

Netzkin integrates with Amazon Publisher Services in 9 days

Netzkin, a service from PLAION PICTURES offers advertising video on-demand (AVOD) content in German speaking countries. Netzkin presents over 2,500 feature films of all genres with over 20 million film views per month. Netzkin is a client of simpleTechs, a German company founded in 2012 that specializes in web 2.0 and app development, marketing and search engine optimization. We interviewed Sebastian Ewert (Ad Sales and Operations Manager) from Netzkin as well as Benjamin Kindler (Project Manager) and Alexej Hamburg (Software Development Engineer) from simpleTechs about their experience integrating with Amazon Publisher Services (APS).

How was your first touchpoint with the APS team?

After the first call that we had with the APS team, everything went very smoothly. We initially received the documentation and we were intimidated by the work and unclear about which specific integration approach would be the best for Netzkin. However, once we got on our first call with APS, the team walked us through the documentation and we were able to collaborate on the best integration approach for Netzkin. Coming out of the first call, we had a clear understanding of which aspects of the documentation were relevant to us and the steps needed to integrate.

What was your integration experience with APS like?

We were quite surprised by how quickly we were able to integrate. At the end, we were asking ourselves "Is that all? Is it that easy?" Once we understood what we needed to do from the first call, it took 9 days to integrate start-to-finish. In addition, throughout the integration process it never felt like three separate teams, it always felt like one big team working together. Whenever we had a question, the APS team didn't just answer the question, but also provided additional context to help educate our team on the broader digital marketing landscape beyond our integration with APS. This education was especially helpful for those on our team who were less experienced. In addition, the APS team did not focus on errors but instead focused on moving forward and achieving the goal. This helped keep the motivation up throughout the integration experience.

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APS helped educate our team on the broader digital marketing landscape beyond just our integration

What did you think about the support from the APS team throughout the project?

When I think about the support from the APS team, something that stands out to me is their extremely fast response times. With other supply side partners, we often see response times over 1 day, however, with APS it never took more than a few hours to receive a response. APS has team members out of different locations such as New York and London, which meant there was always someone working who could provide support when we needed it. Oftentimes we would even see responses within minutes!

With APS, it never took more than a few hours to receive a response

How are you interested in expanding your APS partnership in the future?

We are currently expanding to Private Marketplace deals with APS and are excited about that opportunity. Since the integration process with APS was so easy, we are also interested in exploring how we may be able to expand the Netzkin app to other devices outside of Fire TV or integrate other apps with APS.