

IAS: Campaign Tracking & Process Overview

Overview

Integral Ad Science (IAS) is an American technology company that provides solutions for the verification of digital advertising. This article provides an overview on workflow and the roles of both agencies and the Eskimi platform in the provision and implementation of IAS trackers:

Campaign Setup and Optimisation Workflow

Steps	Clarification	Responsibilities
<p>Step 1: Associate Eskimi DSP and Eskimi Media Partner with the IAS account.</p> <p>*This step needs to be completed once for each agency's IAS account. If the account was already associated before, move to step 2.</p>	<p>With Eskimi now integrated into IAS as a DSP, clients can easily request association with their IAS account for streamlined tracking and optimization. By linking Eskimi DSP and Eskimi media partner with the agency's IAS account, all future tags created for Eskimi DSP will automatically include DSP internal macros. This facilitates tracking metrics per custom segments provided by the DSP, enhancing campaign optimization.</p> <p>To initiate the association process, clients can reach out to IAS support using the following request:</p> <p>"Hello, We would like to associate Eskimi DSP (ID: 77) and Eskimi media partner (ID: 9688) with our team/account."</p>	<p>Client / Agency</p>

<p>Step 2: Create IAS Tag</p> <p>*Ensure that the selected type of tag aligns with campaign goals and supports the measurement of KPIs. For further details on tags, refer to the provided article.</p>	<p>Scenario 1: Tags that do NOT require Eskimi AdServing or future wrapping (display monitoring tags, impression 1x1 pixel tracker video)</p> <ul style="list-style-type: none"> Follow the Tag Manager user Guide to prepare the tags. <p>Scenario 2: Video tag that requires Eskimi AdServing and future wrapping with IAS tags (Wrapped Video)</p> <ul style="list-style-type: none"> Provide mp4 file to Eskimi AdOps at adops@eskimi.com. Eskimi AdOps Team will upload the mp4 file to the Ad Server. Eskimi AdOps Team will provide the VAST URI back to you. Agency utilise the provided VAST URI to prepare wrapped video tags following the - Tag Manager - User Guide. 	<p>Client / Agency</p>
<p>Step 3: Provide information about Brand's KPIs for IAS and Brand requirements</p>	<p>To ensure that the campaign effectively meets its KPIs, alignment on KPIs and requirements is crucial. Therefore, the agency/client is responsible for providing such details, including brand safety guidelines and campaign IAS KPIs, to the Ad Ops Team in the email thread together with other campaign details.</p>	<p>Client / Agency</p>
<p>Step 4: Provide IAS trackers to Eskimi AdOps</p>	<p>The agency/client is responsible for providing accurate IAS trackers, ensuring their reliability and relevance for campaign KPIs measurement.</p>	<p>Client / Agency</p>
<p>Step 5: Correct implementation of the tag</p>	<p>Eskimi AdOps is responsible for the correct implementation of IAS trackers, maintaining consistency across diverse campaigns</p>	<p>Eskimi DSP AdOps</p>

<p>Step 6: Setup of daily auto-reporting</p>	<p>The agency/client will receive campaign data in IAS reports within 48 hours from the campaign start time, at which point it is possible to export the IAS report. It is the agency's responsibility to either set up auto-reporting or provide consistent reporting containing mandatory information for campaign optimization to the Eskimi AdOps team at adops@eskimi.com. The provided report should include data for the total campaign per day, as well as data per apps/sites or placement_id macro. For more detailed report information, please refer to the instructions provided in this article.</p>	<p>Client / Agency</p>
<p>Step 7: Check reports daily and optimise for IAS KPIs</p>	<p>Eskimi offers the capability to optimise campaigns based on client KPIs using insights from IAS reports. Here's an outline of the optimisation process and requirements:</p> <ol style="list-style-type: none"> 1. The agency receives IAS reports once tags are implemented and the campaign has been live for more than 48 hours. 2. The agency shares the report with required segments with Eskimi AdOps. 3. Eskimi proceeds to optimise the campaign by either excluding low-performing segments or including high-performing segments. These segments typically revolve around apps/sites or placement_id. 	<p>Eskimi DSP AdOps</p>

<p>Step 8: Troubleshoot</p> <p>*Applied only when there are significant discrepancies between Eskimi DSP vs IAS report.</p>	<p>Upon checking reports and identifying discrepancies, the following actions need to be taken in the established order until the root of the issue is identified:</p> <ol style="list-style-type: none"> 1. Eskimi AdOps is responsible for checking if the tag was implemented correctly and/or if there's tag duplication. 2. Eskimi AdOps is responsible for exporting the daily campaign report and providing a preview page where tags are firing for future investigation. 3. The Client/Agency is responsible for double-checking and confirming that there were no mistakes in tag creation. 4. The Client/Agency is responsible for contacting IAS support for further investigation 	<p>Eskimi DSP AdOps / Client / Agency</p>
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Disclaimer: Eskimi's Accountability - Eskimi assumes no responsibility for discrepancies or issues in measurement capabilities found in IAS reports if they originate from areas under the control of the agency/client. While Eskimi may provide support and suggestions in various scenarios, the ultimate responsibility lies with the agency/client based on designated areas of responsibility. Therefore, Eskimi cannot be held liable for compensation related to such circumstances.

FAQ

Does Eskimi support IAS trackers?

Yes. Eskimi supports monitoring pixel trackers, as well as monitoring creative tags. Eskimi also supports blocking tags that prevent showing the ad visuals in forbidden content.

Do you have the ability to optimise the campaign based on viewability?

Yes. We track viewability metrics in our internal reports, and with this data campaigns can be optimised accordingly. However, it's also important for us to receive IAS reports to monitor any discrepancies and optimise the viewability of IAS data, as the measurement technologies are slightly different.

Do you have the ability to optimise the campaign based on brand safety?

Yes. To optimise, we'll need a report from IAS based on which optimisation will be done. Because Eskimi isn't measuring Brand Safety KPIs internally.

How can we track viewability with IAS trackers in banner and video campaigns?

Video IAS measurement - In order to capture Viewability data when running a VAST campaign, each video must be wrapped within an IAS tag. This tag, within IAS, is referred to as Multimedia Tag Monitoring. It's important to note that employing this tracker might result in the exclusion of certain traffic, as only video traffic compatible with VPAID/OMID will qualify for viewability measurement.

Display IAS measurement - Viewability data can be gathered by implementing the tracker in the form of a Javascript tag.

How Eskimi can optimise IAS KPIs?

We need daily reports from IAS, based on which we will create a black-list/ white-list and apply them to the campaign as optimisation. [Here](#) are the instructions about expected segments in the IAS report.

Revision #30

Created 27 March 2024 13:29:22 by Vladimir

Updated 7 May 2024 14:01:37 by Tomas Ivanauskas