

# 2023-9-26 V2.1.51 DSP Release Notes

## Release Introduction

1. Managed service account data synchronization

## Released Date

Sep/26/2023 PST

## Our Goal

1. Support users save MS account data

## Value for clients

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## Feature Details

### Feature 1

Managed service account data synchronization

#### Who will use these features?

Brands with DSP accounts managed by Amazon

#### When does the user use this feature?

When brands save DSP data and analyze DSP data

#### Why is this feature needed?

Although this feature may not provide immediate monetary returns, its role in cultivating long-term relationships with high-value Amazon Managed Service customers, optimizing their performance, and facilitating transitions to SaaS subscriptions cannot be underestimated. It aligns with our strategic objectives of sustainable growth and market expansion in a discerning and future-oriented manner.

#### How to use it

Follow the step and then use this link: <https://product.pacvue.com/amazon-dsp/msaccount>

#### Managed Service Account

**Managed Service Advertisers Authorization Steps**  
Please follow the steps to link the MS advertisers to your Manager Account [Download Authorization Steps](#)

1. Get the managed service advertiser IDs from Amazon entity admin
2. Creates a manager account and links the advertiser IDs
3. Contact entity admin approves the linkage of advertiser ID(s) to manager account
4. Select your Amazon account which you can login to the manager account
5. Click the "Authorization" button
6. Wait 3 to 5 hours to get data

\* Amazon Account

\* Country

Advertiser Name

\* Advertiser ID

#### How to Pull Reports at Advertiser Level

This feature will allow API users to pull DSP reporting data for a single advertiser (including managed service advertisers) instead of an entire entity.

#### High Level Steps:

1. Someone with access to the DSP copies the relevant advertiser IDs and sends them to whoever will be using the API
2. The person who will be using the API creates a Manager Account and links the advertiser IDs obtained from step 1

3. An entity admin approves the linkage of advertiser ID(s) to manager account
4. The API user generates API tokens
5. The API user calls the endpoint, /accounts/{accountId}/dsp/reports, and replaces {accountId} with the advertiser ID obtained in step 1

#### 1. A) Create Manager Account:

The party who will be using the API must have a Manager Account. If they don't yet have one, they should complete these steps to create a manager account. If they already have one, they can skip to B) below.

1. Go to one of the below links and create a Manager Account.
  - a. North America: <https://advertising.amazon.com/am/managerAccounts/list> (for linking North America advertisers)
  - b. EU: <https://advertising.amazon.co.uk/am/managerAccounts/list> (for linking EU advertisers)
  - c. **As of June 2022, it's no longer necessary to create separate NA and EU Manager Accounts. They're all global so a single Manager Account will work across all regions.**
2. Enter a name and choose whether this is an agency or advertiser account.
3. In the "Link accounts" section, click on the "Request access" tab.
4. Paste the DSP advertiser ID(s) and click Add. You'll need to get the advertiser ID from someone who has access to the DSP entity.
5. When done, click the "Create Manager account" button in the top right.
6. In the bottom left of the screen, click on the gear icon, then click "Manager account access."
7. Click "Linked accounts"
8. Click the "Copy Approval Link" button associated with the advertiser(s) you just requested, then provide this URL to an admin of the DSP entity for approval.
  - a. If the advertiser is an Amazon managed service advertiser, the URL should be provided to the Amazon Account Manager. The advertiser should have their contact info.
  - b. Include written permission from the advertiser allowing you to access their data.
9. Generate a set of [API tokens](#) using any email associated with the Manager Account as the authorizing user.
10. Now when calling the API, you can use the DSP advertiser ID (from step 4) in the "accountId" portion of the URI. You no longer need to use a scope header. Refer to [this API documentation](#).

#### 1. B) If you already have a Manager Account, follow these steps to link advertisers:

1. Go to one of the below links and click on your Manager Account.
  - a. North America: <https://advertising.amazon.com/am/managerAccounts/list>
  - b. EU: <https://advertising.amazon.co.uk/am/managerAccounts/list>
2. In the bottom left of the screen, click on the gear icon, then "Manager account access."
3. Click "Linked accounts", then the "Link account" button.
4. Go to the Request Access tab. Paste the DSP advertiser ID(s) and click Add. You can obtain the DSP advertiser ID from anyone who has access to the DSP entity.
5. Click the "Link accounts" button in the top right.
6. Click the "Copy Approval Link" button associated with the advertiser(s) you just requested, then provide this URL to an admin of the DSP entity for approval.
  - a. If the advertiser is an Amazon managed service advertiser, the URL should be provided to the Amazon Account Manager. The advertiser should have their contact info.
  - b. Include written permission from the advertiser allowing you to access their data.
7. Generate a set of [API tokens](#) using any email associated with the Manager Account as the authorizing user.
8. Now when calling the API, you can use the DSP advertiser ID (from step 4) in the "accountId" portion of the URI. You no longer need to use a scope header. Refer to [this API documentation](#).