Prime Video Ads Can Now Change Based on What Viewers Already Saw

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Amazon’s Prime Video advertisers can now automatically tailor their messaging based on the viewer’s previous exposure to a brand or product.

The new tool, called Dynamic TV Creative, will be announced by executives onstage during Amazon’s upfront presentation at New York City’s Beacon Theatre on May 11.

The tool is the latest of many that Amazon has released in the past year as it aims to scoop up more brand marketing dollars. Amazon has increasingly pitched itself to advertisers as a full-funnel platform, offering everything from newer upper-funnel, brand awareness plays on live TV and streaming properties down to performance-focused ecommerce ads that scaled its ad business in the early days.

“We strive to connect premium content signals and add technology to deliver performance across the full funnel,” Fabrice Rousseau, director of CreativeX for Amazon Ads, told ADWEEK. “In particular, we want to help advertisers ship more with their TV ads.”

The dynamic TV creative tool automatically changes the

creative that a viewer sees based on whether they've previously seen an ad for the product or brand. By cycling through different formats, viewers get more information about the advertiser, and the advertiser can avoid repetitive ads.

Streaming goes creative

The new ad format builds on the interactive video ads that Amazon Ads introduced last year. Interactive video ads let viewers opt into more information about an ad through email or text message, add something to their Amazon shopping cart, or, depending on the advertiser's goals, prompt viewers to sign up for a service.

Last fall, Amazon expanded the format to allow advertisers to target based on location, ensuring that shipping or delivery

options are available wherever they’re watching from. Earlier this spring, the company began offering those ads on third-party streamers like Samsung TV. Now, it’s changing up the creative.

“Each creative variant is basically a customized creative format,” Rousseau said.

For example, a viewer that’s never seen the ad could be served a standard TV ad with an option to click “learn more” while the ad is on the screen, Rousseau said. After viewers have seen the ad once or twice, the format can switch to a product carousel, so the viewer gets an additional look at the brand’s offerings.

Later, if the viewer has already researched the brand or the product, they can be served a “squeeze-back” creative format where the TV creative is smaller compared to the product images with price, ratings, and an add-to-cart button, he explained.

“Not only do we think this helps advertisers create a better ad each time, this also reduces ad fatigue, which also increases engagement, because then viewers pay more attention,” Rousseau said.

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