

Prime Week Experience Report

July 2026

Provided by DSPs for Equitable and Fair Treatment (DEFT)

<https://deft-us.com/>

Survey Background

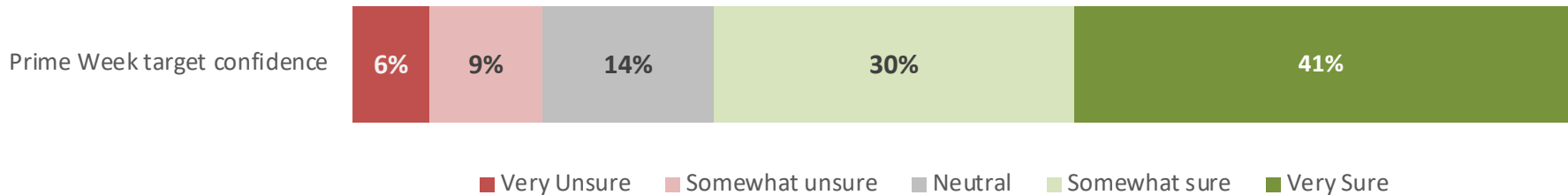
- DEFT's mission is to help improve the DSP program for all parties
- To provide transparency on the program, a focused survey was launched to highlight key issues and opportunities
- Participants were anonymous and allowed to answer the survey only once
- The survey was fielded between June 15th and June 26th

Summary Findings

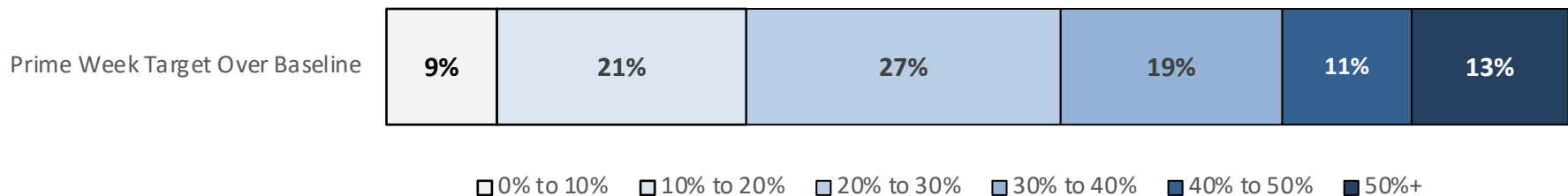
- ❑ A majority of DSPs were confident in achieving Prime Week targets with most being tasked to surge their routes between 10% and 40% above baselines
- ❑ Satisfaction with the DSP program remains low, especially with the Fleet strategy
- ❑ Views on Customer Pickups are mixed with biggest concerns around metric validation and scorecard impact
- ❑ Scorecard changes have had a significant negative impact on DSP profits and margins
- ❑ The continued profitability squeeze is leading to uncertainty about the ability of DSPs to remain in the program
- ❑ Ratings of the Amazon partnership are low, even as DSPs see opportunities for win/win program improvements

A majority of DSPs were confident in hitting Prime Week targets

Question: "Overall, how confident are you about meeting your Prime Week targets?"

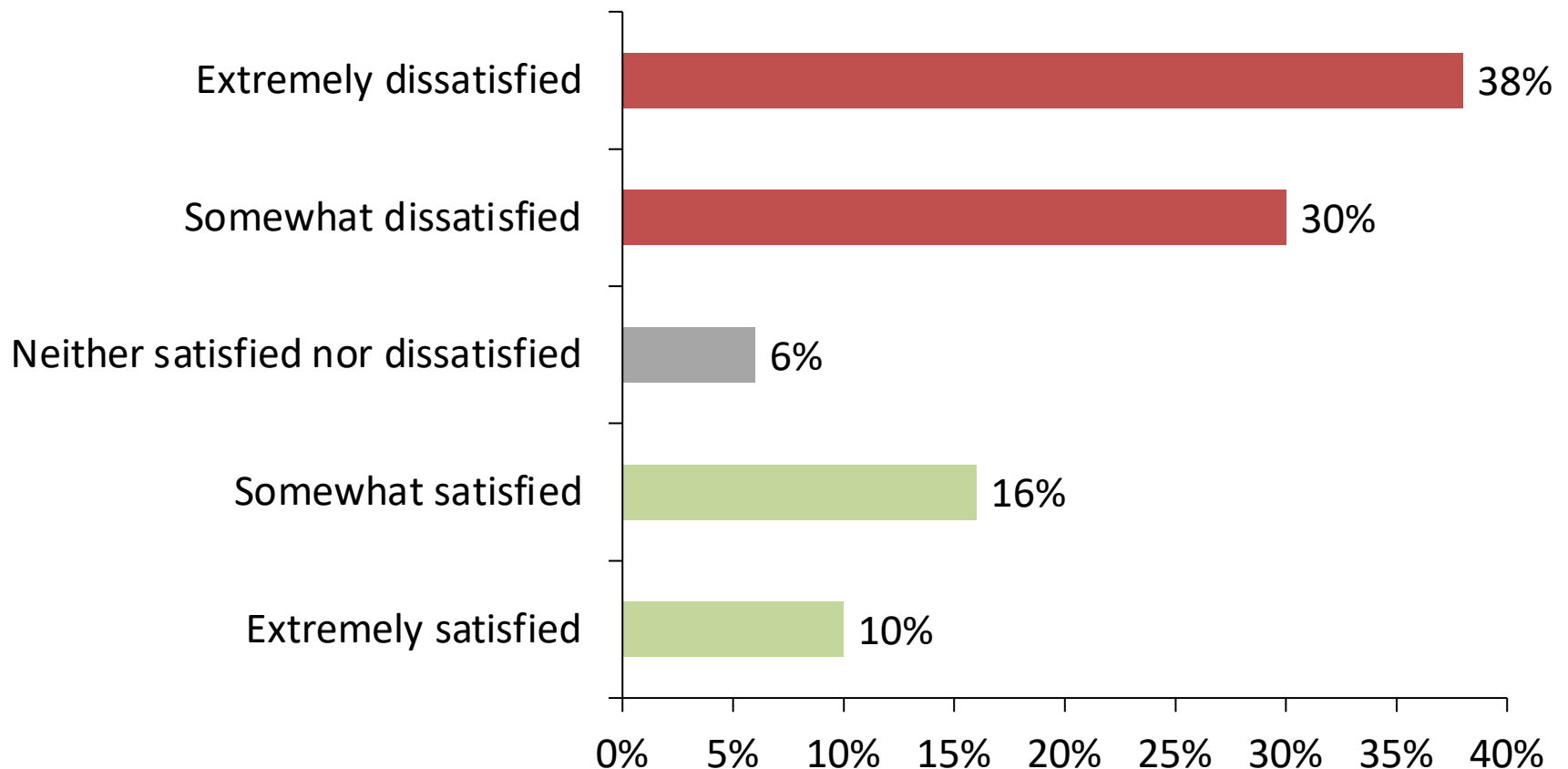


Question: "How much over your typical baseline is your Prime Week route target?"



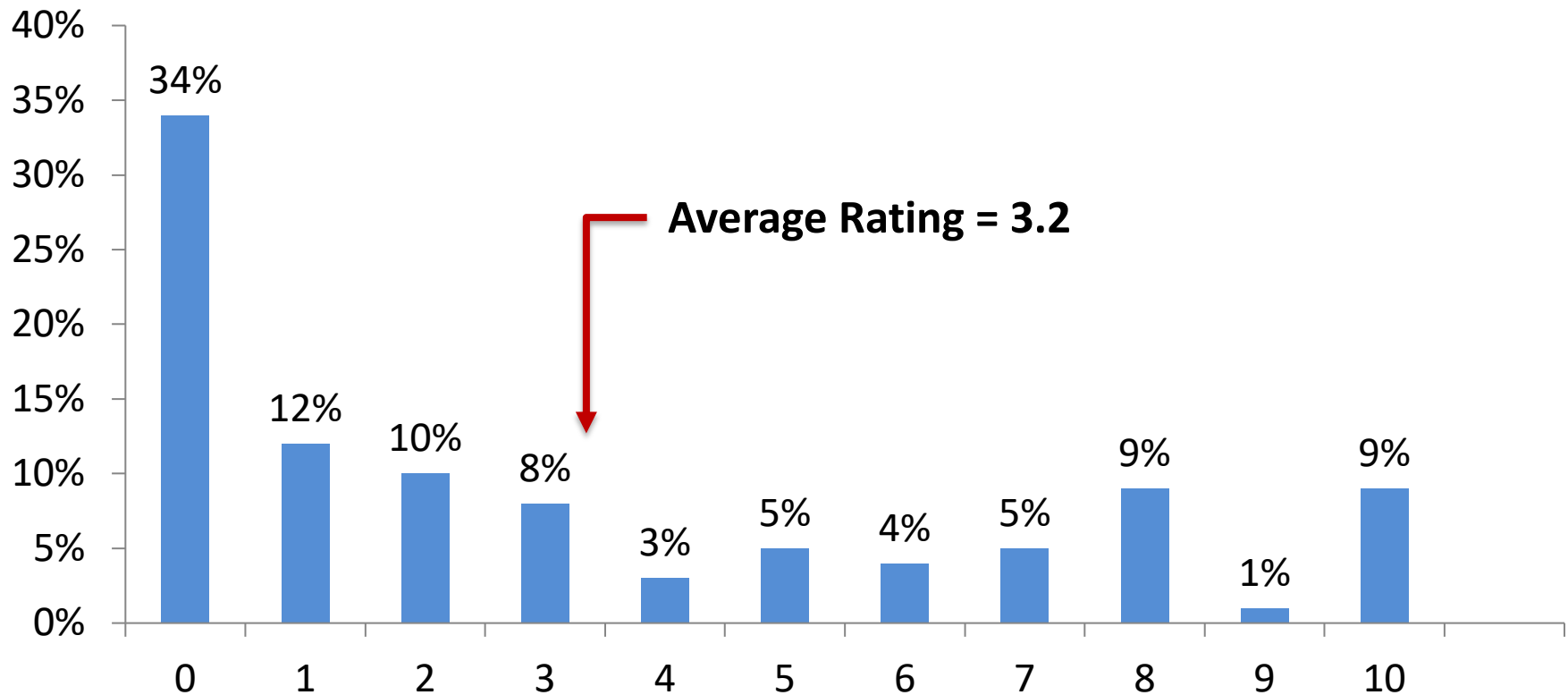
Over two thirds of DSPs were dissatisfied with the program heading into Prime Week 2026

Question: "Overall, how satisfied are you with Amazon's DSP program?"



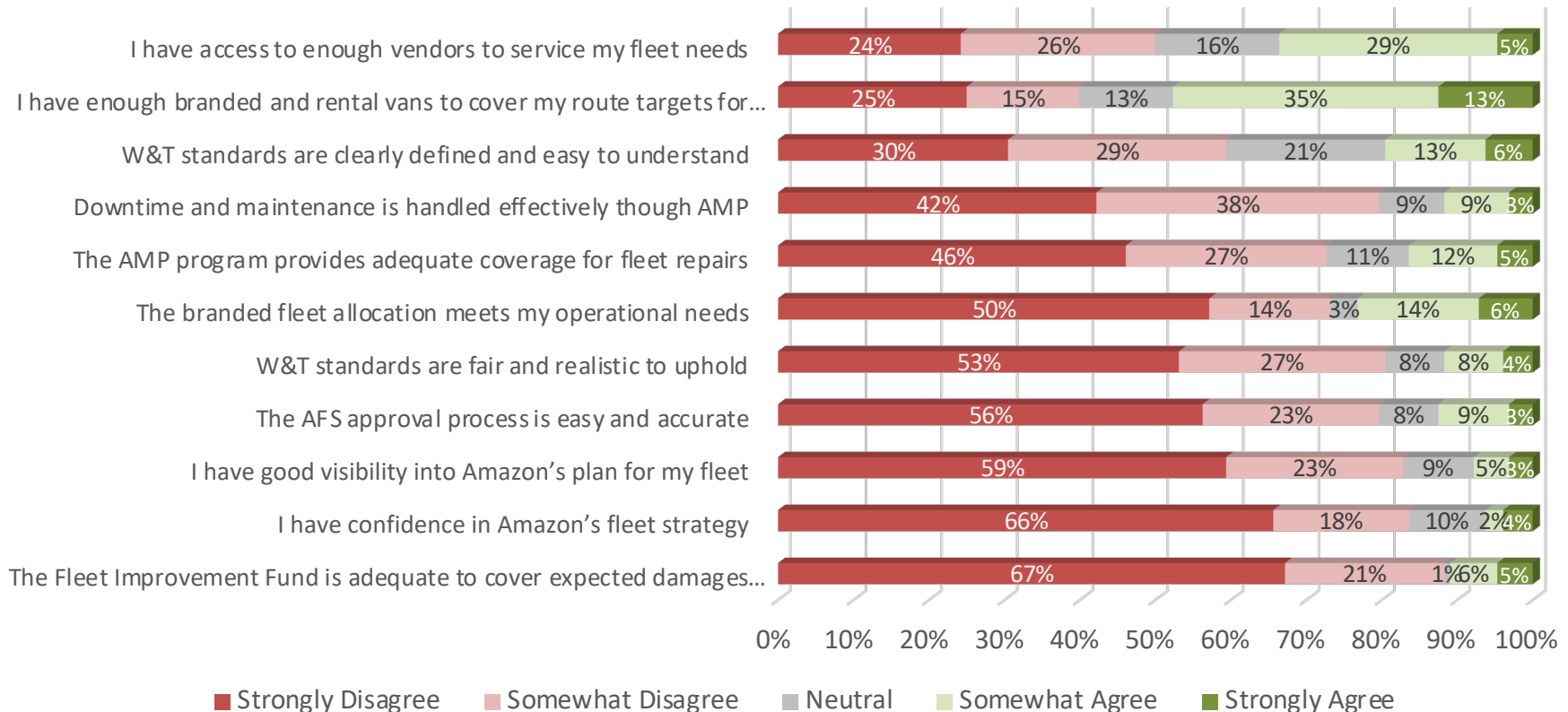
The DSP program Net Promoter score is extremely low

Question: "On a scale of 0-10, how likely are you to recommend the DSP Program to a friend or colleague?"



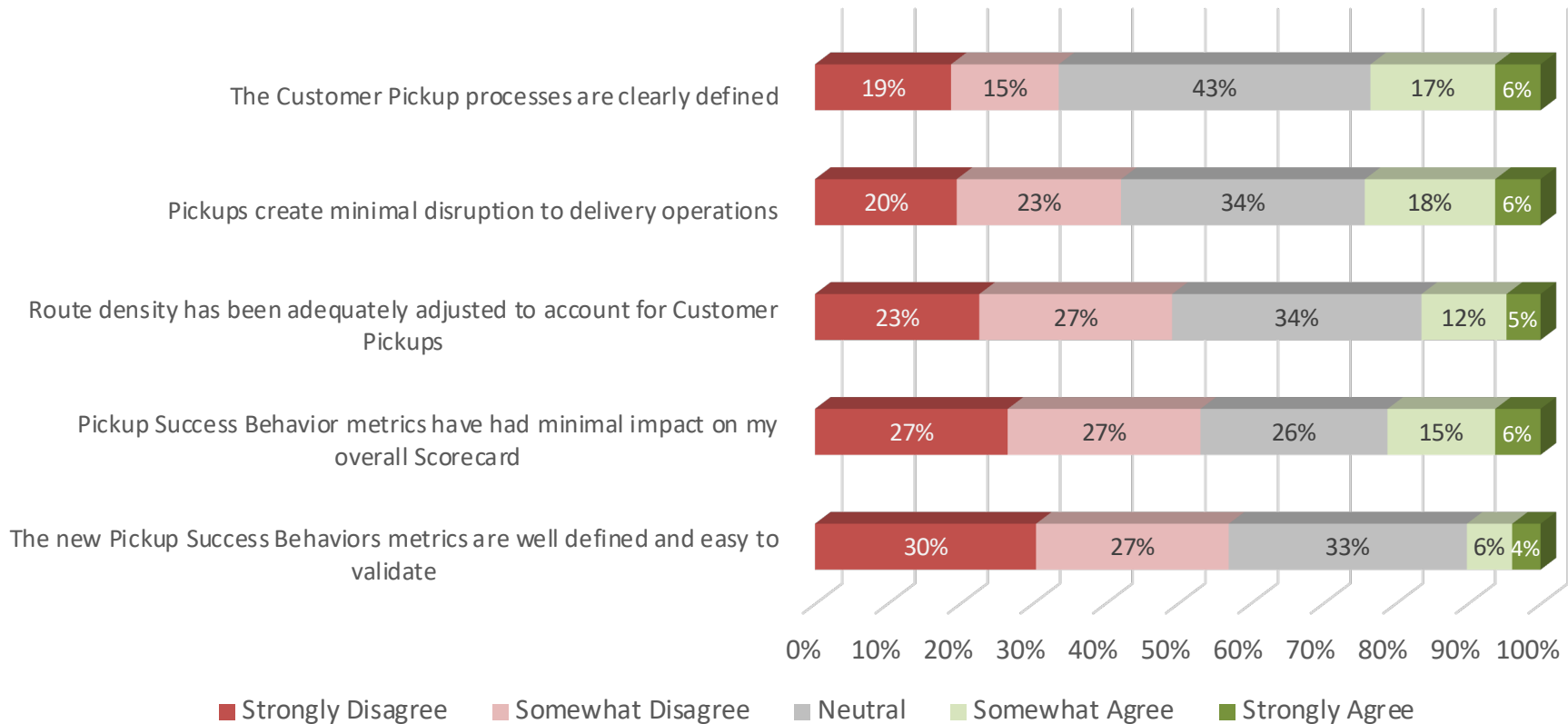
A large majority of DSPs are dissatisfied with the Fleet program, especially the FIF funds and Amazon's fleet strategy

Question: "Please rate your agreement or disagreement with the following Fleet statements"



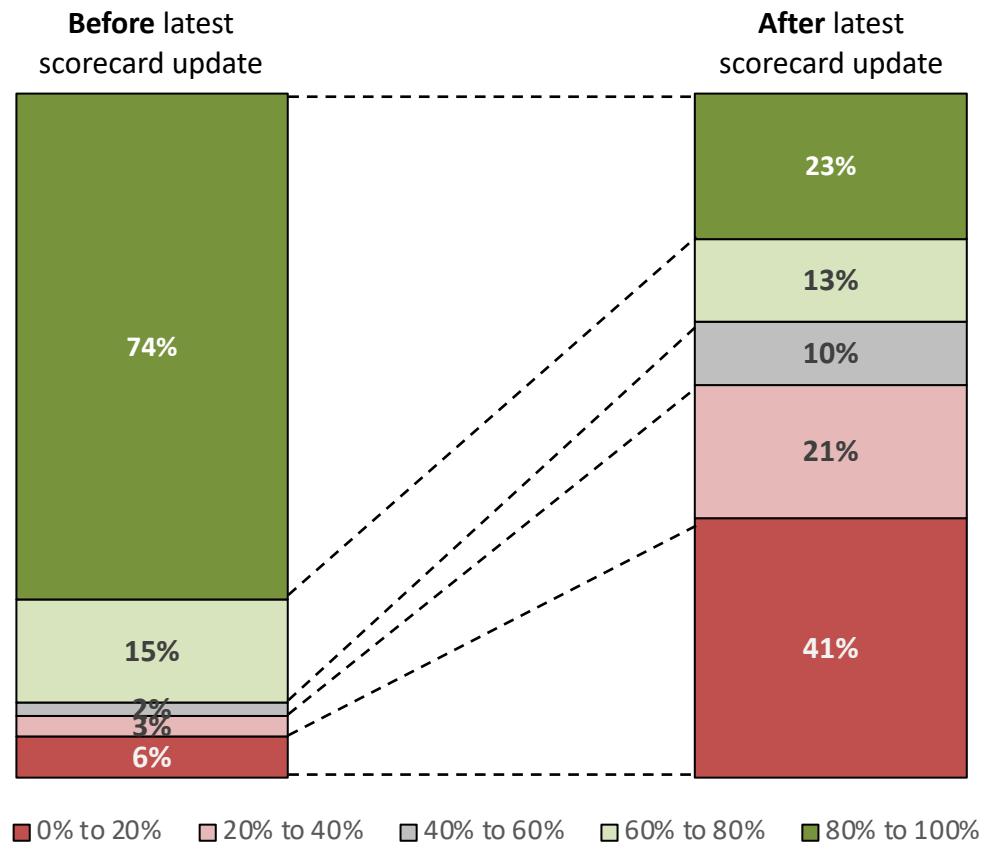
DSP views on the new customer pickup process are mixed

Question: "Please rate your agreement or disagreement with the following Customer Pickup statements"



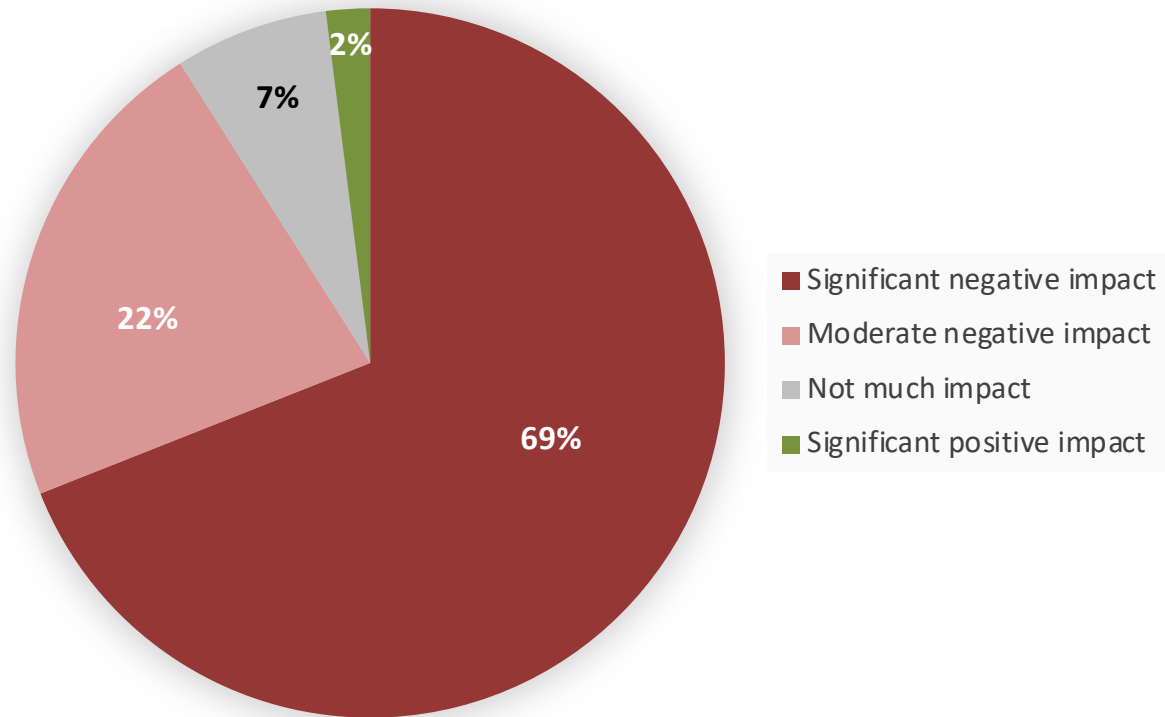
The most recent scorecard changes have had a large negative impact on DSP scorecard results

Question: "How often do you achieve Fantastic+ on the Scorecard?"



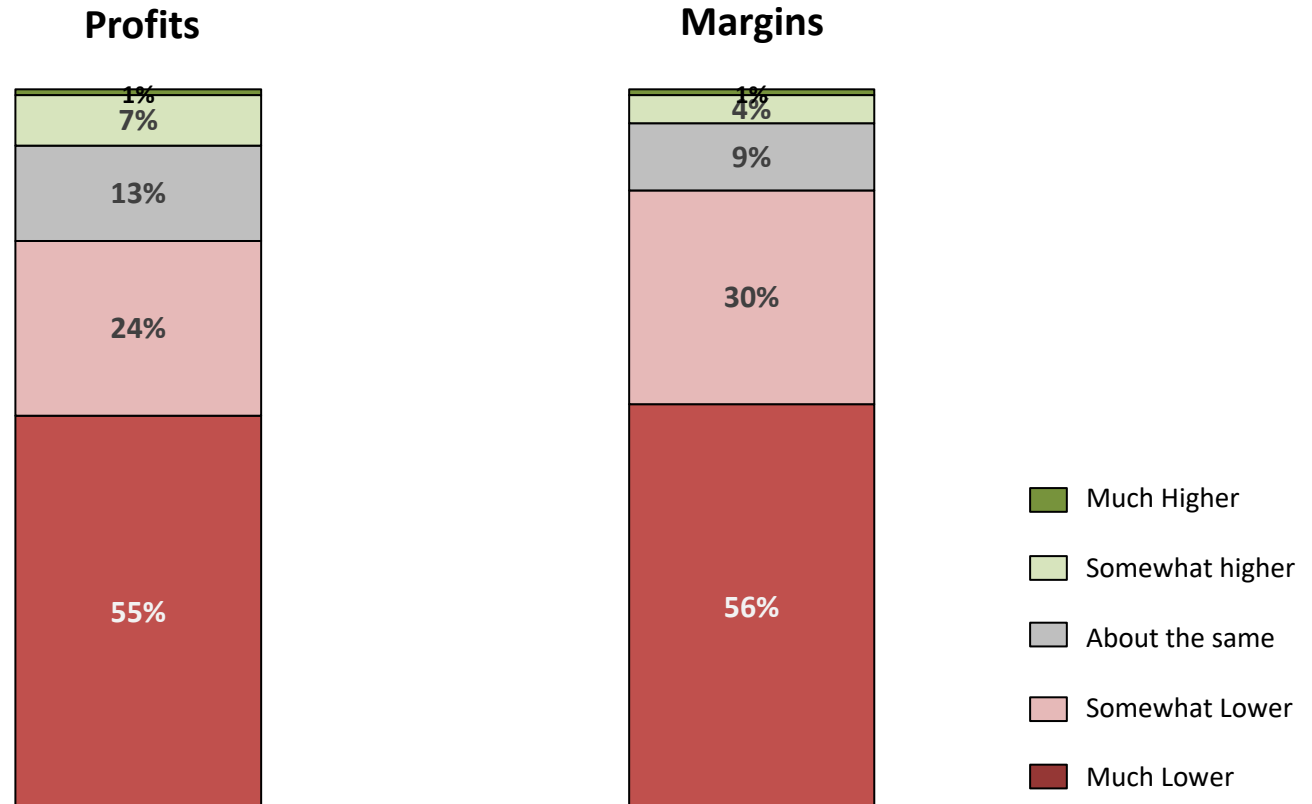
Over 90% of DSPs report a negative financial impact from the scorecard adjustments

Question: “How have the most recent Scorecard thresholds affected your business financials?”



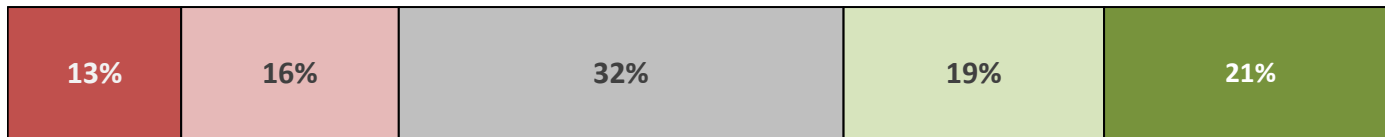
80% of DSPs report lower profits and margins compared to last year

Question: "Compared to last year, how are your profits / margins?"



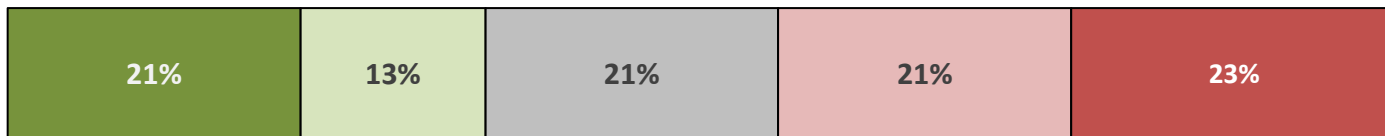
60% of DSPs are uncertain about their ability to remain in the program, while over 40% would consider an exit

Question: “Considering Amazon’s increased scorecard thresholds, the cost of fleet maintenance, rising insurance costs, and available volume, how likely is it that your DSP will be in business 12 months from now?”



■ Very Unlikely ■ Somewhat unlikely ■ Not Sure ■ Somewhat likely ■ Very likely

Question: “If given an opportunity to exit the program today with no lingering fleet liabilities and keeping the money in your bank account, how likely is it that you would do so?”



■ Very Unlikely ■ Somewhat unlikely ■ Not Sure ■ Somewhat likely ■ Very likely

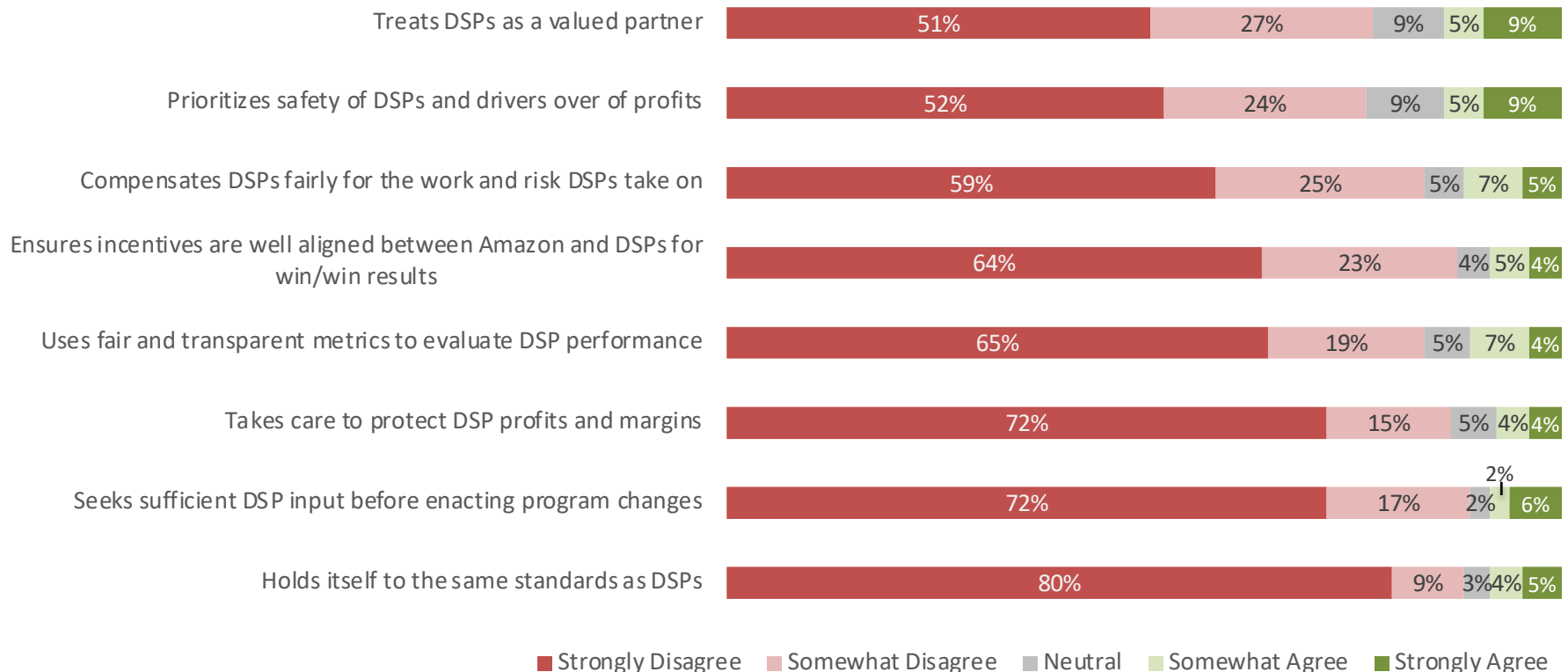
\$500K is a tipping point where at least half of DSPs would consider walking away

Question: “If given the opportunity to sell your DSP, how attractive would each of the following offers be for you to walk away?”

	Not Interested	Would Consider	Would Accept
\$100K	90%	4%	6%
\$200K	84%	9%	7%
\$300K	77%	12%	12%
\$400K	67%	17%	16%
\$500K	45%	30%	24%
\$600K	37%	31%	32%
\$700K	34%	27%	40%
\$800K	25%	26%	49%
\$900K	21%	22%	57%
\$1M+	3%	21%	76%

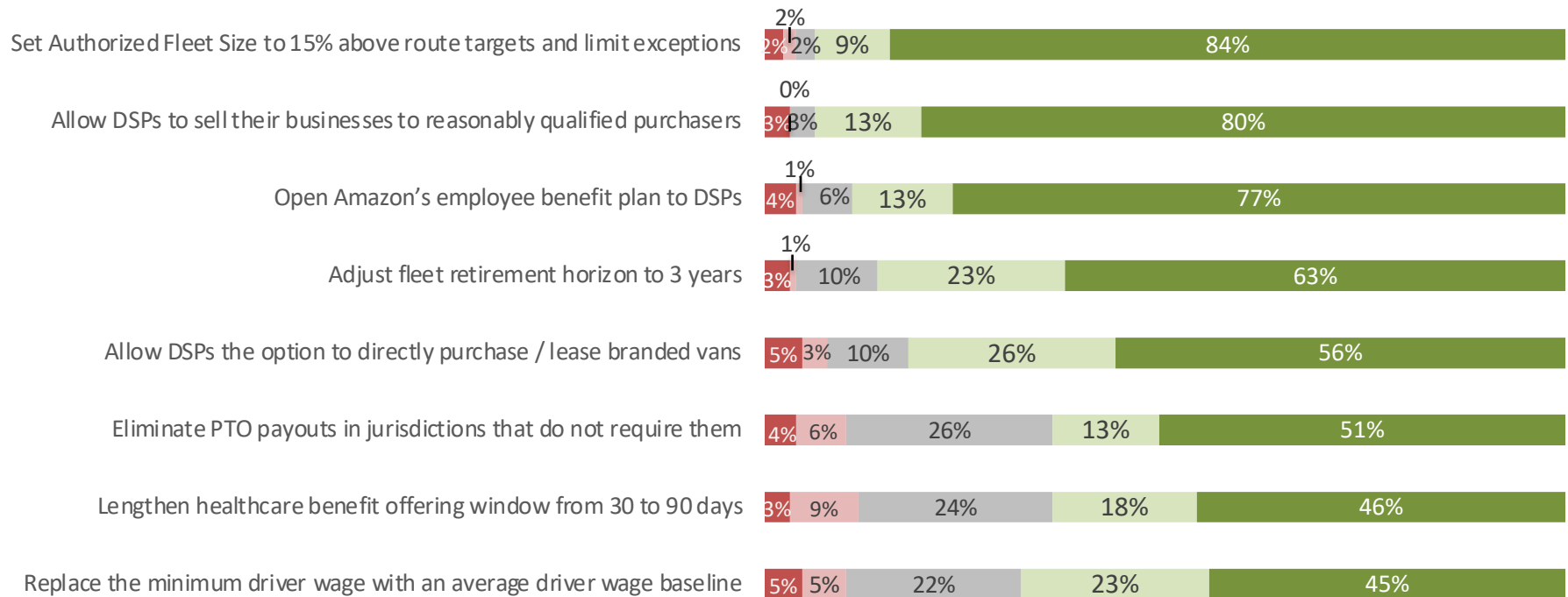
DSP ratings of the Amazon partnership reveal significant gaps

Question: "Please rate your agreement or disagreement with the following statements. Amazon..."



DSPs see several potential program improvements that could benefit both Amazon and DSPs

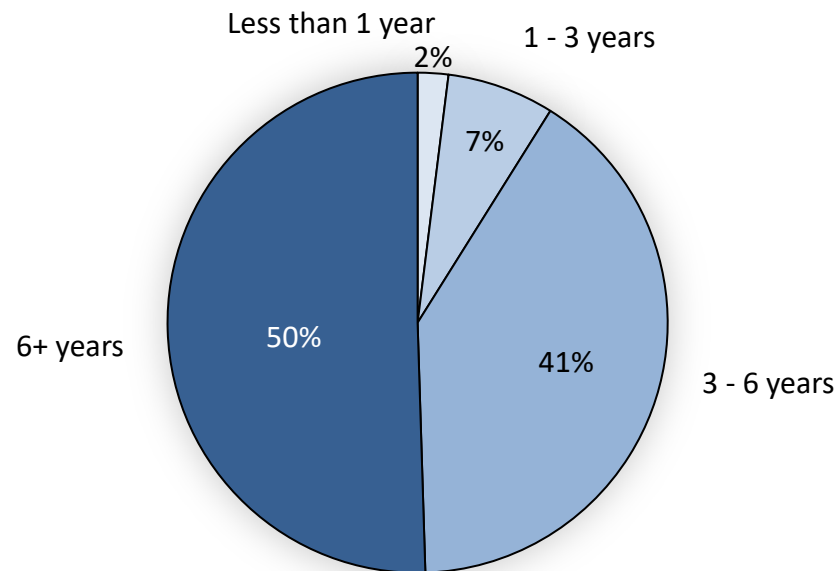
Question: “Please rate the following program changes on their potential to create a win/win result for both Amazon and DSPs”



■ Very unhelpful ■ Somewhat unhelpful ■ Neutral ■ Somewhat helpful ■ Very helpful

Survey respondents are overwhelmingly tenured DSPs

Question: “How long have you been in the DSP program?”



Most DSPs run between 25 and 45 routes outside of high-volume events

Question: "How many routes do you typically run outside of Prime Week or Peak?"

