

## Artefact recognized as Amazon Ad Tech Activation Partner, reinforcing leadership in the Amazon Ads ecosystem.

Paris, 6 October 2025 — Artefact has been recognized as an Amazon Ad Tech Activation Partner, a selective designation awarded to a limited number of agencies worldwide. This recognition confirms Artefact's ability to onboard new Amazon DSP advertisers, deliver training and best practices, and run high-level campaign management that meets Amazon's own standards.

### *What this means for brands*

Brands working with Artefact can scale premium video and CTV across Amazon DSP (Prime Video, Disney+, Twitch, Fire TV, and premium publishers), gain full transparency over every euro invested, and optimize costs without sacrificing reach or impact.

Clients partnering with Artefact are realizing:

- **More control of data** through robust governance, audience standardization, and privacy-safe clean room activations.
- **Faster, insight-driven decision-making** via automated dashboards, experimentation frameworks, and weekly optimization rituals.
- **Greater efficiency in competitive environments**, with improved on-target reach, healthier effective CPMs, and reduced media waste from over-frequency.

### *Dual recognition that sets Artefact apart*

Artefact is **among only 23 consulting agencies worldwide** to hold both Amazon Advanced Partner and Amazon Ad Tech Activation Partner status.

- **Amazon Advanced Partner** recognizes proven expertise in Amazon Ads, significant budget management, and consistent advertiser growth, with enhanced enablement and visibility in the Amazon Ads Partner Directory.
- **Amazon Ad Tech Activation Partner** is a highly selective status that effectively makes Artefact an extension of Amazon's DSP sales and support teams, trusted to activate, train, and manage new DSP advertisers to Amazon standards.

Together, these badges position Artefact among the very top agencies in the Amazon Ads ecosystem globally—combining the **scale and outcomes** of an Advanced Partner with the **technical depth and operational rigor** of an Activation Partner.



**Raul Alcanzar, Partner Spain at Artefact**, commented: *"Being recognized as an Amazon Ad Tech Activation Partner reinforces our commitment to helping brands unlock the full potential of their media investments. By combining Artefact's expertise in data and AI with Amazon's ecosystem, we can deliver campaigns that are not only more efficient but also more impactful."*

### **Why Amazon DSP**

Amazon DSP is one of the industry's most important programmatic buying platforms for **CTV and retail-aware media**. Brands can activate high-quality audiences at scale, connect media to commerce signals, and measure outcomes more directly—areas where Artefact brings deep data, AI, and measurement expertise.

### **ABOUT ARTEFACT**

Artefact is a global leader in data & AI consulting services dedicated to transforming data into business impact across the entire value chain of organizations. We offer a comprehensive set of data-driven solutions, built on data science and AI technologies, delivering projects at scale in all industry sectors. In addition to its expertise in data transformation and marketing. We are an Amazon Advanced Partner and Adtech Activation Partner unlocking growth with intelligent, transparent and measurable advertising. Our 1700+ employees operate in 27 countries and we partner with 1000 clients.

For more information, please visit: [Artefact](https://www.artefact.com).

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