



Dimension	Amazon DSP	The Trade Desk	FreeWheel DSP (Formerly Beeswax)	Tri-DSP Strategy
Audience & Data	First-party retail & behavioral data, deterministic identity, closed-loop attribution	Open-web scale, third-party data integrations, probabilistic identity	Granular log-level data for optimization, transparent controls, access to compliant regulated inventory	Combines precision (Amazon) with scale of TTD, and flexibility of Beeswax
CTV & Inventory	Exclusive premium supply (Prime Video, Fire TV, Twitch, Disney, Roku) at lower CPMs	Aggregated SSP supply, wide coverage, more choice and redundancy	Access to 90% of the premium video inventory and high-value opportunities like live sports and events	Premium reach with broad coverage across channels
Funnel Role	Lower-funnel Conversions, retail activations, measurable outcomes	Upper-funnel Prospecting, brand-building, omnichannel storytelling	Mid- to lower-funnel activation with strong video focus	Full-funnel coverage top-of-funnel reach to bottom-funnel precision
Best For	Conversion-focused campaigns	Awareness-heavy campaigns	Full-funnel activation for political / regulated verticals where inventory & identity/privacy compliance needs to be rigorously met	Agency serving clients with campaigns across verticals and funnel-stages
Risks if Used Alone	Limited reach, weaker top-funnel scale, fewer third-party integrations	No retail data, no closed-loop attribution, lacks Amazon-owned inventory	Strong video focus, but narrower data/identity coverage outside premium publishers	Reduces risk by ensuring steady reach even if inventory shifts, identity rules change, or one platform becomes too closed.
Agency Impact	Strong ROI, but siloed and narrower	Strong reach, but limited conversion clarity	High transparency, customization, but requires hands-on optimization and supplementation for full-funnel intervention	Reduced waste, unified attribution, and better end-to-end performance