



**Media Rating
Council, Inc.**

420 Lexington Avenue
Suite 343
New York, NY 10170

Tel: (212) 972-0300
Fax: (212) 972-2786
www.mediaratingcouncil.org

June 3, 2025

Ms. Aly Anzalone
Senior Technical Program Manager
Amazon Ads
Boulder, CO 80302

Dear Ms. Anzalone,

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation to Amazon Advertising's first-party measurement and reporting of Sponsored Products ("the Service") Display and Search Clicks inclusive of Sophisticated Invalid Traffic (SIVT) filtration for Amazon placements. This applies to total reporting and does not include any environment (Desktop, Mobile Web, In-app) segmentations.

Accreditation indicates that the Measurement Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research* and the *Invalid Traffic Detection and Filtration Standards Addendum (IVT 2.0)* inclusive of interim guidance as issued by MRC; (2) the *Display Guidelines* and *Click Guidelines* published by the Interactive Advertising Bureau (IAB); (3) the *Mobile Web* and *Mobile In-App Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (4) the procedures described in Amazon's answers to the MRC Questionnaire; and (5) the procedures described in procedure manuals and textual materials included in reports of the Service.

We congratulate you on maintaining this important Industry standard of quality, and we look forward to continuing our work with you in the future.

Sincerely,

A handwritten signature in black ink that reads "George W. Ivie". The signature is fluid and cursive, with the first name "George" being the most prominent.

George W. Ivie
Executive Director and CEO

Copy to: MRC Digital Committee, MRC Executive Committee
Anthony Torrieri, Ron Pinelli, Laris Oliveri, Hannah Bolcar, Shadi Hamdan
(MRC)
Joe Bailey, Kayla B. Goodenough (EY)



**Media Rating
Council, Inc.**

420 Lexington Avenue
Suite 343
New York, NY 10170

Tel: (212) 972-0300
Fax: (212) 972-2786
www.mediaratingcouncil.org

June 3, 2025

Ms. Aly Anzalone
Senior Technical Program Manager
Amazon Ads
Boulder, CO 80302

Subject: Trustworthy Accountability Group Certified Against Fraud Addendum

Dear Ms. Anzalone,

Accreditation of Amazon Advertising for SIVT functionality (Display and Search Clicks reported at a total level only), as referenced in the Accreditation Letter dated June 3, 2025, indicates that the Measurement Statistics reported for the Service comply with the General and Sophisticated Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (IVT 2.0)* inclusive of interim guidance, as issued by MRC.

Compliance with the *Invalid Traffic Detection and Filtration Standards Addendum (IVT 2.0)* published by the MRC is inclusive of certain Trustworthy Accountability Group (TAG) Certified Against Fraud requirements. Specifically:

- Domain list filtering (Known Dangerous or Fraudulent Sources per MRC IVT Section 4.2)
- Data Center IP list filtering (Known Data Center Traffic per MRC IVT Section 4.2)

Sincerely,

A handwritten signature in black ink, appearing to read 'George W. Ivie', written in a cursive style.

George W. Ivie
Executive Director and CEO