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.

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.

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](#)
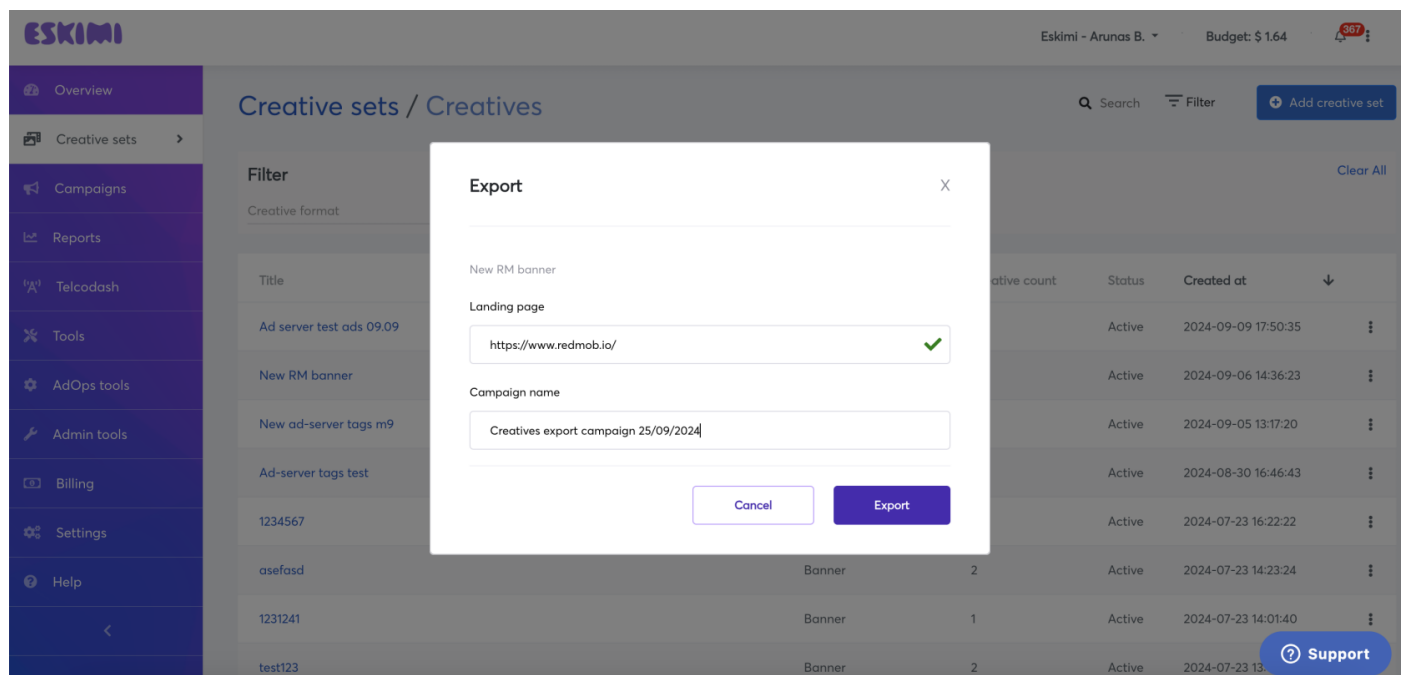
After clicking the "Export" button, the user receives a notification confirming that the campaign has been created and the file has been successfully exported.
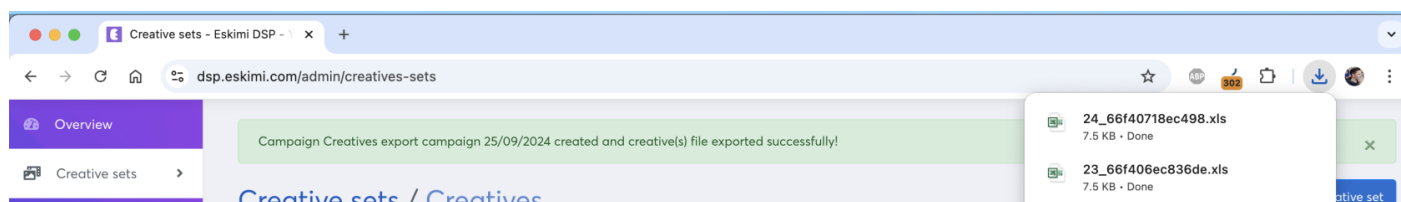
Where can I see reporting?

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.

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.
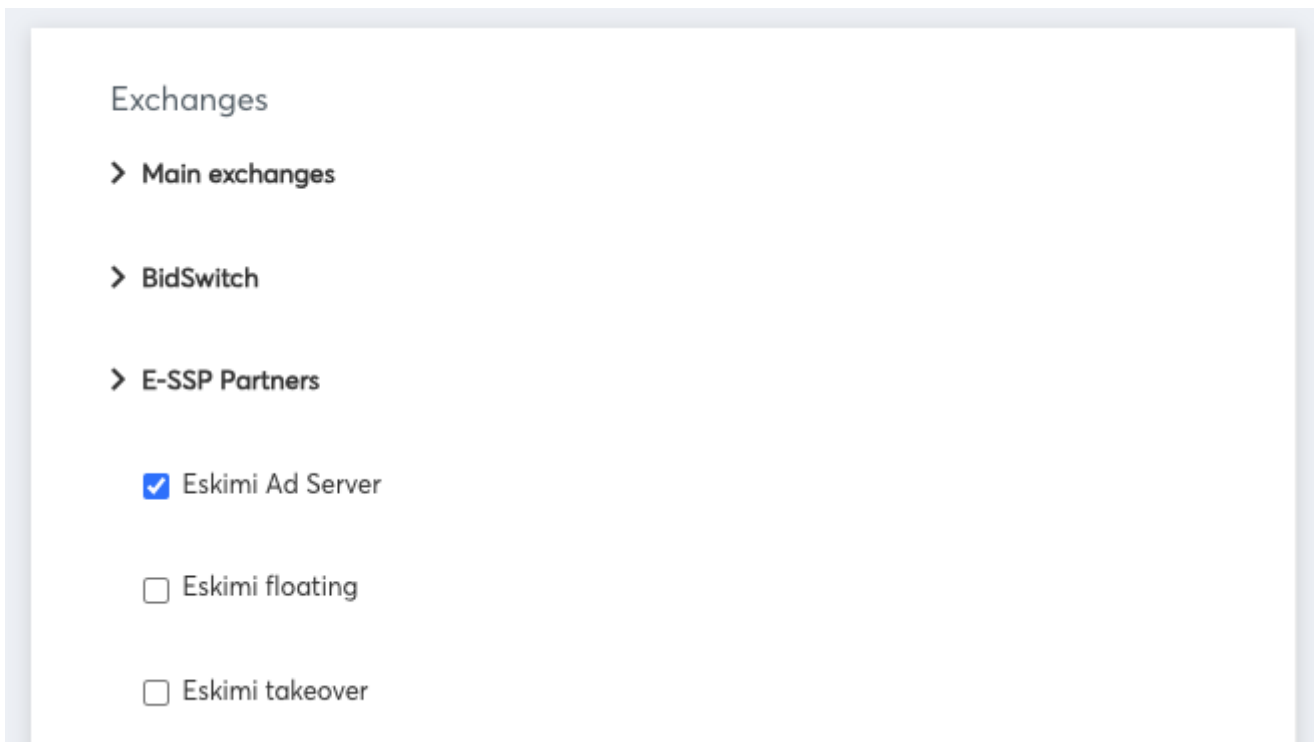
!Important!

> 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} (current exported format)

TheTradeDesk: %%TTD_CLICK%%

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>
```