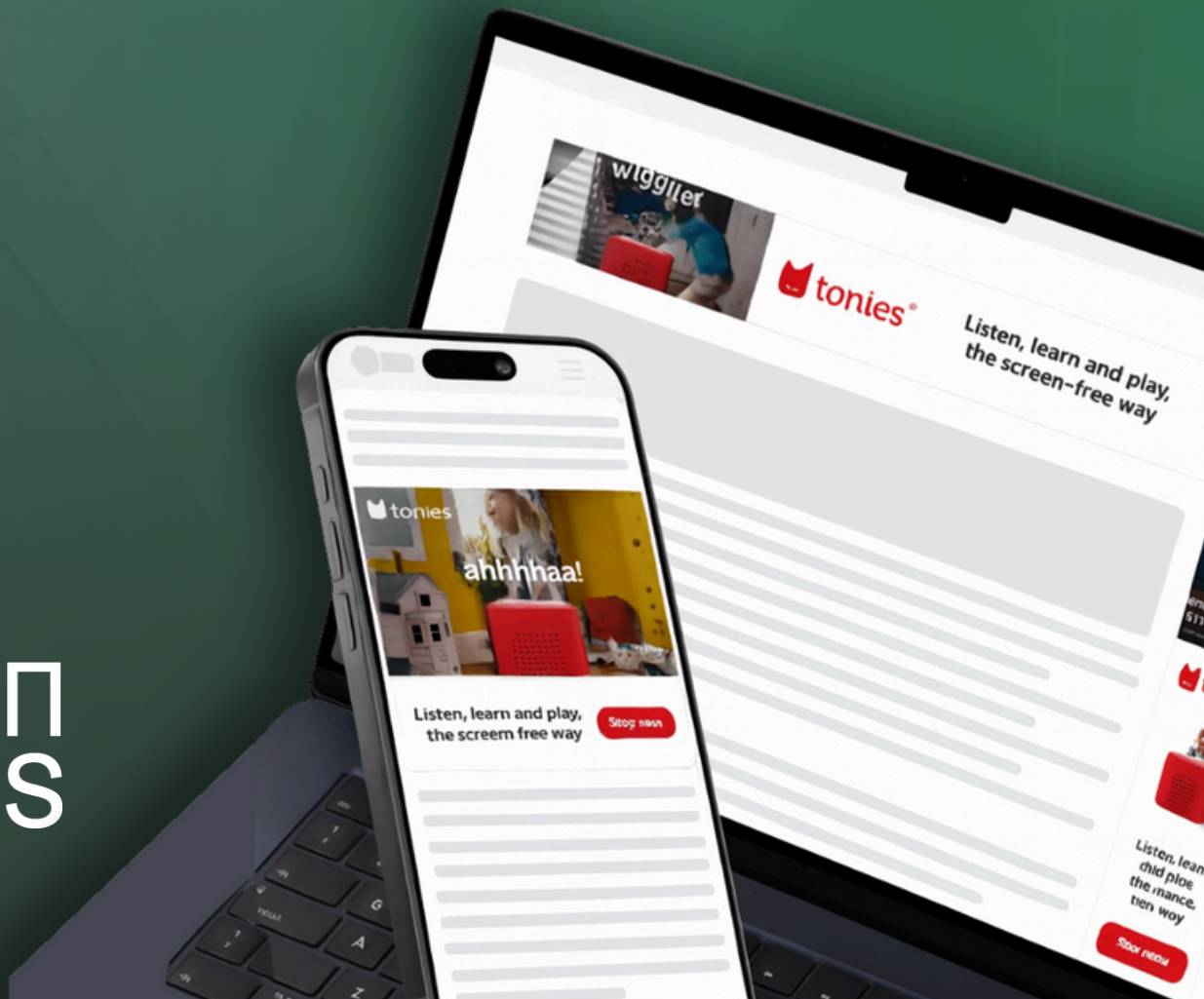




# Prime Performance: How Tonies Outshone Standard Display

Discover the power of when  
Amazon Prime Day meets  
SeenThis Adaptive Streaming

SEEN  
THIS



Tonies, the award-winning children’s audio brand, wanted to boost performance during Amazon Prime Day. To see whether richer creative could outperform standard formats, Tonies ran a side-by-side test on Amazon, comparing static and animated banners against SeenThis streamed, high-impact video units, including hybrid, interactive, and shoppable formats. Served in identical placements for a fair comparison, the results were clear: SeenThis video creative didn’t just look better - it performed better, driving stronger engagement and conversion across the full funnel.



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**Return on Ad Spend (ROAS)**

**20%**

Uplift vs Standard Display

**Detail Page View Rate (DPVR)**

**38%**

Uplift vs Standard Display

**Add to Cart Actions**

**43%**

Uplift vs Standard Display

**Product Sales**

**14%**

Uplift vs Standard Display