

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.

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