

# Accounts management

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# Guidelines for creating a strong password

## Guidelines for creating a strong password

To ensure the security of your account, follow these best practices when creating a password:

### 1. Length

- Your password must be at least 8 characters long.
- Longer passwords (12+ characters) are even more secure.

### 2. Complexity

A strong password should include a mix of the following:

- Uppercase letters (A-Z)
- Lowercase letters (a-z)
- Numbers (0-9)
- Special characters (e.g., !, @, #, \$, %, ^, &, \*)

### 3. Uncompromised Password

- Avoid using passwords that have been previously exposed in data breaches.
- Use a unique password for each account to prevent security risks.
- You can check if a password has been compromised using publicly available services.

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## Examples of Strong Passwords

Good Examples:

- P@ssw0rd!23
- G#t3kS!9z@l
- Zy8\$Tp&vL3

Weak Examples (Avoid These):

- Password123 (Too common and predictable)
  - JohnDoe2024 (Contains personal information)
  - abcdefg1 (Lacks complexity)
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## Additional Security Tips

- Do not reuse passwords across multiple accounts.
- Use a password manager to generate and store complex passwords securely.

By following these guidelines, you can significantly improve the security of your account and protect your personal data.

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## If you forgot your password

If you forgot your password to your Eskimi DSP account, you can recover it using [Forgot password?](#) option in the login page.

# Important user management changes: separation of user and advertiser accounts in Eskimi DSP

We're making an important update to the way accounts work in Eskimi DSP. Previously, a single account could serve both as a User and as an Advertiser. Moving forward, we are separating these roles to improve clarity, control, and security within the platform.

## What's Changing?

Until now, one account could perform user-related tasks (like accessing dashboards, managing campaign settings, and viewing reports) while also acting as an advertiser (owning campaigns, budgets, and creatives).

From now on:

- **User accounts** will be used to log into the platform, manage permissions, and perform administrative tasks.
- **Advertiser accounts** will represent brands or clients running ad campaigns and will be fully separate entities from user accounts.

## Benefits of This Change

- **Improved role clarity:** You'll clearly see whether you're acting as a user or managing an advertiser.
- **Enhanced permissions:** Roles and access are now standardized, reducing the risk of accidental changes.
- **Scalability:** This structure supports larger teams and agencies with multiple advertisers and user roles.
- **Improved security:** Clear separation of users and advertisers avoids shared credentials.

# How This Affects You

Previously, our platform allowed a single email address to be used for both **user** and **advertiser** accounts, differentiated only by login names.

What's changing:

- Going forward, **each email address will be tied to only one user account.**
- All existing accounts that currently own campaigns, budgets, or creatives will be **migrated to advertiser accounts.**
- Your existing user account (based on your email) will remain and will be granted access to the relevant advertiser accounts.

## What You Need to Do

To maintain access and invite collaborators after the migration:

### 1. Use your user account to log in

- After the migration, you'll log in using your **email address only** (not separate login names).
- You will see all advertiser accounts you have access to.

### 2. Create user accounts for clients or teammates

- **Advertisers are no longer users.** If you had clients or team members logging in as advertiser accounts before, you will need to:
  - Invite them as **new users** using their email addresses.
  - Assign them roles and give them access to specific advertiser accounts.

Learn how to add users → <https://manual.eskimi.com/books/accounts-management/page/wip-manage-users-in-eskimi-dsp-public>.

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## Example

Before:

- You used [john@example.com](mailto:john@example.com) as both a user and an advertiser, with different login names.

After:

- [john@example.com](mailto:john@example.com) will be a user account only.
- A new advertiser account will be created for each entity that owns campaigns.
- You'll manage all advertiser accounts from your single user profile.

## Migration Plan

We're automatically migrating existing accounts. Here's what you can expect:

- Your current user account will remain intact.
- Advertiser data (campaigns, reports, creatives) will be preserved under a new advertiser entity.
- Your user account will be granted access to the relevant advertiser accounts.

## FAQs

**Q:** What should I do if I can't log in using my username?

**A:** Use your email address to log in instead. If you still encounter an issue, we recommend resetting your password. Once your email and password are in tact, you will be able to access the Eskimi DSP without any issues. When setting a new password, ensure it meets the updated password strength requirements: <https://manual.eskimi.com/books/accounts-management/page/guidelines-for-creating-a-strong-password>.

**Q:** Will I lose access to my campaigns or reports?

**A:** No. All your data stays the same—just under a new, cleaner structure.

**Q:** Can I have access to multiple advertiser accounts as a single user?

**A:** Yes! Your user account can be linked to as many advertisers as needed, depending on your permissions.

**Q:** What happened to my advertiser login?

**A:** It has been converted to an advertiser account and is no longer used to log in. Your user account now controls access.

**Q:** Do I need to re-create all my advertisers?

**A:** No, we've migrated them for you. All data (campaigns, reports, creatives) is preserved.

**Q:** Can I still manage multiple advertisers?

**A:** Yes — your user account can be linked to any number of advertiser accounts.

**Q:** My client used to log in directly — what now?

**A:** You'll need to create a new user account for your client using their email and give them access.

# Manage users in Eskimi DSP

User management is a critical component of maintaining secure, organized, and efficient campaign operations. With multiple team members potentially accessing the platform for campaign setup, optimization, and reporting, clearly defined user roles and management protocols ensure accountability and proper access control.

This article outlines the standard user roles within an Eskimi DSP and details the core administrative actions: adding, editing, suspending, and deleting users.

## User roles in a DSP

To accommodate different responsibilities within an advertising team or agency, the Eskimi DSP supports the following user roles:

### 1. Admin

- **Permissions:** Full access to all DSP functionalities, including campaign management, billing, audience creation, reporting, and user administration.
- **Responsibilities:** Admins oversee and manage users, and ensure the DSP is configured properly for the organization's needs.
- **Use case:** Best for team leads, media managers, or account owners who require unrestricted control.

### 2. Standard

- **Permissions:** Access to most campaign-related features such as media planning, campaign creation, optimization, and performance analysis. Cannot manage users or adjust billing settings.
- **Responsibilities:** Execute daily advertising operations, analyze performance, and optimize campaigns.
- **Use case:** Ideal for media buyers, campaign managers, and performance marketers.

### 3. Read-only

- **Permissions:** View-only access to campaign reports. Cannot create, edit, or launch campaigns.
- **Responsibilities:** Monitor campaign performance or review historical data without making changes.
- **Use case:** Suitable for clients, finance teams, or compliance officers who need visibility without operational access.

# User management actions

## 1. Add a user

Admins can add users to the account to support collaborative campaign efforts:

- Go to the **User management** section within Settings.
- Click **Invite new users**.
- Enter user details (name, email address) and select the appropriate role.
- Assign account or advertiser-level permissions if applicable.
- **Send invite** to activate the user account.

User verification link is valid for 5 days. If link expires you will need to resend the invitation.

## 2. Edit a user

User permissions and details can be updated at any time:

- Locate the user in the list.
- Click **Edit** in the contextual actions (3 dots).
- Change role, update name info, or modify access to specific advertisers.
- Save the changes for them to take effect immediately.

## 3. Suspend a user

To temporarily disable access without deleting the user profile:

- Locate the user in the list.
- Click **Suspend** in the contextual actions (3 dots).
- The user will be unable to log in or make changes, but their data and history remain intact.
- Ideal for handling temporary leaves or inactive accounts.

## 4. Delete user

Permanently remove a user who no longer needs access:

- Locate the user in the list.
- Click **Delete** in the contextual actions (3 dots).
- Confirm deletion. This action cannot be undone and will remove all login access.

# Best practices for DSP user management

- **Limit Admin roles:** Only assign Admin status to those who require full access to prevent unauthorized changes.
  - **Use Read-only for oversight:** Provide clients or external stakeholders with Read-Only access for transparency without risk.
  - **Audit regularly:** Periodically review user access to ensure roles align with current responsibilities.
  - **Suspend before deleting:** When in doubt, suspend rather than delete a user to retain history and access logs.
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By managing users effectively, Eskimi DSP account owners can ensure campaign integrity, maintain data security, and support seamless team collaboration.