Primelis

AMAZON UNBOXED 2026 · SAN FRANCISCO

Seven shifts brands need to plan for

Key takeaways from Amazon's annual advertising event, and what to do next

Primelis · October 2026

AI takes on the complexity. Strategy, data and taste stay with you

Amazon's message: AI should simplify advertising across the full funnel, meet shoppers inside their conversations and connect the first impression to a verified purchase.

DAY 1 · PRODUCTS

Amazon Ads Agent, Full-Funnel Campaigns, DVA+, Branded Conversations and new tools for AI agents.

DAY 2 · "REIMAGINE"

Use AI to create new possibilities, not just to save time. Human taste remains the edge.

"AI for efficiency is just the starting point. Its real promise is freeing up time for innovation."
Claire Paull, VP Marketing, Amazon Ads

+67%
long-term ROAS for Full-Funnel Campaigns in early beta (US)

−29%
new-to-brand cost per purchase in the same beta

7 in 10
buyers after a Sponsored Prompt click are new to the brand

Source: Introducing Full-Funnel Campaigns (Amazon internal data, US, 2026) and Guide shoppers with Branded Conversations (Amazon Internal, US, 2026), Amazon Ads, unBoxed 2026.

Shopping is becoming a conversation, and brands need a voice in it

+48%

higher conversion after a Sponsored Prompt click

+21%

more spend per shopper

7 in 10

purchasers new to the brand

WHAT'S NEW

- Branded Conversations turns Sponsored Brands prompts into a multi-turn dialogue in Alexa for Shopping
- Answers draw on your catalog, reviews and the content you supply: guides, compatibility, regimens
- Enabled by default, charged on the first click only

WHY IT MATTERS

- Your detail pages, A+ content and Brand Store now write your ads
- Thin content means a thin conversation
- It mirrors AI search: the clearest answer gets recommended

OUR READ

- The brands that win will be the ones that give the assistant the best material to work with
- Review what is said about your products before you let it run

MOVE TO MAKE

- Audit the inputs Amazon uses for prompts: detail pages, Brand Store, campaign briefs
- Write the buying guides only you can write

Source: Guide shoppers with Branded Conversations, Amazon Ads (Amazon Internal, US, 2026); unBoxed 2026 keynote. US only for now.

One campaign, one budget: Amazon is packaging the full funnel

BEFORE

- Sponsored Products
- Sponsored Brands
- Display
- Video / audio
- Streaming TV

FULL-FUNNEL CAMPAIGNS

One campaign, one budget, one optimization engine

+67%
long-term ROAS (early beta)

−29%
new-to-brand cost per purchase

41%
of sales from new customers (Canine Naturals)

WHAT'S NEW

- Full-Funnel Campaigns (open beta, US): set products, budget and creative; Amazon's AI orchestrates
- DVA+ merges display, video and audio, with advanced settings for full control
- Campaign Manager is now Amazon Ads Agent

OUR READ

- Use automation where it adds reach; keep control where you steer margin
- Our approach: Full-Funnel formats on secondary products, hands-on control of hero products and branded terms

MOVE TO MAKE

- Pilot on a test set of secondary ASINs with a holdout
- Allow two weeks of ramp-up and judge at day 30, not week one

Source: Introducing Full-Funnel Campaigns, Amazon Ads, unBoxed 2026 (early beta, Amazon internal data, US, vs advertisers' independently configured campaigns).

Immediate ROAS is giving way to 12-month value

01

Immediate ROAS

Yesterday's default, called too short-term by several speakers.

02

New-to-brand

Cost per new customer is now the goal of Full-Funnel Campaigns.

03

Long-term sales

Immediate sales plus the estimated 12-month value of new customers.

04

Lifetime value

PBS: “focus on lifetime value, not ROAS.” Toyota's agency tracks it too.

HEARD ON STAGE

- PBS: “get out of ROAS jail”
- Toyota's regional agency matches car sales to impressions and tracks lifetime value
- Every funnel stage needs its own definition of success

OUR READ

- Long-term value is the right compass, and Amazon now says so too
- Pair platform projections with an independent read of incrementality before moving budget

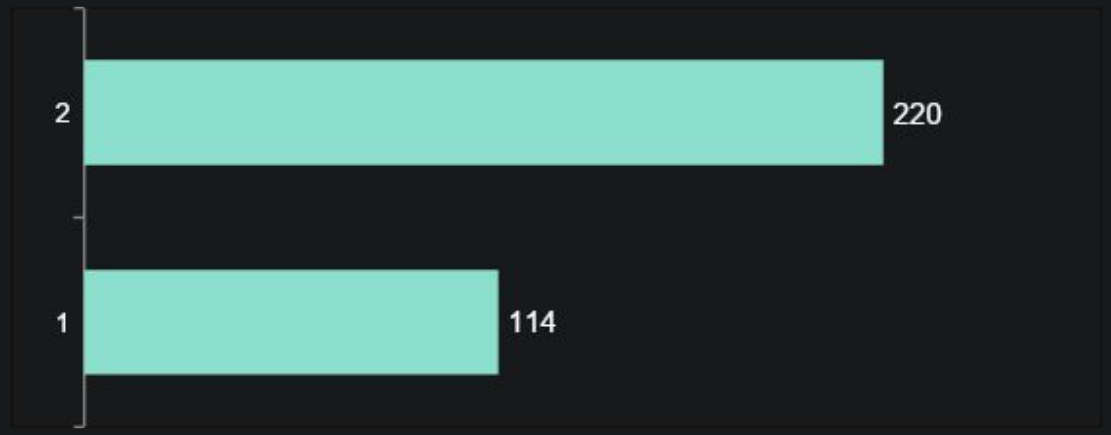
MOVE TO MAKE

- Pick one north-star metric per funnel stage
- Decide how you will verify it outside the platform: holdouts, MMM, geo tests

Source: Introducing Full-Funnel Campaigns; Beyond the Cart: How Brands Are Rewriting the Full Funnel Playbook, Amazon Ads, unBoxed 2026.

Creative is no longer the bottleneck. It's a performance multiplier

Revlon with Responsive eCommerce Creative, vs beauty benchmarks



5.9x

Revlon's ROAS vs beauty & personal care benchmarks

3–4x

higher new-to-brand rates when journeys include audio (Purina)

WHAT'S NEW

- Responsive eCommerce Creative adds rich media, video, carousels and Alexa+; Branded REC applies your logo, colors and guidelines
- Dynamic TV Creative: one asset, an overlay tailored to each audience
- TV-quality video generated from your ASINs in under 10 minutes

OUR READ

- Production is getting cheap. Taste, brand guidelines and a clean asset library are what make AI creative look like you

MOVE TO MAKE

- Load your brand kit into Branded REC and review outputs before they scale

Source: Performance Creative: Making Your Ads Work Harder Across the Funnel (Revlon, Nestlé Purina); Responsive eCommerce Creative reimagined, Amazon Ads, unBoxed 2026.

Your product and first-party data is now the fuel

Your catalog writes the ad

- Titles, attributes, images, A+ and Brand Store feed prompts, conversations, display creative and generated video
- Weak inputs, weak outputs

Our view

- Connect your data to Amazon, but keep your own unified customer view
- That is how you tell a customer who is new to your brand from one who is only new to Amazon
- And how you measure Amazon's effect on your own site and stores

Ads data manager

- One place to connect CRM, website and offline data
- 50+ connectors and a no-code AI tag

First-party activation

- Exclusions, lookalikes, bid boosts on your audiences
- Off-Amazon sales measurement

Agents need it too

- “Your agent is only as good as its signals: data, brand guidelines and business context.”

Source: Activate your first-party data with Amazon Ads data manager; Guide shoppers with Branded Conversations; Amazon Ads MCP Server breakout, Amazon Ads, unBoxed 2026.

Agents are joining the team. Let them think before you let them spend

IN THE CONSOLE

Amazon Ads Agent

- Close to 1,000 metrics you can query in plain language
- Media planning in one conversation instead of 60+ clicks
- One-click recommendations that account for stock

WITH YOUR OWN AGENTS

Amazon Ads MCP Server

- 115+ tools and step-by-step “skills”
- An expert tool that writes Amazon Marketing Cloud queries (closed beta)
- SQL work cut from hours to minutes

THE GUARDRAILS

Humans approve

- Treat an agent like a new hire: no full access on day one
- Human sign-off on spend, with an audit trail
- Precise prompts beat vague goals

“Agents are trusted to think, but not yet to spend.”
Fireside chat, Amazon Ads MCP Server breakout

OUR READ

- Platform agents optimize inside their platform. Someone still has to arbitrate across channels and own the budget call
- Define what “better” means before you switch any agent on

Source: Amazon Ads Agent sessions (media planning, campaign guidance, analytics); Amazon Ads MCP Server breakout, Amazon Ads, unBoxed 2026.

Amazon Ads now reaches far beyond the Amazon store

DVA+

Brands that don't sell on Amazon simply provide their website URL.

Samsung TV+

Interactive video ads on third-party streaming: Add to Cart or Send to Phone.

Sponsored Services

Connects shoppers with local service providers, with Yelp as partner.

Toyota

Car sales matched back to impressions through a data partner.

PBS Masterpiece

Free live TV at low CPMs used as the entry point to subscriptions.

Geographic insights

Brand vs category index down to postal code, on or off Amazon.

"Amazon went from gimmick to a mainstay on every plan sheet."
Agency speaker, Beyond the Cart breakout

OUR READ

- Amazon is now part of the overall media mix, next to search, social and TV
- Judge it with the same cross-channel lens

MOVE TO MAKE

- Put Amazon Ads in your cross-channel plan and your marketing mix model, not in a retail silo

Source: DVA+; Interactive Video Ads; Geographic Insights and Activation; Beyond the Cart breakout, Amazon Ads, unBoxed 2026.

Most launches start in the US: what reaches Europe, and when

LAUNCH	UNITED STATES	FRANCE / EUROPE	WHAT TO DO
Amazon Ads Agent	Live	Rename announced in France	Same console, new name
DVA+	Live	France “in the coming months”	Map your display, video and audio plans now
Full-Funnel Campaigns	Open beta	Not announced	Get catalogs and creative ready
Branded Conversations	Live	Not announced	Start building buying guides
Display ads on Alexa+	Live	FR, DE, ES, IT, UK…	Interactive prompts: US only
Video & carousel display	Live	All supported regions	Available to test today
Sponsored Services	Live	Not announced	Watch for local services

Live Announced Not announced yet

Source: Amazon Ads unBoxed 2026 product sessions (“Where is this available”); Amazon Ads France announcement.

What Amazon's algorithm can't see

WHAT IT SEES

Everything that happens on Amazon

- Searches, browsing and purchases
- Viewing on Prime Video, Twitch, Fire TV
- Current stock, prices, deals and reviews
- Performance of your Amazon campaigns

WHAT IT CAN'T SEE

01 **Your margin by product**
It optimizes sales and ROAS, not the real profitability of each SKU.

02 **Your sales outside Amazon**
A “new customer” on Amazon may be a loyal customer of your website or stores.

03 **Your upcoming plans**
Launches, restocks, D2C promotions, your market's seasonality: it only knows the present.

04 **Your brand priorities**
The hero product to protect, the price to hold, the message that needs sign-off.

05 **The effect of your other channels**
What Meta, Google or TV add to your Amazon sales, and what Amazon adds to your site.

The algorithm is excellent within its scope. Everything else is for the brand to steer.

Primelis analysis based on Amazon Ads unBoxed 2026 sessions.

When AI executes, four roles make the difference

With the same tools and the same signals for everyone, the edge is no longer in the settings but around the algorithm.

01

Set the course

The algorithm optimizes the goal it's given. Choosing products, profitability thresholds and the share of acquisition is a business decision.

THE QUESTION TO ASK

Who sets the goal you'll give the AI today?

02

Feed the machine

Detail pages, A+ content, buying guides, brand guidelines and first-party data now write your ads and your conversations.

THE QUESTION TO ASK

Is your content ready to speak for you?

03

Verify

Amazon's metrics measure Amazon's impact. Your P&L needs an independent read of incrementality.

THE QUESTION TO ASK

How will you know if sales were created or just captured?

04

Arbitrate

Amazon optimizes within Amazon. Your growth plays out across site, retail, search, social and TV.

THE QUESTION TO ASK

Who decides where the next dollar goes, across every channel?

Primelis analysis based on Amazon Ads unBoxed 2026 sessions.

Are you ready to hand your campaigns to AI?

		Ready	Partly	Not yet
01	CONTENT Are your detail pages, A+ and Brand Store rich enough for an AI to answer shoppers on your behalf?	○	○	○
02	CONTROL Do you know which products to hand to automation, and which to keep under control?	○	○	○
03	GOAL Have you set a long-term goal (new customers, 12-month value) and the cost you'll accept to reach it?	○	○	○
04	CUSTOMERS Can you tell a customer new to your brand from one who is only new to Amazon?	○	○	○
05	MEASUREMENT Do you measure Amazon's incrementality independently of its own reports?	○	○	○
06	ALLOCATION Is your Amazon budget weighed against Google, Meta and TV, or decided on its own?	○	○	○

More than two “not yet”? That is where your head start will be won when these launches reach Europe.

From announcements to a plan: where we can help

Primelis Market

Shifts 1 · 2 · 3 · 4

- The cockpit to steer Amazon growth: P&L, market share, search, ads, Amazon DSP and content in one place
- Bidding based on customer lifetime value at product level, not just immediate ROAS
- Listing and content optimization to feed Amazon's AI

Brand OS

Shifts 3 · 5 · 7

- One view of revenue and spend across D2C, Amazon, marketplaces and retail
- Independent incrementality: MMM built on Google Meridian, GeoLift, forecasting
- Matches D2C and Amazon customers to separate new-to-brand from new-to-Amazon

Outrank

Shift 1

- Tracks your visibility and citations in AI answers
- Content that is useful, visible in search and citable by AI assistants

Our way of working

All shifts

- Internal AI agents speed up analysis; strategists make the calls
- We work directly with Amazon Ads teams and give an argued view on each new format
- Creative Studio for brand-consistent assets

Let's run the diagnostic together, on your data

We go through these six questions with your Amazon, D2C and media data, and pinpoint your priorities before these launches reach Europe.

Start the diagnostic