to *all* advertisers.

02

WITHIN ADS AGENT

ANNOUNCEMENT 02

Full Funnel Campaigns

As its name blatantly states, this tool within Ads Agent provides a planning and activation framework uniting all channels — search, display, video, and (soon) audio — under one budget. As an AI-enabled optimization engine, it's designed to achieve stated marketing objectives but also “keep finding the next opportunity,” according to one Amazon exec.

03

DISPLAY, STREAMING
TV, AUDIO

ANNOUNCEMENT 03

DVA+

DVA+ runs display, streaming TV (video), and audio advertising under one objective and budget. And while the “DVA+ with Advanced Settings” option lets advertisers maintain greater hands-on control, the core DVA+ tool is structured as “four steps and then you’re live.” Those four steps require advertisers to simply input an objective, product, budget, and creative assets — although Amazon’s updated Responsive Ecommerce Creative tool is available to handle that final step.

“FOUR STEPS AND THEN YOU’RE LIVE.”

01

Objective

02

Product

03

Budget

04

Creative assets

04 |

ALEXA FOR
SHOPPING

WHAT CAN SURFACE

Product guidance
Comparisons
Complementary
recommendations

ANNOUNCEMENT 04

Branded Conversations

Branded Conversations lets advertisers shape how their products will surface in Alexa for Shopping. Product guidance, comparisons, and complementary recommendations can keep brands part of ongoing conversations with users, who are then spared the need to visit PDPs or Brand Stores to learn more. Beyond the content available through those sources, advertisers can fill out briefs to provide additional information. The tool gives brands greater control over the content Alexa is compiling to inform shoppers' purchase decisions.

05 |

CLOSED BETA

ANNOUNCEMENT 05

AMC SQL Generator

AMC SQL Generator is the “demystifier” (currently in closed beta) within the Amazon Ads MCP Server that uses conversational controls to translate plain-language requests into AMC queries and reduce technical barriers to activation. Add-on expert tools let builders integrate Amazon Ads intelligence into their own agents.

Plain-language request



AMC query

06

OPEN BETA



ANNOUNCEMENT 06

Review Requests

Review Requests is a new ad offering (launching in open beta this month) that invites recent purchasers to submit a star rating or written review while they're shopping on Amazon. The goal is to improve long-term sales performance by keeping a product's ratings and reviews plentiful and updated.

07

POWERED BY YELP
SAN FRANCISCO

ANNOUNCEMENT 07

Sponsored Services

Sponsored Services is a new feature in Alexa powered by Yelp and launched in San Francisco that connects shoppers with a service professional relevant to a recent purchase (e.g., an installer for a new appliance). This one seemed to be a noteworthy departure from the advertising realm (at least at first glance), but the announcement generated a fair amount of on-site buzz.

Review Outreach



Improved Performance

03

Key Considerations

Collectively, these new products are designed to bring advertisers closer to Amazon shoppers through a shorter and better-connected path from discovery to purchase, informed by a deeper understanding of needs and behaviors that lets them show up at the appropriate moments — and then be able to prove impact.

THE BIGGEST QUESTION

Automation is a spectrum, not an on/off switch.



MORE CONTROL

Larger CPGs retaining some workflows

MINIMAL HUMAN INPUT

A potential leveler for smaller brands

The biggest question for advertisers moving forward is how much of their workflows — let alone decisions — they're ready and/or willing to relinquish to the agents. Amazon is building an environment where human input can be minimal. That's a potential playing-field leveler for smaller brands with limited resources, but larger CPGs might want to retain greater control of some workflows to stay on top of more decisions.

Amazon executives themselves are quick to stress that automation is a spectrum, not an on/off switch. But they also assert that efficiency is just the starting point for AI-enabled tools that ultimately will also drive innovation.

01

THE STRATEGIC JOB

Setting the right goals

Shaping audiences

Owning measurement

Knowing when to
override

CONSIDERATION ONE

Simplification raises the bar for strategy

As Amazon continues to automate workflows, strategic planning is becoming even more important for brands: setting the right goals, shaping audiences, owning measurement, and knowing *when to override the automation*.

02

CONSIDERATION TWO

A test-and-learn strategy is needed

As Amazon's tools become easier to use and more integrated, the cost of experimentation is going down and the accompanying level of risk is declining. Brands should trial these new holistic planning tools to see if they're capable of effectively addressing business nuances and media objectives.



COST OF EXPERIMENTATION

Decreasing

RISK PREVENTION

Increasing

03

Keywords



Conversations

CONSIDERATION THREE

Conversational surfaces are the new competitive arena

Discovery is shifting from keywords to conversations, at Amazon and everywhere else. The introduction of Branded Conversations amplifies the need for brands to pay greater attention to their product detail pages, which serve as the critical foundation for the content, claims, and positioning that are now influencing Amazon customers and Alexa for Shopping. Better inputs drive better outputs, and better outputs drive recommendations and conversion.

04

THE REAL ADVANTAGE

Sharper strategies

Stronger data

A clear view of the growth levers

CONSIDERATION FOUR

The smarter you are, the smarter you'll get

Amazon is making it a lot easier for all advertisers to access stronger insights to better inform plans and performance. But the real advantage will go to brands and agencies that come with sharper strategies, stronger data, and a clear view of what levers will drive incremental growth. And that will require them to be selective about the activities and especially the level of decision-making they relinquish to AI automation.

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