

Key Points

1. Amazon advertises data access as "API" and instant. This is incorrect; all data access is **manual, non-automated**, and requires **manual export** each time.
2. Clients must *advertise with Amazon enough* to have a *dedicated Amazon service team*.

Data Notes

1. Keen can submit requests via **Amazon's MMM Portal**.
2. Amazon **pulls and exports data** to the portal for Keen to download.
3. No automation or direct access for Keen.

Process Logistics

1. Keen client team submits "Data Partnership Pull" Asana task.
2. **New clients only** - Monica requests consent from the client to grant Keen access to pull Amazon data, cc'ing the Amazon team contacts.
3. Upon client approval, Monica builds report request in Amazon MMM portal.
 - **Note: Recently, DSP order IDs for certain clients have needed to be requested from client's agency team.**
4. Files delivered as **zipped TSV format**, often needing extensive processing before usable.

Delivery / Cost Logistics

1. **Pricing: Free Access.** No cost to Keen or client. Provided by Amazon to **control data exports**.
2. **Turnaround time:** ~1-2 weeks.

Ready to Partner with Keen?

Connect with Brett at brett@keends.com to learn more about partnerships.