

Amazon's New Ads Agent Makes Its Marketing Cloud More Accessible



Amazon is making it easier for advertisers to play around in its massive database of consumer data.

The ecommerce giant today announced Ads Agent, a new generative AI-powered chatbot within its 6-year-old clean room solution, Amazon Marketing Cloud (AMC). AMC allows advertisers to measure and analyze the performance of their Amazon ads.

The agent can generate the code needed to query Amazon data to find specific audiences, identify which ads are most effective, or better understand the consumer journey—all based on plain language chats. Advertisers can then copy and paste the code from the chat into the AMC dashboard to run the query.

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