Separation of User and Advertiser Accounts

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/how-to-manage-users-in-eskimi-dsp.

Example

Before:

- You used john@example.com as both a user and an advertiser, with different login names.

After:

- 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 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.

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