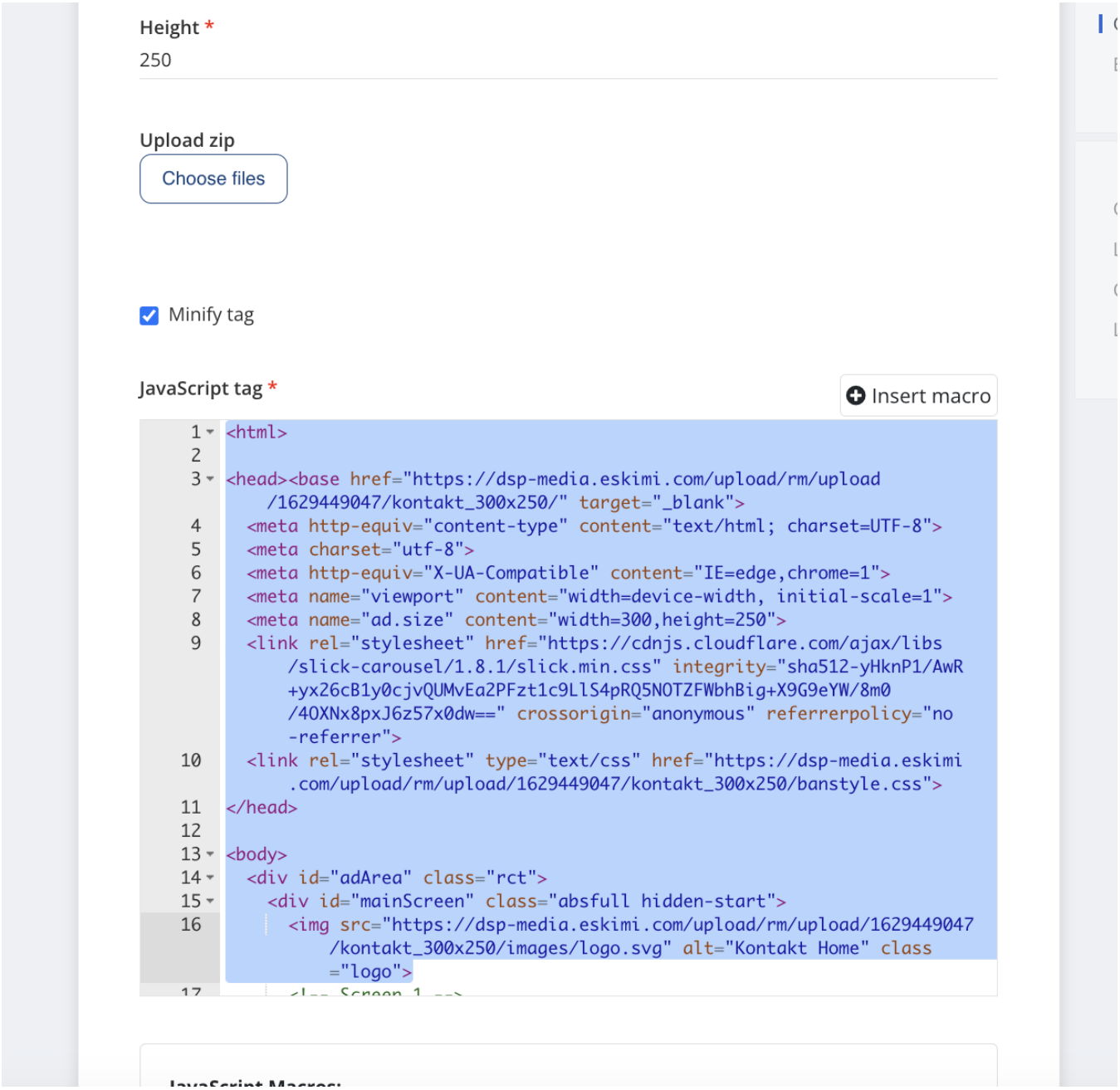
Rich Media Integrations in 3rd-Party Verification Platforms

Introduction

In the dynamic landscape of digital advertising, where capturing and retaining users' attention is paramount, the role of third-party verification platforms has become increasingly vital. Advertisers and publishers alike have sought ways to ensure the transparency, viewability, and brand s afety of their online campaigns. However, beyond their fundamental functions lies a lesser-known yet innovative aspect that is pois ed to revolutionise the industry - **the integration of creative wrapping**. In this article, we delve into the practical implications how Rich Media ads executed through Eskimi should be wrapped into a 3rd party verification platform.

Rich Media Wrapping Process for Ad Operations Team

1. Begin by uploading the Rich Media zip through the creative setup page.
2. Copy **all the JavaScript** which was updated with necessary Eskimi trackers.



3. Paste the JavaScript code to and Excel or notepad.
4. Repeat the above steps for all the creatives associated with the campaign.
5. Review the creatives either by yourself or by seeking input from your colleagues.
6. Share the completed Excel file containing the wrapped creatives with the 3rd party platform team.
7. The 3rd party support team will integrate the shared tags into their own tag, which may take between 1-3 working days depending on the platform.
8. Once you receive the wrapped tags, upload them to the creative setup and launch the campaign according to the client's requirements.

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