

# Amazon Moments

Delight your customers with digital and physical items delivered by Amazon



## Engage every customer

Amazon Moments is a cross-platform marketing tool that allows you to deliver physical and digital items to your customers in over 100 countries. Moments lets you increase engagement by offering tailored rewards delivered by Amazon when customers reach actions that matter in your apps and websites. When using Moments, apps across industries have seen improvements in engagement — in gaming, one developer increased their percentage of first time payers by 20x. A streaming video service offered \$10 worth of physical rewards and doubled the likelihood of winning back a subscriber.

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## Rewards at the scale of Amazon



### Fulfillment at a global scale

Amazon Moments has a global footprint paired with first-rate customer service for your users in over 100+ countries.



### Simple cross-platform integration

Run Moments campaign on iOS, Android, FireOS, web and more.



### Flexible pricing

Our cost per action (CPA) pricing model is ideal for any budget. Only pay for actions when they happen.



### Custom targeting

Reward any user who completes a desired high-value action.



### Deep selection

Choose from a wide variety of rewards with products sold on Amazon. Electronics, digital content, toys, health and beauty, and more.



### Safe & secure

Amazon works hard to earn and keep customer trust. We have also built abuse and fraud detection in the event users try to "game the system."

Bridging the physical and digital world

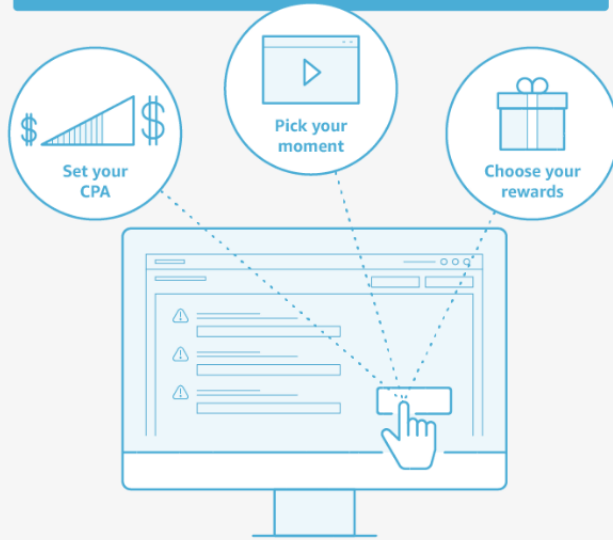
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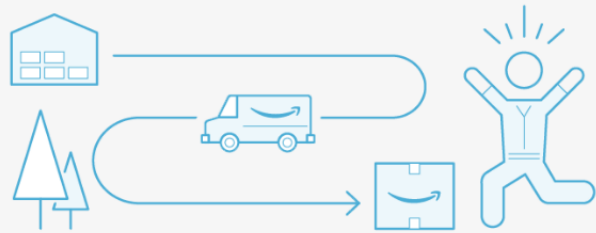
### 1 You set the moment and reward



### 2 Customer engages and completes action

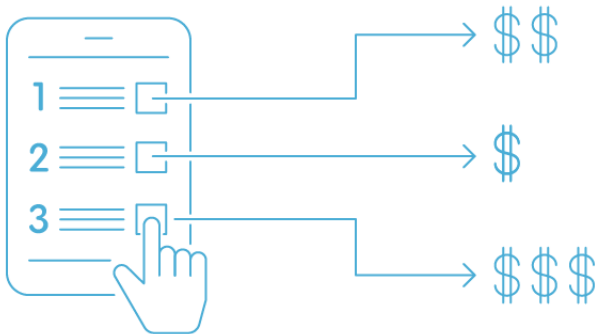


### 3 Amazon delivers reward to customer



## Simple campaign creation

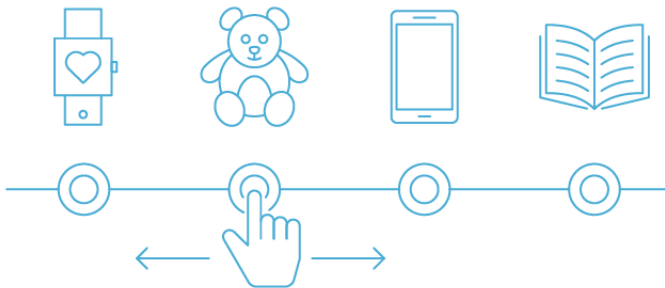
The user-friendly Moments console allows your marketing team to choose when, where, and how your users see Moments and receive rewards. You can easily set up multiple campaigns to A/B test the most effective mixture of CPA, action, and rewards.



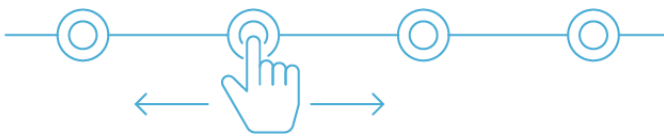
### Set your cost per action (CPA)

- Maximize your campaign ROI with our cost per action (CPA) pricing
- Only pay when your customer completes the action
- Set a budget limit that fits your marketing needs

### Choose your rewards



- Access to millions of physical and digital products in over 100 countries
- Whitelist Amazon's most sold and gifted items to delight all your customers
- Give your customers options by selecting reward packages like plushy toys, Amazon devices, and headphones



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delivered through  
**amazon**

## Promote your campaign

- Use this Amazon badge in your Moments campaigns to convey award-winning customer service and global fulfillment
- Communicate with your customers through social media, emails, push notifications, ads, and in-app messages

## Lightweight integration and setup

Developers are choosing Moments for its easy implementation and universal functionality. Amazon Moments is available on all platforms - iOS, Android, FireOS, and web. The low lift implementation API enables small and large developers to easily integrate and start testing campaigns. The lightweight API sits on top of your existing retention mechanics. You simply show your users a dialog message to inform them of the desired action and corresponding reward. When your user completes the action, you use the Moments API to get a reward URL, which allows your users to redeem their prize via Amazon. Simply add the reward URL to the "Congratulations" dialog call-to action or send the URL via email. Empower your marketers with the easy-to-use self-serve console for campaign setup and management.

[Create Your Free Account](#)

[Read the User Guide](#)

## What companies are saying about Moments



### Disney Heroes Battle Mode

*"We tested Amazon Moments alongside our normal user acquisition and were impressed with its returns - we increased net revenue 6.8x by offering players \$5 Amazon credit for reaching Team Level 15 in the game. The integration was simple and quick for our dev team to implement. We're looking forward to trying Amazon Moments again in the future both as an acquisition and retention tool."*

— Andy Jennings, User Acquisition Manager, PerBlue



### Sago Mini

*"Our Moments campaign really resonated with our user base and helped drive a 296% increase in downloads for one of our legacy titles. We also appreciated being one of the early partners for the Moments program. It was a unique experiment that allowed us to speak to and reward our digital customers, as well as build awareness around our physical toys."*

— Nick Shim, Director of Digital Products, Sago Mini

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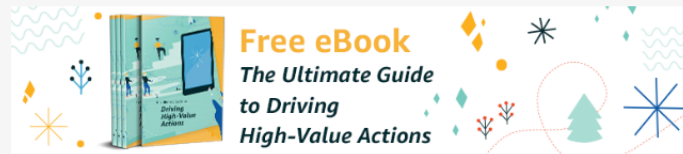
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## TikTok

"Amazon was a terrific supporter of TikTok during our recent New Year campaign, wherein we were an early adopter of Amazon's merch solutions. TikTok continues to work closely with them on innovative marketing initiatives like Amazon Moments while expanding our global footprint."

— TikTok



## Start exploring the Moments console today!

Simply [log in](#) to the Moments self-serve console. Don't have an account? [Creating a new one](#) is fast and easy.

[Contact the Moments team](#) with questions or for additional assistance.

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- [Increase Subscriptions](#)
- [Reduce Churn](#)
- [Win Back Payers](#)

### Services & APIs

- [Amazon GameOn](#)
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