

# Amazon DSP API Integration Guide

Currently, only onboarding of agency accounts is supported.

## 1. Request Onboarding link

Contact **Annalect Solutions** at [dk.support@annalect.com](mailto:dk.support@annalect.com) and request an invitation link for Amazon DSP. Include the following information in your request:

- **Agency** you want associated with the account
- **Country** you want associated with the account

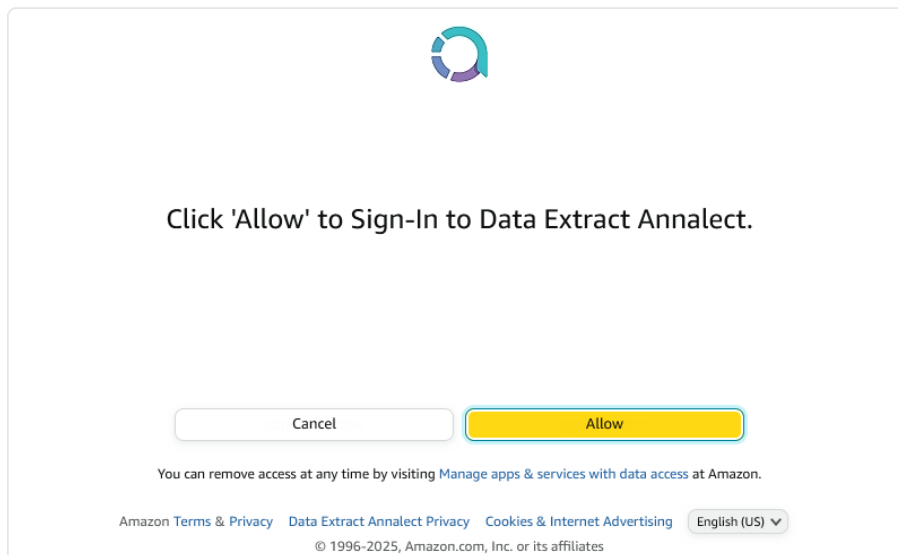
## 2. Consent – and onboarding

Once we have processed your request, you will receive an email from [noreply@annalect-data.info](mailto:noreply@annalect-data.info) containing the onboarding link (check your spam folder if the email is not in your inbox).

Opening the link will take you to the Amazon's LWA consent page

- **IMPORTANT** - Make sure that you are **not** logged in with your **personal** Amazon account **before** clicking allow.
- It's recommended that you open the link in an incognito window to make sure you log in with the correct account

Click **Allow** to consent to our data extraction and log in with your agency account if prompted.



## 3. Pick the agency profile

After consenting, you will be asked to pick the agency profile.

Only profiles with access to advertisers will be shown.

Make sure that the Amazon **region** and **country** is correct before confirming.

If you need to onboard multiple profiles, the onboarding process will need to be repeated for each profile.

### One last step before we are ready.

Please pick one advertiser or agency account you would like us to use.

Amazon DSP agency profiles  
You have 2 accounts available.

Confirm

Pick one account. Make sure that the region and country is correct.

| Name                                   | Id | EntityId | Type   | Region | Country |
|--|----|----------|--------|--------|---------|
| Sponsored ads - KDP                    |    |          | Agency | NA     | US      |
| 3PTestBrand-A22T47L9AV8IE3716358632355 |    |          | Agency | NA     | US      |

#### 4. Done!

After picking the agency profile, a historical extract will automatically be performed on the advertisers that the profile has access to. Data will be available in the data lake the following day.

**Note:** Amazon only has a **95-day** retention period for DSP data. We will not be able to extract any data from before that period