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Recap Report

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Amazon unBoxed 2025: Agents of Change



A suite of agentic AI-enabled solutions designed to improve efficiency and performance for advertising partners highlighted the discussions in Nashville this month at Amazon unBoxed, the ecommerce leader's annual conference for advertisers and adtech partners.

While consumer-facing agentic search platforms are getting most of the attention across the commerce marketplace these days (including news from Amazon's own Rufus), the agenda at unBoxed 2025 showcased a slate of new back-office improvements that collectively represent simpler tools, smarter automation, and a more unified ecosystem for advertisers.

The agentic AI-fueled enhancements formally unveiled at the event include solutions designed to make it easier and more effective for advertisers to glean insights from Amazon Marketing Cloud (see page 15), build intent-based target audiences, create campaign structures from uploaded media plans, optimize programs at scale, and generate high-quality video from static images.

Many of those tools are available through a new Ads Agent that lets advertisers automate tasks related to planning, activating, optimizing, and measuring Amazon Ads campaigns. Amazon is promising that the agent will "revolutionize" how advertisers identify and reach ideal audiences using either natural language descriptions or uploaded documents.

One of the more well-received new offerings was the all-in-one agent being integrated into the Creative Studio platform, which will help advertisers "experiment, ideate, develop, edit, and enhance creative assets," according to Amazon.

The overall suite of tools, many of which are available at no additional cost, is being viewed as a particular boost for smaller brands with limited resources. But they are expected to deliver financial benefits for advertisers of all sizes, through both back-end efficiencies and stronger campaign results.

And consumer-facing tools weren't entirely absent: new AI-powered conversational prompts in Rufus will supplement existing sponsored product and sponsored brand campaigns by using first-party signals to present relevant product information to shoppers at ideal times in their searches.

Beyond the Agents

Amazon segmented this year's many product announcements into five thematic buckets. In addition to AI-Driven Innovation, there was Simplification, Performance, Measurement, and Full-Funnel Advertising.

The last of those buckets provided the most significant announcement for many attendees: Amazon's plan to combine its search (sponsored products) and display (Amazon DSP) platforms into one campaign management tool (starting in the U.S.) was praised by many as a breakthrough step toward the full-funnel planning, activation, and analysis that brand advertisers have been seeking from all ecommerce partners. ▶

This “centralized command center” (as Amazon termed it) will facilitate campaigns both within and outside of the Amazon ecosystem and help advertisers optimize ad delivery across all formats and placements. “This is music to everyone’s ears” is the Nashville-friendly phrasing that Profitero+ VP-Commerce Media Caroline Ballard used to describe the announcement (see page 5).

Simplification: Many of the new tools aimed at “making advertising easier” were related to the platform consolidation. In addition to the streamlined campaign management, advertisers will be able to work across countries globally for “unified user management, billing, and reporting,” according to the company. And unified reporting will enable cross-product, cross-account analytics to deliver greater insights into performance.

Performance: The fullest bucket of new tools covered 10 results-enhancing products, including:

- An audience verification solution for targeting and measuring campaigns that extends to open-internet partnerships with Roku, LiveRamp, Samsung, and LG.
- A “search remarketing” tool that uses performant keywords to re-engage high-intent shoppers through display and video campaigns.
- A “complete TV” campaign that lets advertisers optimize streaming TV investments across publishers.

Gaining the most attention was a new “Sponsored Products Video” format that lets advertisers showcase multiple product features in videos containing descriptive text. Touted as ideal for feature-heavy products, the format can be integrated into any new or existing sponsored video campaign (page 7).

Measurement: The extension of Amazon Ads’ year-over-year ad-traffic analysis window from 13 to 25 months was lauded by attendees for the deeper historical insights it will provide. Also new is a self-service insights tool for evaluating brand-specific and category-level performance; a modeled audience solution that lets advertisers use Amazon Web Services clean rooms to combine Amazon Marketing Cloud datasets with their own; and a “BYOM” (“bring your own model”) feature allowing advertisers to deploy their own marketing mix models within AMC via clean rooms.

Amazon’s direction is unmistakable: By consolidating its ecosystem and using AI and automation to simplify the many tasks required to effectively advertise within it, the ecommerce leader is positioning itself to remain at the industry’s forefront for years to come — while building the blueprint that other platforms across the commerce industry will need to follow. ♦



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Why Lifetime Value Will Be Retail's 'Next Big Thing'



Caroline Ballard
VP-Commerce Media
Profitero+

The Amazon unBoxed 2025 conference wasn't just a showcase for technological advancement; it reflected the next evolution of retail media measurement. Reiterated across keynote speeches and product announcements, the event's overarching theme was the "full funnel," the customer journey, from awareness to purchase, across all advertising channels. But the underlying and critical — but not widely mentioned — metric enabled by this shift to full funnel is the return to a true business bedrock: lifetime value (LTV).

In the absence of traditional brand loyalty, LTV is no longer a given but the ultimate measure of ongoing customer relevance. For too long, our industry has been incentivized to focus on near-term sales, optimizing for metrics that don't reflect long-term brand health. Amazon's strategy might be laying the groundwork to help brands justify shifting from immediate returns to building strategies around the sustainable metrics that truly drive and maintain growth.

Short-Term KPIs: ROAS & NTB

The traditional KPIs that dominate Amazon advertising are the basis of a strong foundation:

Return on Ad Spend (ROAS): A great ROAS can often be just a vanity metric if not done correctly. You can pour all your budget into campaigns that target existing, loyal customers to drive an artificially high ROAS. While profitable in the moment, this strategy yields little incrementality — although it does ensure a strong defense against tactics like competitive conquering on your brand terms.

New-to-Brand (NTB): NTB is a significant step forward, correctly identifying the value of acquiring incremental, first-time customers. This is crucial for expanding your market share by prioritizing acquisition over retention.

The winning strategy, and the one Amazon's new ecosystem is designed to reward, is a balanced approach: Keep existing customers happy and returning, while consistently and efficiently generating more NTB.

Amazon's Infrastructure Is Now Built for LTV

The key announcements from unBoxed represented foundational shifts of existing tools designed to make full funnel measurement a reality:

The Full-Funnel Consolidation: The most impactful announcement was the unification of the Amazon Ads console and Amazon DSP into a single Campaign Manager, which any practitioner will appreciate. Previously, push (offsite inventory) and pull (onsite sponsored ads) tactics lived in silos. Planning, execution, and reporting were fragmented, resulting in disconnected measurement of the consumer journey. Now, Campaign Manager provides a unified stage for your entire customer journey. This simplification is the first step toward running truly holistic campaigns that can be optimized to drive value over time, not just immediate clicks. The full funnel is now a single workflow — and Amazon's Creative Agent is another connector of media and content. ▶

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Amazon Makes Advertising More Efficient



Tyrel Beutler
Senior Vice President, eCommerce
Mars United Commerce

The landscape of retail media is transforming rapidly through Amazon's adoption of AI-powered solutions that are designed to consolidate and enhance advertising strategies. Here are a few of the product announcements from unBoxed 2025 that caught my attention.

- One major development announced at the event is the introduction of **Sponsored Products Video**, which allows advertisers to seamlessly integrate videos with descriptive text outlining multiple product features into existing campaigns. Tests of this format have delivered a significant increase in click-through rates for ads, once again emphasizing the power of visual content. (Already available in the U.S.)
- Elsewhere, Amazon's unified **Campaign Manager** will streamline management, reporting, and optimization by merging sponsored ads and DSP activity into a single platform, providing advertisers with a comprehensive view of performance across channels in real time. This initiative will improve ease of use while also providing robust, real-time insights. (A beta version is currently available to select advertisers, with a global rollout expected later in the year.)
- The AI-fueled **Ads Agent** simplifies the planning and optimization of campaigns across Amazon's services, fostering more efficient ad strategies. The automated tool can use an uploaded media plan to create campaign structures, ad groups, and optimized workflows, including audience targeting recommendations. (Available globally to Amazon Marketing Cloud users.)
- The **Creative Agent** tool uses conversational guidance and Amazon's data signals and brand intelligence to generate high-quality video and display ads quickly and at no cost, democratizing the process by cutting production costs and enhancing testing capabilities. It also ensures that the content aligns with brand identity, tone, and messaging. (Already available in the U.S.)

These advancements all spotlight the beginning of a crucial shift: AI is transitioning from merely an automation tool into a strategic component of improved advertising efficacy. By streamlining operations and providing deeper insights into consumer behavior, Amazon is trying to set a new standard in digital advertising. And the democratization of AI tools is making more sophisticated marketing strategies accessible to advertisers of all sizes (and budgets).

The overarching narrative is Amazon's efforts to integrate advertising's strategic, creative, and data-driven elements, to build a future where collaboration, dynamic content, and smart automation redefine retail media. As giants like Google and Meta enter the retail media space, the competitive landscape is intensifying, underscoring the urgency and importance of such innovations to win over advertisers seeking to remain competitive in an increasingly complex digital ecosystem. ♦

Bridging the Traffic-Conversion Gap: The Secret to Retail Media ROI



Mike Black
Chief Growth Officer
Profitero+

At this year's unBoxed, Amazon rolled out a wave of upgrades, from expanded CTV inventory to new AI agents for Amazon Marketing Cloud to smarter AI-powered creative optimization — all great news for advertisers.

But here's the uncomfortable truth: most Amazon advertising still fails at the point of conversion. It's not because the media is weak, but because the product detail pages aren't doing their job.

Brands that win on Amazon aren't just strong advertisers — they're strong connectors. They unify insights, technology, and teams to close the loop between media inputs and digital shelf conditions. Here are four ways to make that happen.

1. Fix the PDP before you fix the media plan: Driving traffic to weak or incomplete pages is like buying billboards that point shoppers to a store with broken lights and empty shelves. Your first move is to strengthen the persuasion engine:

- Improve image quality and ensure your PDPs hit high visual appeal scores: High-appeal creative can lift ROAS by 45%.
- Boost credibility by increasing review volume and improving star ratings: Products with 500+ reviews or ratings above 4.4 earn double-digit ROAS lifts.
- Target a high content completeness score: Optimized PDPs deliver 29% higher ROAS in retail media.

Before increasing your spend, increase your conversion power.

2. Exploit competitor conversion weaknesses: This is your fastest win. Shoppers switch easily: 1 in 3 when you're out of stock; 3 in 5 when a competitor is cheaper. But your competitor's problems are your opportunities, so use competitive shelf signals to:

- Raise bids when rivals go OOS.
- Capture share when price gaps widen.
- Target categories where competitor content is weak.

Conversion weakness is the new battleground. Don't let your media go in blind. ▶

Bridging the Traffic-Conversion Gap: The Secret to Retail Media ROI

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3. Unite media, content, and operations into one workflow: Success on Amazon isn't a siloed job. You need media, SEO/GEO, digital shelf, and ops aligned to the same signals, in the same system, at the same time. That requires:

- Shared traffic and conversion KPIs.
- A harmonized tech stack that unites digital shelf analytics, retail media optimization, operations automation, content intelligence, and incrementality measurement.
- Processes that break down silos, which can be as simple as weekly standup meetings that bring retail media and digital shelf teams together to review shared KPIs.

Brands that do this enjoy major lifts in visibility, efficiency, and incremental ROAS.

4. Embrace the age of AI-connected commerce: AI isn't just optimizing campaigns, it's connecting them. The next wave of growth on Amazon will come from analyzing traditional keyword-based measures of success like "share of search" alongside AI visibility metrics that measure how brands are winning Rufus-driven shopping journeys.

An early Profitero+ analysis of 4,990+ Amazon products found that only 22% of products on page 1 of traditional search results also appeared in Rufus results. This means that even high-ranking products aren't guaranteed visibility. The Rufus AI agent is extremely selective, surfacing only a small fraction of what Amazon's algorithm ranks highest.

This resets the playing field for brands to win and requires a balance of SEO and GEO strategies to ensure brands are visible across every path to purchase on Amazon. ♦





A One-Stop Shop, Powered by Human-Enabled AI



Kaleigh Coney
Commerce Experience Director
Arc Worldwide

Throughout the sessions at unBoxed 2025, Amazon emphasized its commitment to keeping human judgment at the center of an increasingly AI-driven advertising ecosystem. Through extensive hands-on training, the company demonstrated how intuitive its new AI innovations (creative agents, adbuilding agents, Amazon Marketing Cloud query assistants) are and how each are designed to support — not replace — advertiser and brand expertise.

And with Amazon Ads and Amazon DSP set to be unified into a single dashboard, global campaigns managed in one place, and premium video partners consolidated into a single inventory hub, Amazon is simplifying campaign execution as well.

The takeaway was clear: Amazon's integrated, human-first approach enables brands and agencies to operate more efficiently while maintaining strategic control, creating a truly empowering onestop-shop solution.

KEY TAKEAWAYS

Embrace Amazon's human-first AI innovations to strengthen team output: Amazon often reiterated that each AI enhancement is designed to elevate human expertise and empower teams. Creative, campaign, and optimization agents guide users through complex workflows while keeping strategic authority firmly in human hands. This allows teams to scale performance and reduce operational burden without sacrificing transparency. A major highlight of the conference were literal hands-on training sessions — where each participant had access to a laptop and demo account — that showcased how approachable and intuitive the tools are. This is important because adoption hinges on usability, a lesson Amazon learned when AMC originally launched with an SQL requirement. When advertisers and brands experience first-hand how simple these workflows have become, adoption accelerates, change management improves, and organizations achieve productivity gains much faster.

Manage campaigns from one unified platform combining Amazon Ads, Amazon DSP, and premium video inventory in a single source of truth: Amazon announced plans to consolidate previously separate systems into one simplified ecosystem. The integration of Ads and DSP within one dashboard provides centralized control over planning, optimization, and reporting across all markets. Additionally, the new inventory hub brings premium video partners into a single environment, making it easier to buy and measure high-value media. Amazon's roadmap quite literally breaks down platform silos and creates operational consistency across countries, channels, and campaign types — ultimately simplifying global advertising management. ▶

A One-Stop Shop, Powered by Human-Enabled AI

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Balance expanded long-term reporting with existing capabilities of technology partners and operational realities: Along with the unified dashboard, Amazon introduced access to 15 months of daily/weekly data and six years of monthly performance — a significantly longer timeframe than what was previously available. Advertisers have historically relied on technology partners to store and retain this information. While the increased visibility is valuable, it still has limitations. Teams must assess how to use this data within the user interface — to identify trends or validate seasonality, for instance — while aligning it with their existing analytics processes. This enhanced access supports clearer understanding of full-funnel performance over time, but it won't replace all current functions until data availability fully matures. ♦



Five Out-of-the-unBoxed Implications



Jill Cruz

EVP

Publicis Commerce

Since my colleagues across Publicis Commerce are doing an excellent job analyzing the key product announcements from unBoxed elsewhere in this recap, I'm going to jump right into what I believe are five implications for commerce marketers that emerged.

1. It has never been more important to combine brand and performance into one unified system: The funnel isn't dead, it's just nonlinear. Organizations must therefore break down internal silos and run brand and performance marketing as a connected ecosystem. Planning, budgeting, measurement, and content development need to work together to close the gap from discovery to purchase. The fullfunnel model Amazon revealed at unBoxed is the way forward for large retailers and media platforms.

2. Core marketing fundamentals need reinvestment — website and content first: AI search platforms increasingly pull from trusted content sources, making the brand's own website and product content more important than ever. The new foundation for discoverability in an AI-driven world includes:

- Strengthened crawlability.
- Improved clarity and differentiation in copy.
- Robust FAQ structures.
- Consistent claims messaging.

3. Winning keywords is still a must, but the "Answer Engine Era" has begun: Consumers discover and evaluate products in many ways, from traditional media ads and keyword searches, but now also through AI-powered experiences that prioritize direct answers. Brands must prepare for this shift in their marketing plans by creating anticipatory "answer content": structured product information and other content designed to resolve shopper questions before they're explicitly asked. This moves marketing from broadcasting to guiding.

4. The full funnel must be prioritized ruthlessly: We're living in a time of traditional, digital, and now agentic commerce, driving the need to refashion marketing fundamentals to work with AI innovation. But with flat resources, brands need to tightly prioritize by choosing channels that truly influence from discovery through conversion, concentrating investments where the customer journey is most impacted, and eliminating duplicated or siloed efforts. Choice and prioritization are becoming competitive advantages.

5. Elevate content from "King" to strategic growth lever: Content is now the connective tissue of the modern funnel. To win, brands must:

- Develop adaptable content that works across AI, retail media, organic search, and paid channels.
- Produce assets that reinforce brand understanding and support conversion.
- Treat PDP, website, video, and AI-ready content as revenue drivers — not simply tactics to be maintained. ♦

The New Retail Media Playbook



Maddie Fuhrman
Senior Strategist-Commerce Experience
Arc Worldwide

Retail media is entering a new era defined by AI-powered creative, unified measurement, full-funnel ad solutions, and live, community-driven commerce.

As platforms like Amazon continue to expand into premium partnerships, expanded ad placements, and audience-first shopper experiences, the path from discovery to purchase is being rebuilt in real time amid the growing complexity of reaching shoppers wherever they are when they're looking to make a purchase. Marketing teams are being pushed to integrate creative, media, insights, and retail execution into a single, holistic strategy. The future will reward brands that embrace AI, unify data, and meet shoppers at any point of conversion — whether that's during the big game, through their favorite influencer, or on their favorite shopping app.

KEY TAKEAWAYS

Retail media is becoming fully unified within Amazon's ad console: Amazon is consolidating its reporting platforms for search and display advertising in 2026 to help brands take a unified, full-funnel approach to their media strategies. It is also rolling out tools like Ads Agent, which uses AI-generated insights to synch optimization with campaign creation and make organization and execution more seamless. The improvements highlight how AI can take over the manual legwork, leaving marketers with more time to develop strategic insights.

Live sports and live commerce are engaging points of conversion: Live sports on Amazon Prime and the Amazon Live platform act as high-intent entry points into the media giant's ecosystem that can capture a unique, highly engaged audience. Interactive ad formats, remarketing, and insights from Amazon Marketing Cloud can help brands turn exposure through live content into community-driven shopping moments and measurable sales lift.

Major KPIs are changing from ROAS-centric to audience-first brand visibility: ROAS optimization alone should no longer be the primary indicator of media success. Driving brand relevance, reach, and retention matter just as much as efficiency when trying to grow your brand's presence, especially in an era when capitalizing on a viral moment can create long-term brand loyalty. ♦

Questions to

Ask, Answer, and Automate



Ethan Goodman
President, Digital Commerce
Publicis Commerce

Amazon Ads' annual unBoxed event always provides a thought-provoking glimpse into the industry's future. Given Amazon's status as the longstanding, undisputed leader in digital commerce, the new product announcements unveiled at unBoxed often signal the strategic direction that other ecommerce leaders will ultimately follow.

As both a Diamond Sponsor of this year's event as well as an attendee, I had the unique opportunity to learn about Amazon's new products and services first-hand, and then to immediately start discussing their potential impact on commerce with the many clients, partners, and other industry peers that we met with during the event. Here are the four key themes that emerged from both vantage points.

KEY TAKEAWAYS

1. Full-funnel advertising has formally arrived. A number of new tools and services presented at the event were directly related to helping brand partners better connect national and retail media within the Amazon ecosystem.

The most overt example of Amazon's plan is the rollout of a new campaign type called "FullFunnel" that combines search and display activity into one platform. The AI-powered platform automatically optimizes ad delivery across formats and placements on Amazon.com and elsewhere. The tool learns as it goes by assessing Amazon's streaming, browsing, and buying signals to build campaigns that can deliver results from product discovery to purchase.

2. Automation abounds. There were several announcements around automated processes for creative, for both advertising copy and the content assets needed to build product detail pages. One that generated particular buzz is a tool that cost-effectively creates high-quality video ads using static images.

In a different context, Amazon also introduced a natural language query generator for Amazon Marketing Cloud (AMC), an incredibly helpful insights platform that historically has been difficult for anyone but data engineers (and their SQL coding skills) to use. The new tool will let anyone ask questions to extract the data they need, identify insights, and get recommendations.

Retail media buying is another area where automation is becoming more prevalent as brands seek to offset some of their substantial — and increasing — Amazon ad investments by reducing the labor costs involved with managing the activity. Brands have been working with their agencies to identify ways of using AI to handle some of the back-end work more cost-effectively. In addition to new tools from Amazon, we met with some third-party vendors that are releasing solutions of their own. »

Questions to Ask, Answer, and Automate

Continued

3. Those two themes coalesce in the next one: **measurement**, a common topic at nearly every commerce event as brands look for new and innovative approaches to evaluating the impact of their activity on Amazon (and everywhere else). I'm happy to report that the need to gain a greater understanding of total business impact rather than just measuring campaign performance — a core strategy at Profitero+ and Mars United — is being embraced by practitioners across the industry. (The “Full-Funnel” campaign type mentioned earlier is a strong step in this direction.)

There also was plenty of discussion about how brands can better leverage AMC to understand what's happening across their entire Amazon business, particularly at the audience level. Publicis Commerce has a proprietary tool called Warehouse that's designed to do exactly that by uniting advertising and Vendor Central data to deliver a more holistic view across the Amazon ecosystem. We also had the privilege of meeting directly with the AMC product team to learn about their roadmap for the future and how we can work more closely together to build business-driving solutions for our mutual clients.

4. The last — and least surprising — theme was, of course, **agentic search and shopping**. Consumers are beginning to shift their search behavior from traditional keywords on Google (not to mention Amazon.com when they're shopping) toward the conversational queries accommodated by ChatGPT, Perplexity AI, and Amazon's own Rufus agent.

Commerce marketers have developed the tools that help them understand what keywords are important for traditional search, and they know the levers that can be pulled to optimize their presence on the results page. The perception now is that we've started a whole new ballgame with conversational search. Clients are now asking what “prompts” are important for agentic search, how their brands are currently showing up in those results, and what they can do to optimize their presence — not only in Rufus, but in ChatGPT (which presumably is already directing traffic to Amazon). We're piloting a solution to solve these needs as well.

And beyond agentic search is the looming figure of agentic shopping. How do brands prepare for a world where agents are handling the shopping mission — researching, choosing, and even buying products on behalf of consumers? The fundamentals are the same, but the solutions might be very different. ♦



Amazon's Unified Ad Solutions & AI Tools



Will Longhini
VP Director, Commerce Media
Digitas

At Amazon unBoxed 2025, the focus was on making advertising simpler, smarter, and more unified for marketers. The event unveiled new full-funnel campaign capabilities, an AI-powered Ads Agent, and a consolidated Campaign Manager — all designed to streamline operations, drive better insights, and deliver consistent measurement across Amazon's ad ecosystem. Marketers can now leverage more automation, broader reach, and improved analytics to optimize campaigns and prove impact.

KEY TAKEAWAYS

Full-funnel campaigns across Amazon supply: Marketers can now reach audiences through Sponsored Products, DSP, Video, and Audio all within a single campaign workflow. By consolidating campaign inputs (brand, assets, budget, creatives, audiences, and placements), Amazon enables streamlined campaign management and unified reporting. This matters because it eliminates silos, reduces manual work, and allows for consistent measurement across channels — helping marketers maximize their reach and efficiency.

AI-powered Ads Agent for optimization and insights: The new Ads Agent uses natural language processing to optimize campaigns, build reports, and surface insights. Marketers can ask the Ads Agent to adjust bids, identify underperforming campaigns, or generate SQL-based queries for custom analytics. This AI assistance speeds up workflow, lowers the technical barrier for complex reporting, and helps marketers quickly surface opportunities for performance improvement.

Unified campaign manager across platforms: Amazon's new Campaign Manager brings Sponsored Ads, DSP, and AMC together into a single interface. With features like guidance cards and smart search, marketers gain holistic visibility into all campaigns and can easily track performance against KPIs. This unification simplifies daily operations and supports smarter, data-driven decisions by giving marketers a complete view of the customer journey and campaign impact.

Enhanced measurement and data access: Measurement updates now provide up to 15 months of daily and 6 years of monthly ad lookback, plus 25 months of Ads data in AMC. This expanded access enables marketers to analyze long-term trends, attribute sales, and fine-tune strategies with greater confidence. Consistent metrics and definitions across tactics further ensure reliable reporting and better ROI analysis. ♦

AI, Retail Media and First-Party Data — and What It Means for Creators



Juan Olea
VP-Commerce
Influential

Walking through the halls of unBoxed 2025, one thing was clear: Amazon is all-in on building a smarter, AI-native retail media engine. The conversations centered on AI agents, first-party data, measurement, creative automation, and how to squeeze more performance from every impression across Amazon Ads, Amazon DSP, and Streaming TV.

What sat just beneath the surface — and where the next wave of opportunity lives — is how creators plug into this system. As brands wire up better audiences, dynamic creative, and closed-loop reporting, creator content becomes the most flexible input — the human layer that turns AI-optimized delivery into stories people actually watch, trust, and shop from. In other words, the infrastructure is here; the next step is using creators to make it resonate.

KEY TAKEAWAYS

Creator content is retail media's most flexible input: Amazon unBoxed was about making retail media smarter, more automated, and more accountable. The implication for creators is clear: as Amazon builds more pipes, brands need better “water.”

Creator content is that required input: assets that launch in social, then get repurposed into Amazon DSP, Streaming TV, and amazing Live Shopping moments. When brands plug influencer content into this ecosystem, they're not just running ads; they're feeding it with creative that already has proof of engagement and letting Amazon's optimization engine find where it performs best.

Shoppable content and new formats are closing the loop: A lot of focus is devoted to formats that compress the distance between exposure and cart: shoppable video, CTV with QR codes, and integrated retail placements. All of these need content that feels native, not like an ad.

That's where creators come in. When brands use creator-led stories as the foundation for these formats, they turn passive impressions into active shopping moments. The opportunity now is to design retail media plans where creators aren't a separate workstream but the creative engine powering the most shoppable surfaces.

Live Shopping is a catalyst, not just a 60-minute show: At unBoxed, Live Shopping was reframed from a one-off show into a catalyst inside the retail media engine. Instead of being judged only on 30- to 60-minute sales, Live is now seen as a driver of new-to-brand discovery, reactivation, and high-intent audiences that keep converting well after the show ends. ▶📺

AI, Retail Media and First-Party Data — and What It Means for Creators

Continued

For creator strategies, this shift is key. Amazon Live becomes the tentpole but not the whole plan; creators pull warm audiences from social into Live, build urgency in real time, then stay present via sponsored products videos, remarketing, and Streaming TV. They're not just hosting a show that delivers a sales spike— they're sparking a sequence of touchpoints that drive sustained commerce.

First-party data + creator signals = a smarter planning loop: A big through-line at unBoxed was how brands can lean into first-party data and faster decisioning. For creator programs, that's a clear prompt to upgrade how we plan and optimize.

When you layer creator signals — audience fit, engagement, sentiment, and sales — on top of Amazon's first-party data, you identify which creator profiles and formats actually move specific categories and baskets. That shift takes brands from “this influencer feels right” to “this creator archetype over-indexes with this audience and mission,” making creators a data-backed input into the retail media plan.

Measurement is evolving from pure ROAS to “return on community”: Amazon unBoxed put a spotlight on measurement — AMC, path-to-purchase, incrementality, and proving impact across the funnel. Those same tools can apply to creator-led programs when creator content is fully integrated into the media mix.

That's where performance expands beyond short-term ROAS. Brands can analyze repeat purchase, new-to-brand lift, and how creator exposure compounds over multiple touchpoints. “Return on community” becomes visible: how creator-led programs build a base of shoppers who discover, buy, and come back.

One thing was clear at unBoxed 2025: the next phase of Amazon Ads will be defined by AI-native planning, first-party data, and closed-loop measurement. The real unlock for brands is to plug creators directly into that system — not as a separate social tactic, but as the creative and strategic input that makes all of that infrastructure work harder.

The play from here is straightforward: use creator content as the primary asset feeding Amazon Ads, DSP, Streaming TV, and Live; layer creator signals on top of first-party data to inform who you work with and what stories you tell; and measure impact through AMC and retail media KPIs that go beyond short-term ROAS.

Brands that do this effectively won't just “run influencer campaigns,” they'll build a creator-powered retail media engine where every impression, format, and touchpoint is fueled by human storytelling and optimized by Amazon technology. ♦





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