

Ad-server

Create, export Eskimi DSP creatives and deliver Eskimi banner ads across 3rd party platforms with JS tag-based publishing.

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Ad-server: What is it and for who?

Advertisers and partners often need to test ad creatives across other platforms than EskimiDSP.

Eskimi DSP new ability to [export creatives as JavaScript \(JS\) tags](#) can significantly enhance this process by providing a standardized method for embedding and deploying ads on 3rd party platforms. This feature aims to address the growing demand for a versatile, efficient, and developer-friendly solution to manage ad creatives.

Currently, advertisers - agencies which can't use EskimiDSP or Curation clients face challenges in exporting or lacking possibility to embed ad creatives into their presentations. The lack of a streamlined method for generating JS script tags complicates the deployment process, leading to inefficiencies and potential errors. This situation hinders the ability to quickly test and deploy ad creatives, affecting campaign performance and overall user experience. There is a pressing need for a feature that allows users to easily export creatives as JS script tags to improve workflow efficiency and reduce the technical burden on developers.

"[Export Creative\(s\)](#)" feature will help EskimiDSP team quickly and efficiently create Rich Media creatives and without sharing creatives zip files with the clients, share XLS file with prepared JS ad tags instead, for ads delivery on 3rd party platforms and track ads delivered impressions, clicks and other metrics under regular Eskimi DSP reporting.

This solution simplifies the integration process, enhance efficiency, and reduces the potential for errors in ad deployment.

How to export tags for ad delivery on 3rd party platforms?

The [Eskimi Ad Server](#) currently supports only banner ads for external serving and tracking. To deliver Eskimi creatives on third-party platforms, creatives must first be created within Eskimi DSP and then exported in JavaScript format via an XLS file.

For the exported campaigns to start serving ads and be accepted on other third-party platforms while uploading, the client's Eskimi DSP account must have at least \$0.01 (not an empty wallet)!

How to create creative which can be exported?

Navigate to the "Creative Sets" section, click "Add Creative Set," and select the Banner type along with any of the three available Banner formats.

Once the user has created a "File Banner," "JavaScript Tag," or "[Rich Media](#)" ad, it can then be exported.

New Creative Set

Creative Set Settings

Creative Set Title ⓘ

Enter a creative set title

Creative Format

- Banner
- Video
- Native
- Native Video
- Audio
- Engagement
- Carousel

Banners are a universal ad format available in various shapes and sizes, such as rectangles, squares, leaderboards, and others.

Banner Format

- File Banner
File banners are images in PNG, JPG, and GIF formats with the most inventory space available.
- Javascript Tag
JavaScript tags are banners featuring animations, transitions, and other moving elements, and serve as HTML5 ads to capture viewer attention.
- Rich Media
Rich Media ads are pre-made templates with advanced elements designed to catch attention and encourage user engagement.

Cancel

Save creative set

Where to export creatives ad tags?

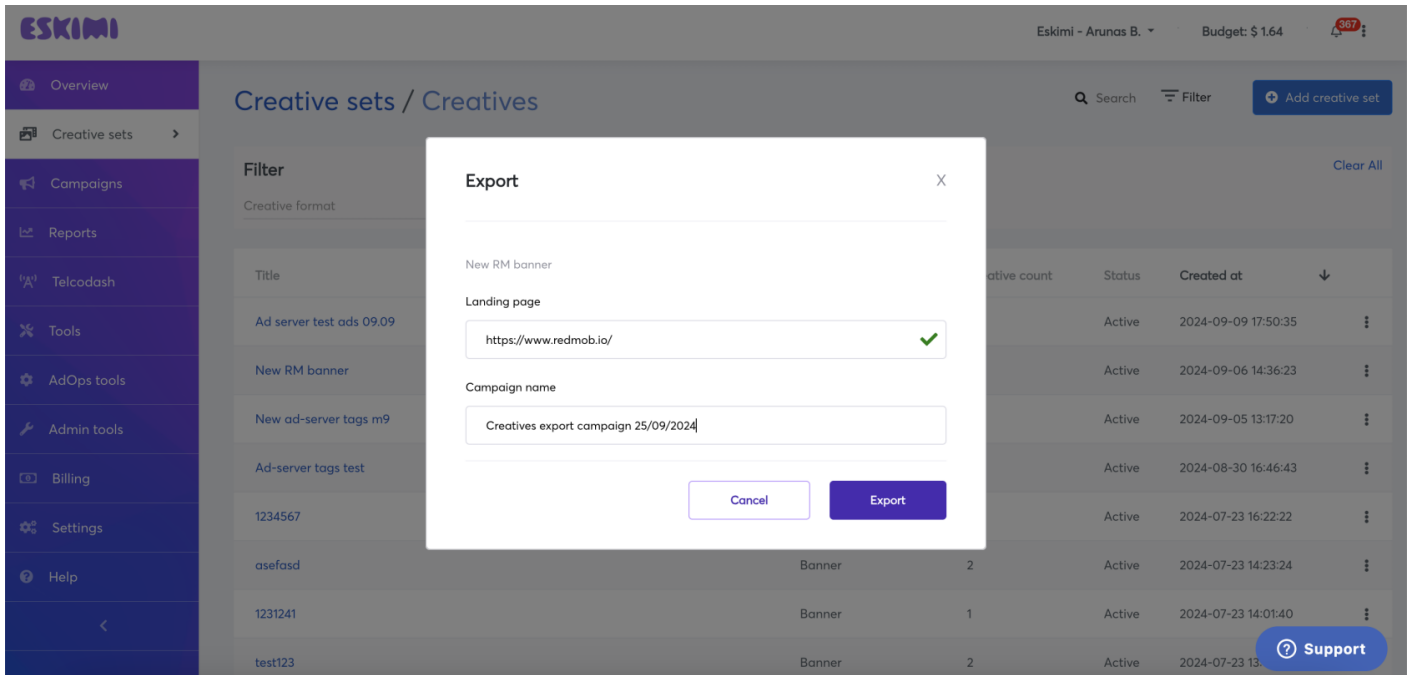
DSP users can access the export option in the "Creative Sets" section by clicking on the three dots located on the right-hand side.

After selecting the "Export Creative(s)" option, users are prompted to provide additional details regarding the creative's delivery.

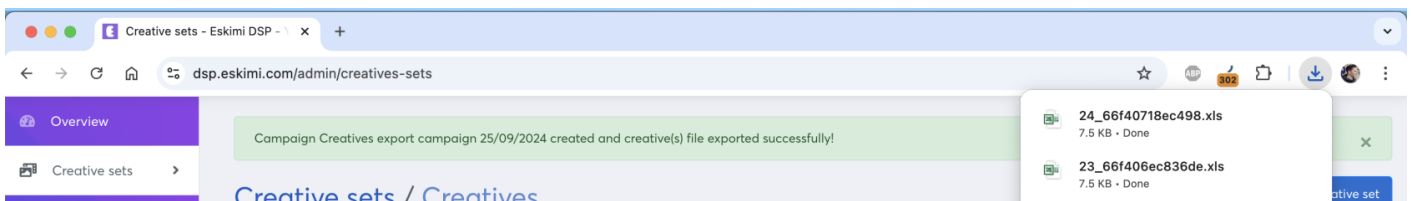
The screenshot shows the ESKIMI dashboard with a sidebar on the left containing navigation items: Overview, Creative sets, Campaigns, Reports, Telcodash, Tools, AdOps tools, Admin tools, Billing, Settings, and Help. The main content area is titled "Creative sets / Creatives" and includes a search bar, a filter dropdown, and an "Add creative set" button. A table lists creatives with columns for Title, Creative format, Creative count, Status, and Created at. A context menu is open over the "New RM banner" row, showing options: Edit, Delete, Preserve, Creatives, Duplicate, Copy to another account, and Export creative(s). The top right of the dashboard shows "Eskimi - Arunas B." and "Budget: \$ 1.64" with a notification icon showing "387". A "Support" button is visible in the bottom right corner.

Title	Creative format	Creative count	Status	Created at
Ad server test ads 09.09	Banner	3	Active	2024-09-09 17:50:35
New RM banner	Banner	2	Active	2024-09-06 14:36:23
New ad-server tags m9	Banner	2	Active	2024-09-06 14:36:23
Ad-server tags test	Banner	2	Active	2024-09-06 14:36:23
1234567	Banner	7	Active	2024-09-06 14:36:23
asefasd	Banner	2	Active	2024-09-06 14:36:23
1231241	Banner	1	Active	2024-07-23 14:01:40
test123	Banner	2	Active	2024-07-23 13:00:00

After selecting the "Export Creative(s)" option, the user is required to provide the campaign's landing page URL and has the option to edit the default campaign name. [More on clicks tracking and landing page URL customisation](#)



After clicking the "Export" button, the user receives a notification confirming that the campaign has been created and the file has been successfully exported.



Where can I see reporting?

Each time a Creative Set or individual Creative is exported, a new campaign is automatically created in the "Campaigns" section. These campaigns cannot be edited or deleted. They will track the delivery of the exported creatives, and all related metrics can be viewed under the "View Report" option.

Additionally, each campaign includes a preview, which can be accessed via the "Preview in Browser" option.

Campaign Groups / Campaigns 25/09 Filter Actions New campaign group

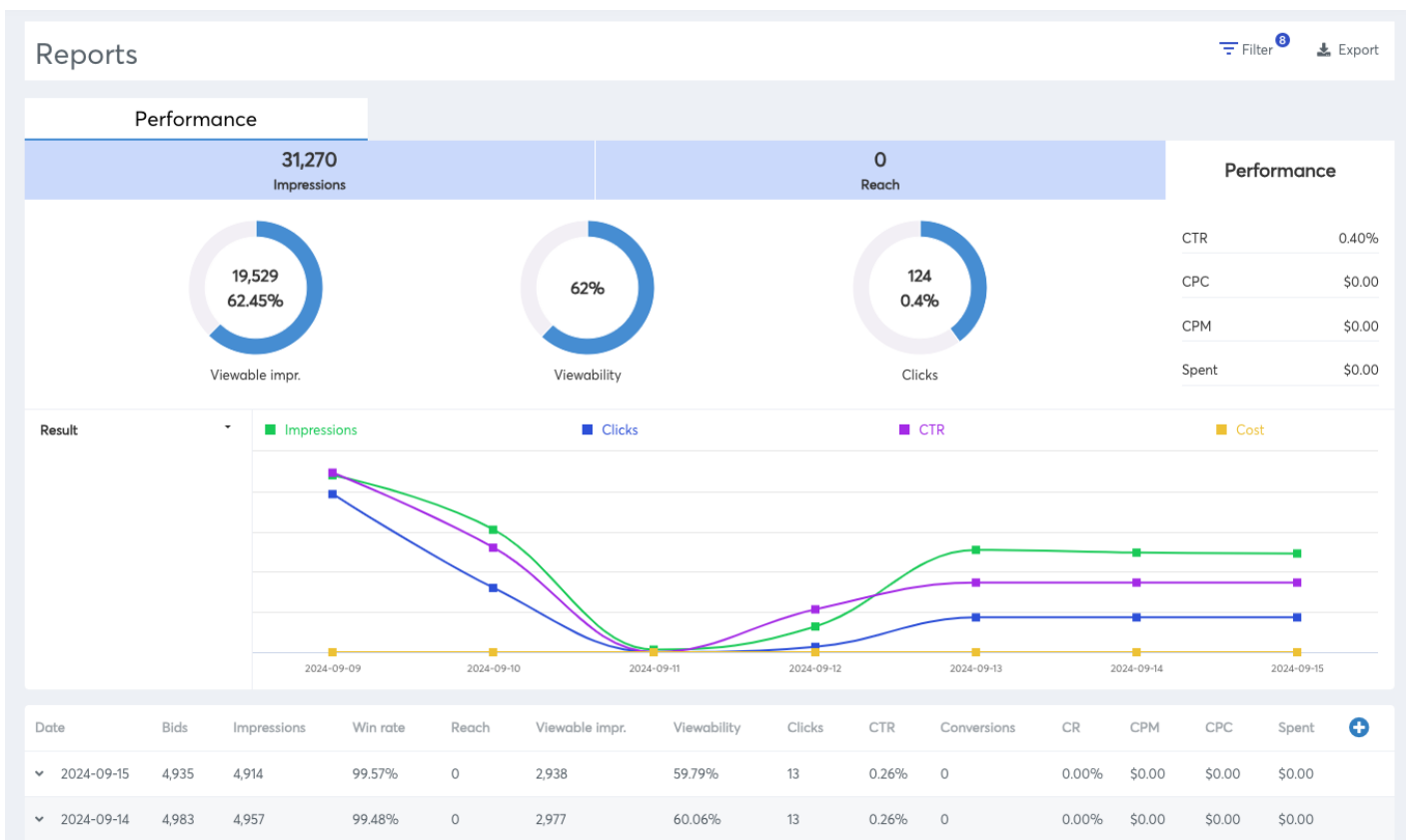
Filter Clear All

Status: All Creative Type: Banner Country: 19 Sep, 2024 - 25 Sep, 2024

ID	Status	Campaign	Campaign Type	Budget (Total/Daily)	Spend (Total/Today)	Remaining Budget	Impressions eCPM	Clicks eCPC
Totals:				\$ 0.20 \$ 0.20	\$ 0.00 \$ 0.00		0	0
218262	Live	Creatives export campaign 2 5/09/2024	Display Ads	est. \$ 0.10 \$ 0.10	\$ 0.00 \$ 0.00	\$ 0.10	0 \$ 0.00	0 \$ 0.00
218260	Live	Creatives export campaign 2 5/09/2024	Display Ads	est. \$ 0.10 \$ 0.10	\$ 0.00 \$ 0.00	\$ 0.10		
Totals:				\$ 0.20 \$ 0.20	\$ 0.00 \$ 0.00			

- Preview in browser
- Preview on mobile device
- View report
- Changelog

An example of campaign's report (delivering creatives on 3rd party platforms):



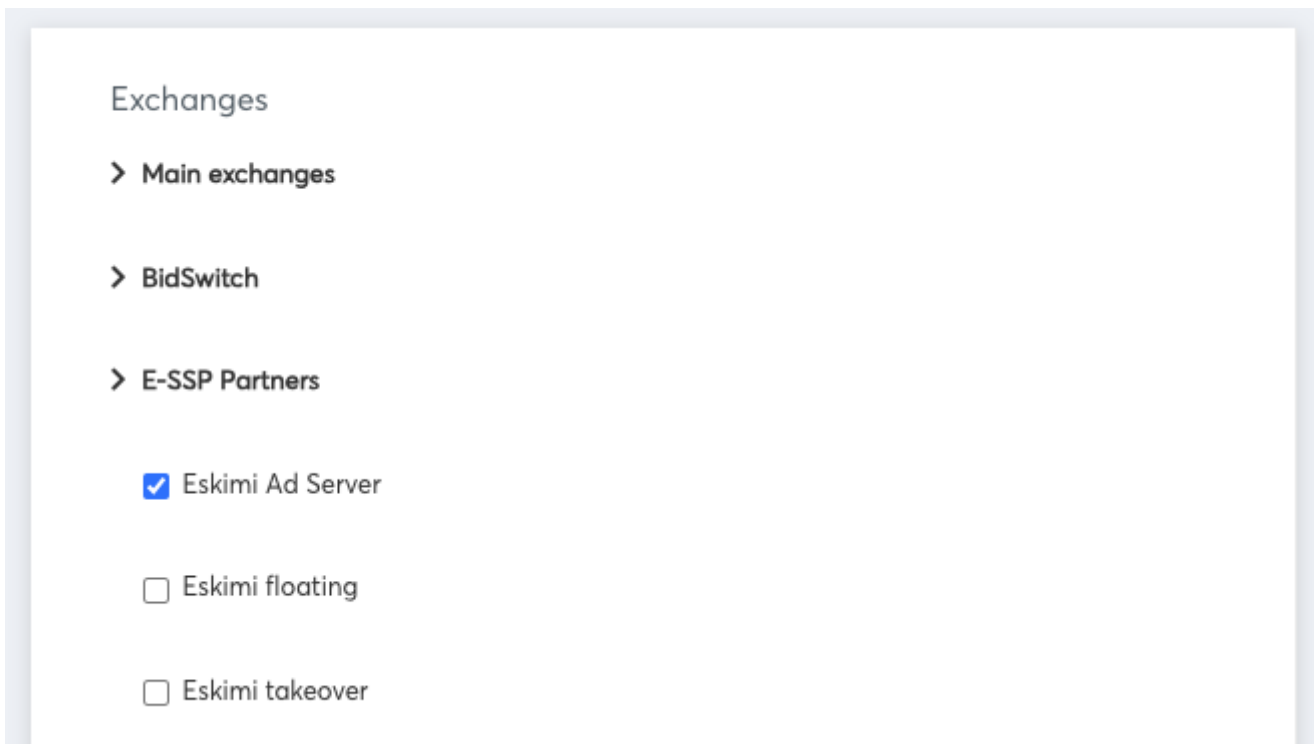
Creative tag sample:

A tag - also known as Third-Party Tag or HTML Tag - is a snippet of code that calls an ad server for ad content when the placement is requested.

```
<ins class="eads"
data-eads-expid="46"
data-eads-adid="222304-1426773"
data-eads-width="300"
data-eads-height="250"
data-eads-click-url=""
data-eads-click-tracker="{CLICK_URL}">
<script type="text/javascript" src="https://dsp-media.eskimi.com/assets/js
/e/adtag.js?_=1731484162"></script></ins>
```

How to enable this feature for the user?

To enable "**Export creative(s)**" option for the user we need to go to **User settings > Exchanges > E-SSP** partners and enable: "**Eskimi Ad Server**" exchange.



!Important!

For the exported campaigns to start serving ads and be accepted on other third-party platforms while uploading, the client's Eskimi DSP account must have at least \$0.01 (not an empty wallet)!

Ad server campaign landing page and tracking

You can use Eskimi DSP Ad Server to host and serve banners for campaigns you run in third-party DSPs and Ad Servers. To track clicks correctly, you need to modify the banner tags before adding them to the third-party system.

Eskimi DSP click macro: {CLICK_URL}

Google DV360/DCM: %%CLICK_URL_ESC%%

TheTradeDesk: %%TTD_CLICK%%

Adform: %%c1;cpdir=

Find: \${CLICK_URL}

"Replace" with DSP/Adserver used macro.

```
<ins class="eads"
data-eads-expid="46"
data-eads-adid="222304-1426773"
data-eads-width="300"
data-eads-height="250"
data-eads-click-url=""
data-eads-click-tracker="${CLICK_URL}">
<script type="text/javascript" src="https://dsp-media.eskimi.com/assets/js
/e/adtag.js?_=1731484162"></script></ins>
```