

Exhibit A - U.S. Patent No. 10,984,445 (“’445 Patent”)

Plaintiffs AlmondNet, Inc. and Datonics LLC (together, “Plaintiff” or “AlmondNet”) provide this chart based upon information that is presently available to it. AlmondNet has not had access to Defendant’s confidential design documents, source code, or other materials as part of this litigation that may become available during discovery. AlmondNet reserves the right to change or provide more detail to the infringement theories set forth below, based upon information that it learns during this case, subject to the Court’s rules and orders.

Claim 1	Amazon’s Accused Instrumentalities
1. A method of causing delivery of electronic advertisements based on provided profiles comprising:	Amazon’s Accused Instrumentalities perform a method of causing delivery of electronic advertisements based on provided profiles. <i>See, e.g.,</i> evidence and analysis for claim limitations (a)-(c) below. <i>See also, e.g.,</i> https://advertising.amazon.com/blog/programmatic-buying-lp: Improvements to make your advertising more efficient: • Advertiser audiences lookalikes: If you’re in the United States or Canada, you can now use the advertiser audiences tool to discover overlap between your anonymized customer lists, DMP segments, pixel-based audiences, and Amazon lifestyle and in-market segments. This in turn helps you extend campaign reach by finding shoppers who exhibit similar behaviors to your existing audiences. • Data Management Platform (DMP) integrations: We now support audience ingestion from Adobe Audience Manager and Salesforce DMP (formerly known as Krux), enabling you to use your existing DMP audiences when creating campaigns via our programmatic buying solution. ; https://advertising.amazon.com/library/guides/dsp-ssp-dmp-difference:

	What is a Data Management Platform (DMP)? A data management platform (DMP) is software that gives advertisers, marketers, brands, and agencies a place to store collected insights in order to use it to inform ad campaigns. Amazon DSP allows for advertisers to use their own DMP audiences when creating programmatic buying campaigns. What is Real Time Bidding (RTB)? Real Time Bidding (RTB) is a way to buy ads programmatically. With RTB, advertisers can participate in an auction when an impression becomes available. If their bid wins the auction, their ad is displayed on the publisher's site. RTB is not only efficient, but it helps advertisers focus on the most relevant inventory. Through RTB, publishers and advertisers are able to sell and buy ads facilitated by an SSP. ; https://advertising.amazon.com/resources/whats-new/amazon-marketing-cloud-and-amazon-dsp-are-integrated-with-customer-data-platform-solutions; What launched? Amazon Marketing Cloud (AMC) and Amazon DSP are now integrated with Customer Data Platform (CDP) solutions from multiple vendors, including ActionIQ, Adobe, Amperity, Hightouch, Lytics, Relay42, Salesforce, Tealium, and Treasure Data. With the integrations, advertisers who are mutual customers of these CDP vendors and Amazon Ads can easily stream in pseudonymized first-party signals of choice into AMC or/and Amazon DSP, where they can utilize these signals for audience building, campaign execution, performance measurement, and custom insights. Some CDPs also allow advertisers to take additional actions using outputs from Amazon Ads, such as visualizing insights, optimizing segmentation of customers, and informing marketing tactics at advertisers' owned marketing channels.
(a) with a computer system automatically storing, in a central database associated with the computer system, profile information associated with a visitor, as a result of electronic receipt from a profile owner computer of indicia of the profile information, which profile information associated with the visitor matches a profile or kind of profiles requested by an entity controlling the computer system,	Amazon's Accused Instrumentalities automatically store, with a computer system, profile information associated with a visitor in a central database associated with the computer system, as a result of electronic receipt from a profile owner computer of indicia of the profile information, which profile information associated with the visitor matches a profile or kinds of profiles requested by an entity controlling the computer system, wherein a tag associated with a visitor device serves as a link to the profile information associated with the visitor. For example, Amazon receives profile information associated with visitors from profile owners (such as, e.g., the Oracle and Adobe data management platforms). As a result of receiving this profile information, which matches a kind of profile requested by Amazon, Amazon automatically stores the profile information associated with a visitor in a central database, and a

wherein a tag associated with a visitor device serves as a link to the profile information associated with the visitor;

tag (e.g., a cookie) associated with the visitor device serves as a link to the corresponding profile information.

See, e.g., <https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/AudienceDataMarketplace/AudienceDataMarketplace.html>:

Oracle Data Cloud data directory

The Oracle Data Cloud data directory showcases Oracle's aggregation of market-leading data available through the Oracle Data Marketplace - the world's largest collection of third-party data. This data is cultivated from industry leading branded and unbranded data providers giving users access to a billion profiles across 30,000 categories that can be leveraged for ad targeting, site optimization, custom segmentation and more to deliver the most relevant customer experiences at every touch point.

Categories in the Oracle Data Marketplace

The following tables summarize the third-party data available in the Oracle Data Marketplace that you can add to your target audiences.

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In-market auto	Users who have demonstrated intent through make and model searches, car configurations and dealership quote requests via online automotive sites. 93% of the platform's in-market auto users come from comScore top 10 automotive sites.

; <https://www.oracle.com/advertising/audiences/>:

Audiences by Oracle

Customize audiences or activate any of the more than 4,000 syndicated audiences by Oracle that include a range of demographic and lifestyle segments to deliver more sophisticated targeting, such as purchase-based targeting solutions. We can help you reach customers and prospects at any buyer journey stage with highly relevant, privacy-centric targeting solutions. Below are a few examples of the audience targeting types available to help you achieve your ad campaign goals:

Business to business

Oracle's business-to-business audiences include some of the most significant professional demographic and firmographic data assets. These curated audiences are built from attributes, such as company size, sales volume, company age, industry, job function, and management level.

Custom

Leverage our vast data assets to build custom audiences specific to your targeting needs and KPIs.

Demographics

Oracle's demographic audiences source the best online and offline data based on attributes, such as age, gender, and household composition. Audience sources include the US census, vehicle registration information, public records, surveys, deeds, and more.

In-market

Reach consumers actively searching for products online through product review pages, comparison sites, online product configuration tools, and online searches. Popular in-market audience categories include auto, real estate, technology, and travel.

Life stages

Reach consumers who are in specific life stages or life events, such as college graduation, new parents, and recently married. These life stages are curated from online and offline data sources, including consumer purchases, public records, registration data, surveys, online search, and browsing data.

Lifestyle

Oracle lifestyle targeting finds audiences based on their daily activities and purchase behavior. These can range from food lovers and fashionistas to soccer parents and outdoor enthusiasts. These audiences are built and maintained using data about where consumers shop, how they shop, what the purchase, the websites they visit, along with demographic and psychographic attributes.

Proximity

Reach people who live within a certain range of retailers, places of business, attractions, and more. Oracle proximity audiences are sourced from known offline addresses and merchant locations.

Purchase based

Engage customers based on their shopping behavior. These modeled audiences are built using purchase data from industries, such as consumer packaged goods (CPG), retail, restaurants, entertainment, and more. They include where consumers visit, how often they shop, how much they spend, and the products purchased. You can use purchase-based audiences to reach your brand buyers, competitive buyers, new or lapsed buyers, frequent shoppers, brand switchers, and high spenders.

Seasonal

'Tis the season to reach holiday and seasonal audiences. Oracle's seasonal audiences source offline and ecommerce-observed consumer spending from online behaviors, such as visiting holiday/seasonal webpages, and from UPC and SKU-level transactions during a specific timeframe.

Find 3rd party audiences

; https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/Platform/Audiences/deliver_audience_newflow.htm:

Delivering Audiences

After you have created and configured an audience, you can deliver to it to media execution platforms for targeting, optimization, and analytics. The Oracle Data Cloud platform includes integrations with top technology partners that enable you to power your media targeting campaigns with your first-party data. Many partners also allow you to target third-party data purchased from the [Oracle Data Marketplace](#). Different partners support different ID sources ranging from desktop and mobile web cookies to mobile advertising IDs (MAIDs).

In this topic

- Setting the delivery method
- Specifying advanced settings
- Pausing audience data delivery
- Changing delivery end dates
- Managing failed deliveries

Setting the delivery method

You can choose from three methods to deliver audience data:

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; https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/Platform/Apps/apps_index.htm:

■ Amazon

You can deliver first- and third-party desktop and mobile cookie-based audiences from the Oracle Data Cloud platform to Amazon Advertising. Amazon Advertising enables you to reach shoppers on Amazon sites, across the web, and in mobile apps.

; <https://www.forbes.com/sites/jessedamiani/2020/06/19/oracles-bluekai-spilled-billions-of-records-of-web-tracking-data/>:

BlueKai tracks users around the web through cookies and other proprietary technology. This is not limited to Oracle users. By tracking what websites people visit and which emails they open, BlueKai is able to infer a wide range of information about us—from our interests to our politics to our income. Of course, this is designed for “[ideal identity resolution](#),” ad tech-speak for targeting users with the most optimal ads. Effectively, all these different sources of data merge to form a “unique fingerprint” of a person’s device—which itself can later be linked to other devices.

; <https://www.oracle.com/advertising/what-is-data-cloud/>:

Understand data and the advertising environment

Protect your brand

[Oracle Contextual Intelligence](#) helps advertisers and publishers understand the underlying meaning of the environment where ads are served. This mitigates brand safety risks and identifies content that represent opportunities to make your message more impactful without relying on personal identifiers.

Insights to Plan

[Oracle Data Management Platform \(formerly Bluekai\)](#) unlocks data-driven, customer-first advertising possibilities for quicker acquisition of higher-value customers while achieving greater ad-spend efficiencies. Personalize online, offline, and mobile marketing campaigns with richer data sets about relevant audiences with both scale and accuracy.

<https://advertising.amazon.com/resources/whats-new/oracle-data-cloud-custom-predicts>

Oracle Data Cloud - custom predicts

November 16, 2020

What launched?

[Amazon DSP](#) now supports Oracle Data Cloud's (ODC) custom predicts.

Why is it important?

Predicts is a contextual targeting feature that allows brands to capitalize on trending content and the associated inventory in real time, driving greater relevancy and reach. Predicts helps advertisers achieve their reach goals by dynamically expanding static segments in real time, on a daily basis, and receiving impressions as the conversation evolves. This feature is available worldwide for standard display, mobile app, and video line items running on third-party supply sources.

<https://advertising.amazon.com/resources/whats-new/amazon-marketing-cloud-and-amazon-dsp-are-integrated-with-customer-data-platform-solutions>:

What launched?

Amazon Marketing Cloud (AMC) and Amazon DSP are now integrated with Customer Data Platform (CDP) solutions from multiple vendors, including ActionIQ, Adobe, Amperity, Hightouch, Lytics, Relay42, Salesforce, Tealium, and Treasure Data. With the integrations, advertisers who are mutual customers of these CDP vendors and Amazon Ads can easily stream in pseudonymized first-party signals of choice into AMC or/and Amazon DSP, where they can utilize these signals for audience building, campaign execution, performance measurement, and custom insights. Some CDPs also allow advertisers to take additional actions using outputs from Amazon Ads, such as visualizing insights, optimizing segmentation of customers, and informing marketing tactics at advertisers' owned marketing channels.

<https://business.adobe.com/products/audience-manager/real-time-destinations.html>:

Real-time Destinations

Activate dozens of destinations to support real-time transfer of segment information. Ensure customer information is refreshed whenever users visit or take action on your site, so you can always reach customers at the right time.

Exceed your customers' expectations. In real time.

The world moves fast. And customers expect you to move at the same pace — with real-time response and personalization. By qualifying and segmenting users from the start, you can meet these expectations and make the most of any opportunity.

Each time a user visits or takes action on your site, Audience Manager uses server-side connections to send those updated segments to dozens of destinations. With more real-time destinations than any other DMP, you can deliver relevant, up-to-the-minute experiences to more of your customers.

See what makes it work.

Server to server integrations

Adobe Audience Manager builds new traits and segments for targeting as soon the content provider sends data. We support server-to-server transfers of data, both real-time and batch.

Destination Builder

Create, manage, and delete destinations safely in the Destination Builder interface. This helps reduce the time required for pre-deployment testing, so you can activate faster.

Up to date segmentation

By integrating with up to date segmentation that accept real-time transfers, you can ensure your users see content that is relevant to them, and while tailoring campaigns to specific points in the conversion path.

; <https://advertising.amazon.com/blog/programmatic-buying-lp>:

Improvements to make your advertising more efficient:

- **Advertiser audiences lookalikes:** If you're in the United States or Canada, you can now use the advertiser audiences tool to discover overlap between your anonymized customer lists, DMP segments, pixel-based audiences, and Amazon lifestyle and in-market segments. This in turn helps you extend campaign reach by finding shoppers who exhibit similar behaviors to your existing audiences.
- **Data Management Platform (DMP) integrations:** We now support audience ingestion from Adobe Audience Manager and Salesforce DMP (formerly known as Krux), enabling you to use your existing DMP audiences when creating campaigns via our programmatic buying solution.

; <https://advertising.amazon.com/resources/whats-new/ads-data-manager-beta>:

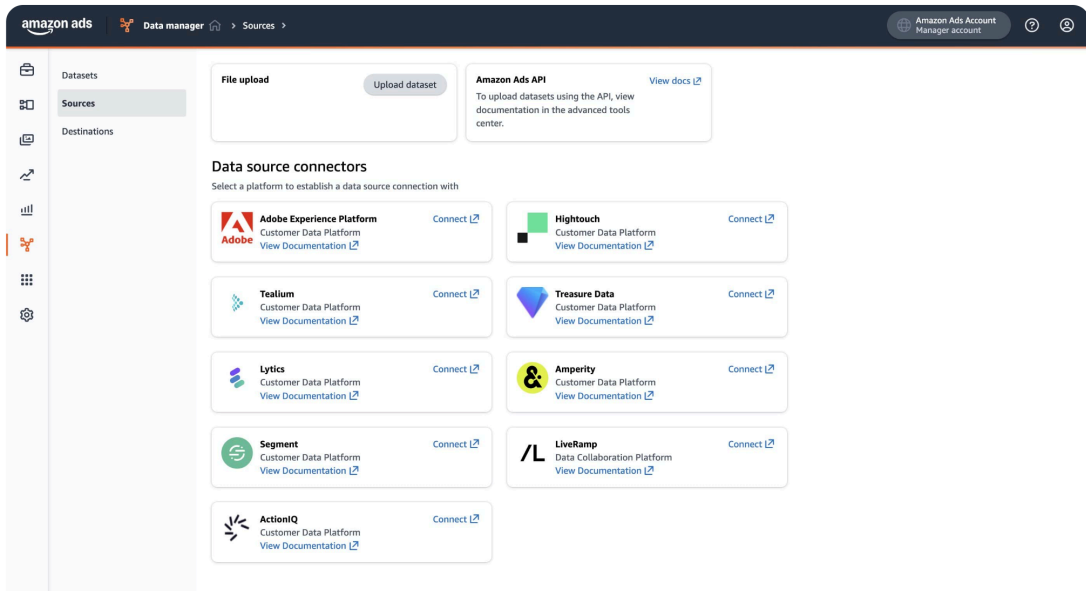
Build a holistic first-party data strategy with Ads data manager

Announced at unBoxed 2024

What launched?

Announced at [unBoxed 2024](#), Ads data manager (ADM) is a new standalone offering that simplifies and streamlines the process of first-party data management across [Amazon Ads ad tech](#). ADM is a privacy-safe, easy-to-use interface that lets advertisers and their partners onboard their data once and securely reuse it across our ad products (e.g. [Amazon DSP](#) or [Amazon Marketing Cloud](#)) for measuring conversions, engaging relevant audiences, and optimizing campaigns for sustainable business growth- all while retaining visibility and control of their data.

See all your first-party data in one interface, within the Amazon Ads Console.



Ads data manager API support

The Ads data manager consolidates all of Amazon's Advertiser Data APIs into a single API collection for ease of integration. The main API functions are:

- **DataSet APIs:** Manages datasets. Datasets are tables with a specific schema. You may use this API to delete a dataset.
- **Audience APIs:** Creates an dataset with the audience dataset type. This API serves as a shortcut to create an audience dataset directly. Audiences are treated the same as general datasets, but have a pre-defined schema template used for audiences.
- **Sharing Rules APIs:** Sharing rules allow you to list current dataset shares with linked advertiser accounts. You may also create new sharing rules to make datasets available for use in advertiser accounts for a specific application.
- **Status APIs:** Provides reporting on the status of uploads, size of your datasets, and volume of data that has been made available for a given sharing rule.
- **Seamless hand-off between brands and agency partners:** ADM will allow for streamlined data connections across advertisers and agency partners.

You may find out API documentation and onboarding guides [here](#).

(b) wherein the profile owner computer is programmed: (i) to automatically select a media property entity of a plurality of media property entities based on a comparison of (A) profile information about a visitor who electronically accessed electronic apparatus of a profile supplier with (B) a plurality of stored requests from the plurality of media property entities, one of which media property entities is the entity controlling the computer system, each stored request being for requested profiles or kinds of profiles, which plurality of stored requests includes the profile or kind of profiles requested by the entity controlling the computer system, and	In the method practiced by Amazon's Accused Instrumentalities, the profile owner computer is programmed to automatically select a media property entity of a plurality of media property entities based on a comparison of (A) profile information about a visitor who electronically accessed electronic apparatus of a profile supplier with (B) a plurality of stored requests from the plurality of media property entities, one of which media property entities is the entity controlling the computer system, each stored request being for requested profiles or kinds of profiles, which plurality of stored requests includes the profile or kind of profiles requested by the entity controlling the computer system. For example, the profile owner computer (such as, e.g., a computer operated by Oracle or Adobe) will automatically select which entities to provide profile information to, based on a comparison of the profile information with the stored requests of data consumers (including Amazon), which requests include requests for specific types of profiles (such as, e.g., demographic attributes or users interested in consumer technology). <i>See, e.g.,</i> evidence and analysis for claim limitation 1(a); https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/AudienceDataMarketplace/AudienceDataMarketplace.html:
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; https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/Platform/Audiences/deliver_audience_newflow.htm:

Delivering Audiences

After you have created and configured an audience, you can deliver to it to media execution platforms for targeting, optimization, and analytics. The Oracle Data Cloud platform includes integrations with top technology partners that enable you to power your media targeting campaigns with your first-party data. Many partners also allow you to target third-party data purchased from the [Oracle Data Marketplace](#). Different partners support different ID sources ranging from desktop and mobile web cookies to mobile advertising IDs (MAIDs).

In this topic

- [Setting the delivery method](#)
- [Specifying advanced settings](#)
- [Pausing audience data delivery](#)
- [Changing delivery end dates](#)
- [Managing failed deliveries](#)

Setting the delivery method

You can choose from three methods to deliver audience data:

- [Data delivery platform \(app\)](#)
- [Pixel URL delivery](#)
- [JSON return delivery](#)

Changing delivery end dates

You can change delivery end dates for up to 50 audiences at the same time without having to edit their full delivery details. For example, suppose you originally scheduled delivery for several audiences to end on March 31 but later decide that you want to extend that period. Instead of opening each audience separately, you can select them as a group and then specify a new end date.

You can change delivery end dates only for active audiences. If an audience began delivery in the past, the new end date cannot be more than one year in the future from today. If an audience has not yet started delivery, the new end date cannot be more than one year from the scheduled start date.

; https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/Platform/Audiences/create_audience.html:

Creating Audiences

The Oracle Data Cloud Platform enables you to create, configure, and deliver audiences in a single, straightforward workflow. You can configure audiences to target exactly the users you want and then select delivery platforms to deliver the audiences to media execution partners. The modern, intuitive user interface makes the process fast and simple.

Understanding the audience builder interface

The following illustration shows the audience builder page populated with example data. A table follows to explain the features of the page called out in the illustration.

The screenshot displays the Oracle Audience Builder interface. At the top, the Oracle logo is on the left, and navigation links for 'New Audience', 'Manage', 'Report', 'Analyze', and 'Apps' are on the right. A status bar on the far right indicates 'Internal Panda UI Redesign (5574)' and a user profile icon. The main workspace is divided into several sections. On the left, a 'CATEGORIES' sidebar (callout 3) contains a search bar (callout 4) and a tree view with options like 'In-Market', 'Business (828)', 'Custom Categories', and 'Demographics'. Under 'Demographics', the 'Age' section is expanded, showing checkboxes for 'Ages 18-20', 'Ages 21-29', 'Ages 30-39', 'Ages 40-49', 'Ages 50-64' (checked), and 'Ages 65 and Older' (checked). The 'Gender' section is also visible. The main area on the right shows a list of audience segments. 'Segment 1' (callout 2) is titled 'Frequency (Last 30 days)' and has a reach of 4.43B. It includes a table with columns for 'Film and Television' (30730), 'Price (CPM)' (\$1.19), and 'Reach' (4.43B). 'Segment 2' (callout 5) is also titled 'Frequency (Last 30 days)' and has a reach of 1.29B. It includes a table with columns for 'Ages 50-64' (34054), 'Price (CPM)' (\$0.60), and 'Reach' (1.14B). Below this, 'Ages 65 and Older' (27002) is listed with a 'Price (CPM)' of \$0.60 and a 'Reach' of 583.35M. An 'Exclude' section (callout 7) is at the bottom, titled 'Frequency (Last 30 days)' with a reach of 0. A '+ New Segment' button (callout 5) is located between Segment 2 and the Exclude section. At the top right of the main area, 'Total Reach' is 1.24B and 'Price (CPM)' is \$1.19. Callouts 8, 9, and 10 point to the 'Total Reach', 'Price (CPM)', and 'Reach' columns respectively.

Segment	Frequency (Last 30 days)	Reach
Segment 1	Frequency (Last 30 days)	4.43B
Segment 2	Frequency (Last 30 days)	1.29B
Exclude	Frequency (Last 30 days)	0

<https://business.adobe.com/products/audience-manager/real-time-destinations.html>:

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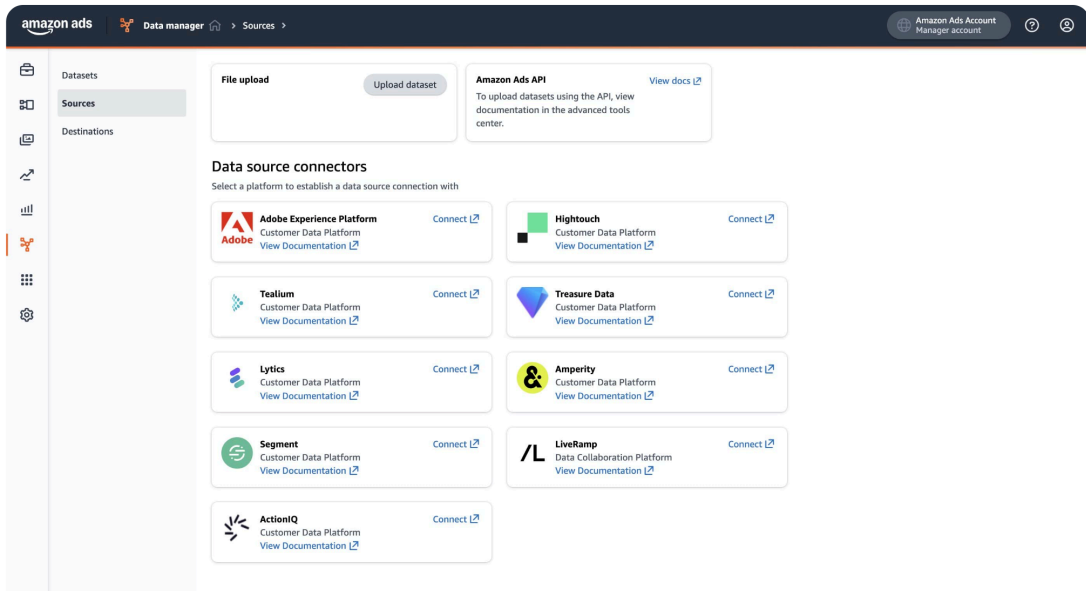
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(ii) when the media property entity is the entity controlling the computer system, to automatically arrange for electronic storage of a requested profile linked to the tag that is associated with the visitor device, the tag being readable by equipment that is part of the computer system of part (a); and

When Amazon is the entity controlling the computer system, the profile owner computer is programmed to automatically arrange for electronic storage of a requested profile linked to the tag that is associated with the visitor device, the tag being readable by equipment that is part of Amazon's computer system.

For example, when the profile owner determines that profile information matches a profile request from Amazon, the profile owner will automatically arrange for storage of the requested profile linked to the tag associated with the visitor device and readable by Amazon's computer system, such that Amazon is able to access the requested profile information.

See, e.g., <https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/AudienceDataMarketplace/AudienceDataMarketplace.html>:

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; https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/Platform/Audiences/create_audience.html:

Creating Audiences

The Oracle Data Cloud Platform enables you to create, configure, and deliver audiences in a single, straightforward workflow. You can configure audiences to target exactly the users you want and then select delivery platforms to deliver the audiences to media execution partners. The modern, intuitive user interface makes the process fast and simple.

Understanding the audience builder interface

The following illustration shows the audience builder page populated with example data. A table follows to explain the features of the page called out in the illustration.

The screenshot shows the Oracle Audience Builder interface. At the top, there's a navigation bar with 'ORACLE' logo, a 'New Audience' button, and tabs for 'Manage', 'Report', 'Analyze', and 'Apps'. Below the navigation bar, the main workspace is divided into several sections. On the left, there's a 'CATEGORIES' sidebar with a search bar and a list of categories including 'In-Market', 'Business (B2B)', 'Custom Categories', and 'Demographics'. The 'Demographics' section is expanded, showing 'Age' and 'Gender' sub-sections. The 'Age' section has checkboxes for 'Ages 18-20', 'Ages 21-29', 'Ages 30-39', 'Ages 40-49', 'Ages 50-64', and 'Ages 65 and Older'. The 'Ages 50-64' and 'Ages 65 and Older' options are selected. The main workspace displays a table of audience segments. The table has columns for 'Segment', 'Frequency (Last 30 days)', 'Total Reach', and 'Price (CPM)'. The first segment is 'Segment 1' with a frequency of 'Frequency (Last 30 days)', a total reach of 1.24B, and a price of \$1.19. The second segment is 'Segment 2' with a frequency of 'Frequency (Last 30 days)', a total reach of 1.29B, and a price of \$0.60. The third segment is 'Exclude' with a frequency of 'Frequency (Last 30 days)', a total reach of 0, and a price of \$0.60. The interface also includes a 'Total Reach' and 'Price (CPM)' summary at the top right, and a 'New Segment' button at the bottom right.

Segment	Frequency (Last 30 days)	Total Reach	Price (CPM)
Segment 1	Frequency (Last 30 days)	1.24B	\$1.19
Segment 2	Frequency (Last 30 days)	1.29B	\$0.60
Exclude	Frequency (Last 30 days)	0	\$0.60

<https://business.adobe.com/products/audience-manager/real-time-destinations.html>:

	Real-time Destinations Activate dozens of destinations to support real-time transfer of segment information. Ensure customer information is refreshed whenever users visit or take action on your site, so you can always reach customers at the right time. Exceed your customers' expectations. In real time. The world moves fast. And customers expect you to move at the same pace — with real-time response and personalization. By qualifying and segmenting users from the start, you can meet these expectations and make the most of any opportunity. Each time a user visits or takes action on your site, Audience Manager uses server-side connections to send those updated segments to dozens of destinations. With more real-time destinations than any other DMP, you can deliver relevant, up-to-the-minute experiences to more of your customers.
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	See what makes it work. Server to server integrations Adobe Audience Manager builds new traits and segments for targeting as soon the content provider sends data. We support server-to-server transfers of data, both real-time and batch. Up to date segmentation By integrating with up to date segmentation that accept real-time transfers, you can ensure your users see content that is relevant to them, and while tailoring campaigns to specific points in the conversion path. Destination Builder Create, manage, and delete destinations safely in the Destination Builder interface. This helps reduce the time required for pre-deployment testing, so you can activate faster. ; https://advertising.amazon.com/resources/whats-new/amazon-marketing-cloud-and-amazon-dsp-are-integrated-with-customer-data-platform-solutions: What launched? Amazon Marketing Cloud (AMC) and Amazon DSP are now integrated with Customer Data Platform (CDP) solutions from multiple vendors, including ActionIQ, Adobe, Amperity, Hightouch, Lytics, Relay42, Salesforce, Tealium, and Treasure Data. With the integrations, advertisers who are mutual customers of these CDP vendors and Amazon Ads can easily stream in pseudonymized first-party signals of choice into AMC or/and Amazon DSP, where they can utilize these signals for audience building, campaign execution, performance measurement, and custom insights. Some CDPs also allow advertisers to take additional actions using outputs from Amazon Ads, such as visualizing insights, optimizing segmentation of customers, and informing marketing tactics at advertisers' owned marketing channels. ; https://advertising.amazon.com/blog/programmatic-buying-lp:
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Improvements to make your advertising more efficient:

- **Advertiser audiences lookalikes:** If you're in the United States or Canada, you can now use the advertiser audiences tool to discover overlap between your anonymized customer lists, DMP segments, pixel-based audiences, and Amazon lifestyle and in-market segments. This in turn helps you extend campaign reach by finding shoppers who exhibit similar behaviors to your existing audiences.
- **Data Management Platform (DMP) integrations:** We now support audience ingestion from Adobe Audience Manager and Salesforce DMP (formerly known as Krux), enabling you to use your existing DMP audiences when creating campaigns via our programmatic buying solution.

; <https://advertising.amazon.com/resources/whats-new/ads-data-manager-beta>:

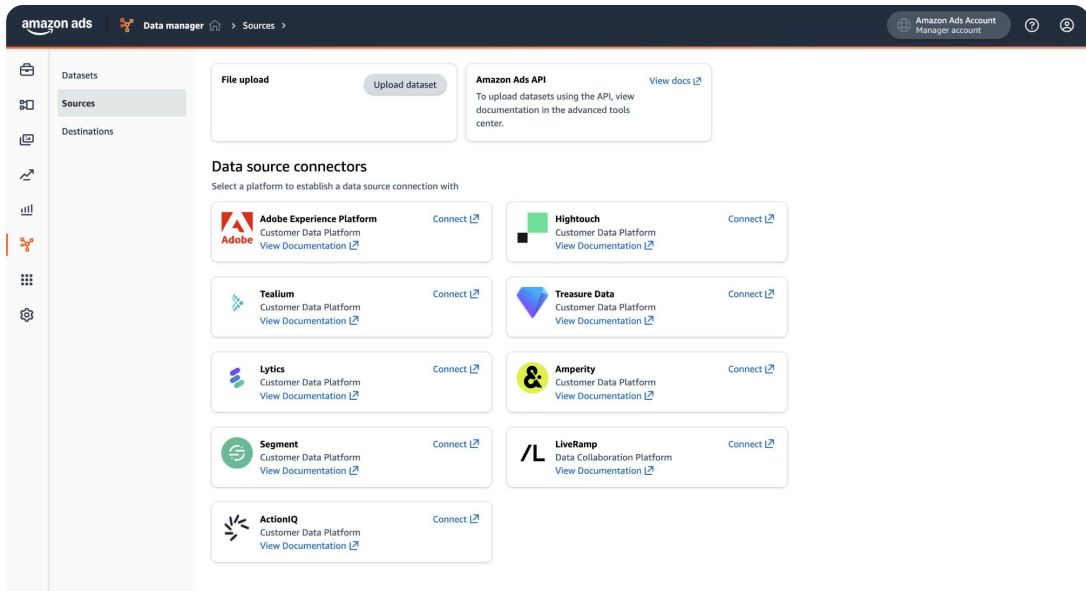
Build a holistic first-party data strategy with Ads data manager

Announced at unBoxed 2024

What launched?

Announced at [unBoxed 2024](#), Ads data manager (ADM) is a new standalone offering that simplifies and streamlines the process of first-party data management across [Amazon Ads ad tech](#). ADM is a privacy-safe, easy-to-use interface that lets advertisers and their partners onboard their data once and securely reuse it across our ad products (e.g. [Amazon DSP](#) or [Amazon Marketing Cloud](#)) for measuring conversions, engaging relevant audiences, and optimizing campaigns for sustainable business growth- all while retaining visibility and control of their data.

See all your first-party data in one interface, within the Amazon Ads Console.



Ads data manager API support

The Ads data manager consolidates all of Amazon's Advertiser Data APIs into a single API collection for ease of integration. The main API functions are:

- **DataSet APIs:** Manages datasets. Datasets are tables with a specific schema. You may use this API to delete a dataset.
- **Audience APIs:** Creates an dataset with the audience dataset type. This API serves as a shortcut to create an audience dataset directly. Audiences are treated the same as general datasets, but have a pre-defined schema template used for audiences.
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- **Status APIs:** Provides reporting on the status of uploads, size of your datasets, and volume of data that has been made available for a given sharing rule.
- **Seamless hand-off between brands and agency partners:** ADM will allow for streamlined data connections across advertisers and agency partners.

You may find out API documentation and onboarding guides [here](#).

(c) later, when the visitor device is available to receive an advertisement, with the computer system, (i) using the tag of part (a) that is associated with the visitor device to access the profile information stored in the central database, and (ii) using the profile information linked to the tag of part (a) to automatically cause delivery of an electronic advertisement to the visitor device, wherein the electronic advertisement is dependent on the profile information associated with the visitor.	Amazon's Accused Instrumentalities will later, when the visitor device is available to receive an advertisement with the computer system, use the tag recited in limitation (a) that is associated with the visitor device to access the profile information stored in the central data base, and use the profile information linked to that tag to automatically cause delivery of an electronic advertisement to the visitor device, wherein the electronic advertisement is dependent on the profile information associated with the visitor. For example, the visitor device is available to receive an advertisement, Amazon uses the tag and the profile information linked to the tag to automatically cause delivery of an advertisement to the visitor device (e.g., by providing the profile information to an advertiser, such that the resulting advertisement is dependent on that profile information, and/or by causing an advertisement dependent on that profile information to be delivered to the visitor device on behalf of an advertiser). <i>See, e.g., https://advertising.amazon.com/resources/whats-new/amazon-marketing-cloud-and-amazon-dsp-are-integrated-with-customer-data-platform-solutions:</i> What launched? Amazon Marketing Cloud (AMC) and Amazon DSP are now integrated with Customer Data Platform (CDP) solutions from multiple vendors, including ActionIQ, Adobe, Amperity, Hightouch, Lytics, Relay42, Salesforce, Tealium, and Treasure Data. With the integrations, advertisers who are mutual customers of these CDP vendors and Amazon Ads can easily stream in pseudonymized first-party signals of choice into AMC or/and Amazon DSP, where they can utilize these signals for audience building, campaign execution, performance measurement, and custom insights. Some CDPs also allow advertisers to take additional actions using outputs from Amazon Ads, such as visualizing insights, optimizing segmentation of customers, and informing marketing tactics at advertisers' owned marketing channels. <i>; https://advertising.amazon.com/blog/programmatic-buying-lp:</i>

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; <https://advertising.amazon.com/library/guides/dsp-ssp-dmp-difference>:

What is a Data Management Platform (DMP)?

A data management platform (DMP) is software that gives advertisers, marketers, brands, and agencies a place to store collected insights in order to use it to inform ad campaigns. Amazon DSP allows for advertisers to use their own DMP audiences when creating programmatic buying campaigns.

What is Real Time Bidding (RTB)?

[Real Time Bidding \(RTB\)](#) is a way to buy ads programmatically. With RTB, advertisers can participate in an auction when an impression becomes available. If their bid wins the auction, their ad is displayed on the publisher's site. RTB is not only efficient, but it helps advertisers focus on the most relevant inventory. Through RTB, publishers and advertisers are able to sell and buy ads facilitated by an SSP.

; <https://advertising.amazon.com/resources/whats-new/ads-data-manager-beta>:

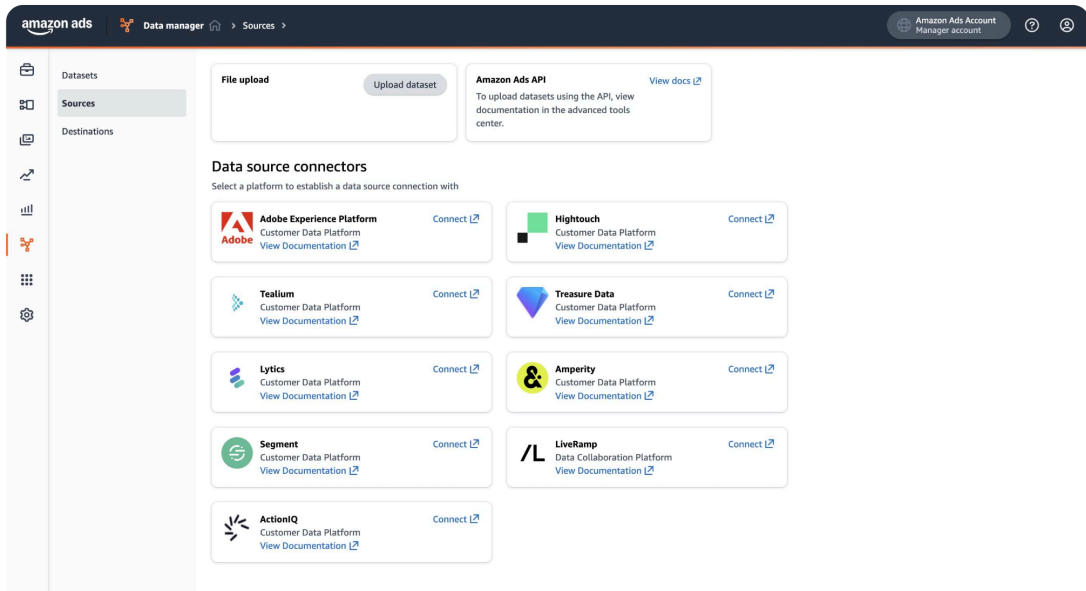
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; <https://advertising.amazon.com/insights-and-planning/audiences:>



Advertiser Audiences

Incorporate your own audiences into your Amazon Ads campaigns by onboarding directly into Amazon DSP or through Amazon Marketing Cloud (AMC). Reach new audiences, extend reach, remarket to loyal customers, or optimize campaigns.

Unlock your full potential ➞

<https://advertising.amazon.com/resources/whats-new/ad-relevance:>

	What launched? Ad Relevance is an innovative approach to deliver relevant ads for all products and services advertised through the Amazon DSP. It's built on Amazon Ads' extensive understanding of what creates great shopping experiences and their connection with ad interactions, interests, and cadence of actions along the path to purchase. It uses the latest in AWS-powered AI to analyze billions of browsing, buying, and streaming signals in conjunction with real-time information about the content being viewed to understand where customers are in their shopping journeys, and serves them relevant ads across devices, channels, and content types without needing ad ids. Why is it important? The signals available for digital advertising have substantially evolved in recent years, and they will continue to do so. Ad Relevance ensures that advertisers can maintain meaningful connections with consumers throughout their day wherever they're spending their time, whether ad IDs are present or not. What sets Amazon Ads apart in driving relevance is our unique AI-powered and signal-driven approach, built on trust-based relationships with hundreds of millions of consumers and their interactions over the years. These have provided us with deep insights that inform our models and help boost performance.
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Claim 2	Amazon's Accused Instrumentalities
2. The method of claim 1 wherein the profile information associated with the visitor is derived from the visitor's activity using a first device, and wherein the visitor device that is available to receive an advertisement is a second device of the visitor.	Amazon's Accused Instrumentalities perform the method of claim 1 wherein the profile information associated with the visitor is derived from the visitor's activity using a first device, and wherein the visitor device that is available to receive an advertisement is a second device of the visitor. For example, the profile information may be derived from a visitor's use of a first device (e.g., a personal computer or laptop), wherein the advertisement to which an ad is caused to be delivered depending on the profile information may be a smartphone. <i>See, e.g.,</i> evidence and analysis for claim 1 above. <i>See also, e.g.,</i> https://advertising.amazon.com/resources/whats-new/ad-relevance:

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Key benefits



Meet customers as they stream, shop, browse, or game

Connect with audiences at different moments by being present across a wide array of channels like the Amazon store, product detail pages, or Twitch, and devices like Fire TV and Fire tablet.

Claim 3	Amazon's Accused Instrumentalities
3. The method of claim 2 wherein the first device is a computer of the visitor and the second device is a mobile phone of the visitor.	Amazon's Accused Instrumentalities perform the method of claim 2 wherein the first device is a computer of the visitor and the second device is a mobile phone of the visitor. <i>See, e.g.,</i> evidence and analysis for claims 1-2 above.

Claim 4	Amazon's Accused Instrumentalities
4. The method of claim 3 wherein the tag identifies the mobile phone.	Amazon's Accused Instrumentalities perform the method of claim 3 wherein the tag identifies the mobile phone. For example, in the infringing method performed by Amazon's Accused Instrumentalities, the tag (such as a cookie or IDFA) identifies the mobile phone. <i>See, e.g.,</i> evidence and analysis for claims 1, 2, and 3 above. <i>See also, e.g.,</i>

Claim 5	Amazon's Accused Instrumentalities
5. The method of claim 3 wherein the profile owner computer is programmed to automatically select a media property entity using profile information about the visitor that was derived from the visitor's activity using the computer of the visitor, which profile information was received by the profile-owner computer as a result of URL redirection from a website that is served by the electronic apparatus of the profile supplier, which website is accessed by the computer of the visitor.	Amazon's Accused Instrumentalities perform the method of claim 3 wherein the profile owner computer is programmed to automatically select a media property entity using profile information about the visitor that was derived from the visitor's activity using the computer of the visitor, which profile information was received by the profile-owner computer as a result of URL redirection from a website that is served by the electronic apparatus of the profile supplier, which website is accessed by the computer of the visitor. For example, the profile owner computer can receive profile information via pixels or other redirects placed on, e.g., a website of the advertiser. <i>See, e.g.,</i> evidence and analysis for claims 1, 2, and 3 above. <i>See also, e.g.:</i>

	https://experienceleague.adobe.com/en/docs/audience-manager/user-guide/implementation-integration-guides/sending-audience-data/real-time-inbound-data-integration/pixel-based-data-transfer : Pixel-based Data Transfers Last update: April 12, 2021 TOPICS: Inbound Data Transfers Simple pixels (that can be used to qualify users for traits) perform real-time data transfers. The Audience Manager interface lets clients create any number of pixels on a self-service basis. Pixel strings consist of simple IDs or key-value pairs. To enable inbound data transfers, the vendor and client would: 1. Determine which traits you wish the vendor or partner to fire. 2. Get the pixel for the trait. In the traits list screen, hover over the Actions column and click the Get trait URL symbol for the desired trait. 3. Provide the URL to the vendor or partner.
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Claim 6	Amazon's Accused Instrumentalities
6. The method of claim 2 wherein the second device is a computer and further comprising, after parts (a) and (c), with the computer system electronically reporting information about delivery of the advertisement to the second device, which report is provided to a profile owner controlling the profile owner computer.	Amazon's Accused Instrumentalities perform the method of claim 2 wherein the second device is a computer and further comprising, after parts (a) and (c), with the computer system electronically reporting information about delivery of the advertisement to the second device, which report is provided to a profile owner controlling the profile owner computer. For example, the profile owner computers receive from Amazon information about the usage of the provided profile information (e.g., for purposes of improving metrics or charging the advertiser and/or Amazon for the use of the profile data). <i>See, e.g., evidence and analysis for claims 1 and 2 above. See also, e.g.,</i>

Claim 7	Amazon's Accused Instrumentalities
7. The method of claim 6 wherein electronically reporting comprises automatically placing the second device in communication with computer equipment controlled by the profile owner, via URL redirection from the computer system, when the computer system utilizes the tag to cause delivery of the advertisement.	Amazon's Accused Instrumentalities perform the method of claim 6 wherein electronically reporting comprises automatically placing the second device in communication with computer equipment controlled by the profile owner, via URL redirection from the computer system, when the computer system utilizes the tag to cause delivery of the advertisement. For example, the reporting may occur via a pixel redirect or other information, placed, e.g., through an Amazon Advertising tag. <i>See, e.g.,</i> evidence and analysis for claims 1, 2, and 6 above. <i>See also, e.g.,</i> https://advertising.amazon.com/help/GLZ54GXQW773A6MG: Create an Amazon Advertising tag How to create an Amazon Advertising tag, add it to your website, and set up events and attributes. How to set up Amazon Ad tag in campaign manager: 1. Go to campaign manager and choose the advertiser for which you want to create the tag. 2. Click Events Manager in the left navigation. 3. Click Create tag. 4. You'll see the terms and conditions popup- click Agree and continue. A tag will be created - click View tag code to copy and paste the code. Below the code, you will see Set up instructions to add it to your website.
Claim 8	Amazon's Accused Instrumentalities
8. The method of claim 1 further comprising, after parts (a) and (c), with the computer system electronically reporting information about delivery of the advertisement to the visitor device that is available to receive an advertisement, which report is provided	Amazon's Accused Instrumentalities perform the method of claim 1 further comprising, after parts (a) and (c), with the computer system electronically reporting information about delivery of the advertisement to the visitor device that is available to receive an advertisement, which report is provided to a profile owner company controlling the profile owner computer. <i>See, e.g.,</i> evidence and analysis for claims 1 and 6 above.

to a profile owner company controlling the profile owner computer.	
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Claim 9	Amazon's Accused Instrumentalities
9. The method of claim 8 wherein reporting further comprises automatically electronically identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement.	Amazon's Accused Instrumentalities perform the method of claim 8 wherein reporting further comprises automatically electronically identifying to the profile owner company one of a plurality of profiles or kind of profiles used in association with delivery of the advertisement. <i>See, e.g.,</i> evidence and analysis for claims 1, 6, and 8 above above.

Claim 10	Amazon's Accused Instrumentalities
10. The method of claim 1 wherein the profile owner computer is programmed to automatically select a media property entity using profile information about the visitor that was derived from the visitor's activity using the visitor device.	Amazon's Accused Instrumentalities perform the method of claim 1 wherein the profile owner computer is programmed to automatically select a media property entity using profile information about the visitor that was derived from the visitor's activity using the visitor device. For example, the profile information can be derived from the same device to which the advertisement is directed to on a selected media property. <i>See, e.g.,</i> evidence and analysis for claim 1 above.

Claim 11	Amazon's Accused Instrumentalities
11. The method of claim 10 wherein the profile information was received by the profile-owner computer as a result of URL redirection from a website that is served by the electronic apparatus of the profile supplier, which website is accessed by the visitor device.	Amazon's Accused Instrumentalities perform the method of claim 10 wherein the profile information was received by the profile-owner computer as a result of URL redirection from a website that is served by the electronic apparatus of the profile supplier, which website is accessed by the visitor device. For example, the profile owner computers can collect information via pixel redirects from a variety of websites, including websites served by profile suppliers. When the visitor device accesses such a website, the profile information is directed to the profile-owner computer via a redirect.

	<i>See, e.g.,</i> evidence and analysis for claims 1, 5, and 10 above.
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Claim 12	Amazon's Accused Instrumentalities
12. The method of claim 1 wherein the tag comprises personally identifiable information identifying the visitor.	Amazon's Accused Instrumentalities perform the method of claim 1 wherein the tag comprises personally identifiable information identifying the visitor. For example, the tag can be an email address or other personally identifiable information. <i>See, e.g.,</i> evidence and analysis for claim 1 above.

Claim 13	Amazon's Accused Instrumentalities
13. The method of claim 1 wherein the profile owner computer being programmed to automatically arrange for electronic storage of the profile information linked to the tag associated with a visitor device comprises the profile owner computer being programmed to perform automatic redirection to a URL provided by the selected entity to place the visitor device in communication with computer equipment controlled by the selected entity to enable storage, in a central database associated with the computer equipment of the selected entity, of the profile information linked to the tag that is associated with the visitor device.	Amazon's Accused Instrumentalities perform the method of claim 1 wherein the profile owner computer being programmed to automatically arrange for electronic storage of the profile information linked to the tag associated with a visitor device comprises the profile owner computer being programmed to perform automatic redirection to a URL provided by the selected entity to place the visitor device in communication with computer equipment controlled by the selected entity to enable storage, in a central database associated with the computer equipment of the selected entity, of the profile information linked to the tag that is associated with the visitor device. <i>See, e.g.,</i> evidence and analysis for claim 1 above. <i>See also, e.g.,</i> ; https://advertising.amazon.com/resources/whats-new/ads-data-manager-beta:

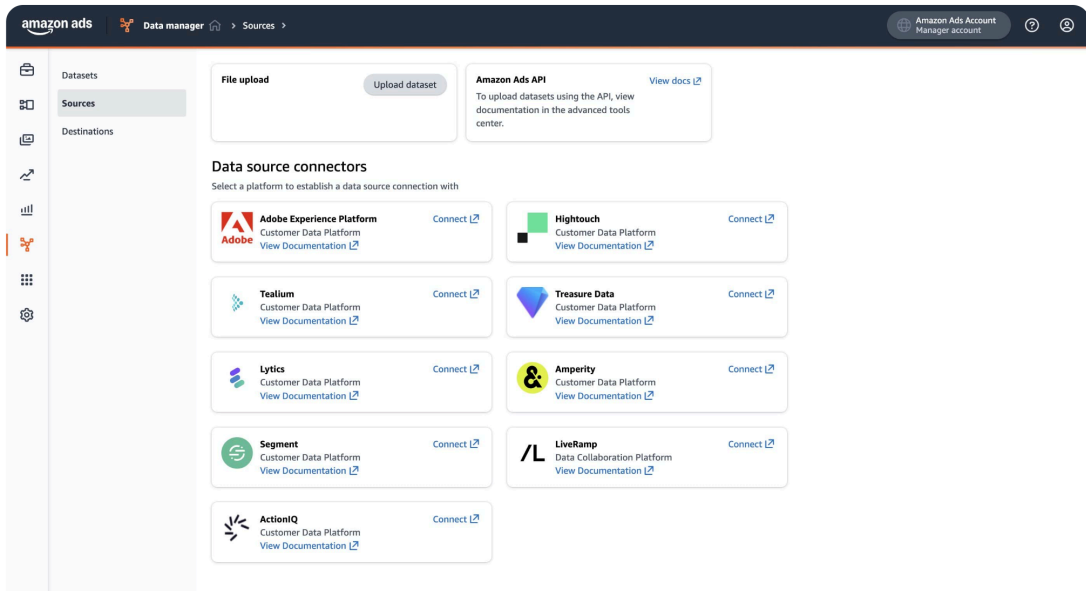
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	https://experienceleague.adobe.com/en/docs/audience-manager/user-guide/implementation-integration-guides/sending-audience-data/real-time-inbound-data-integration/pixel-based-data-transfer : Pixel-based Data Transfers Last update: April 12, 2021 TOPICS: Inbound Data Transfers Simple pixels (that can be used to qualify users for traits) perform real-time data transfers. The Audience Manager interface lets clients create any number of pixels on a self-service basis. Pixel strings consist of simple IDs or key-value pairs. To enable inbound data transfers, the vendor and client would: 1. Determine which traits you wish the vendor or partner to fire. 2. Get the pixel for the trait. In the traits list screen, hover over the Actions column and click the Get trait URL symbol for the desired trait. 3. Provide the URL to the vendor or partner.
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Claim 13	Amazon's Accused Instrumentalities
14. The method of claim 1 wherein the apparatus of the profile supplier operates in the Internet and the equipment of the selected entity utilizes the profile data to cause delivery of the electronic advertisements on a television of the visitor.	Amazon's Accused Instrumentalities perform the method of claim 1 wherein the apparatus of the profile supplier operates in the Internet and the equipment of the selected entity utilizes the profile data to cause delivery of the electronic advertisements on a television of the visitor. For example, the profile supplier apparatus operates online, and the advertisements can be directed to a television of the visitor. <i>See, e.g.,</i> evidence and analysis for claim 1 above.

