

# Ad-server

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

- [Ad-server: What is it and for who?](#)
- [How to export tags for ad delivery on 3rd party platforms?](#)
- [Ad server campaign landing page and tracking](#)

# 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.

## 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.

Creative Sets

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.

Eskimi

Eskimi - Arunas B. Budget: \$ 1.64 367

Overview

Creative sets

Campaigns

Reports

Telcodash

Tools

AdOps tools

Admin tools

Billing

Settings

Help

Creative sets / Creatives

Search Filter Add creative set

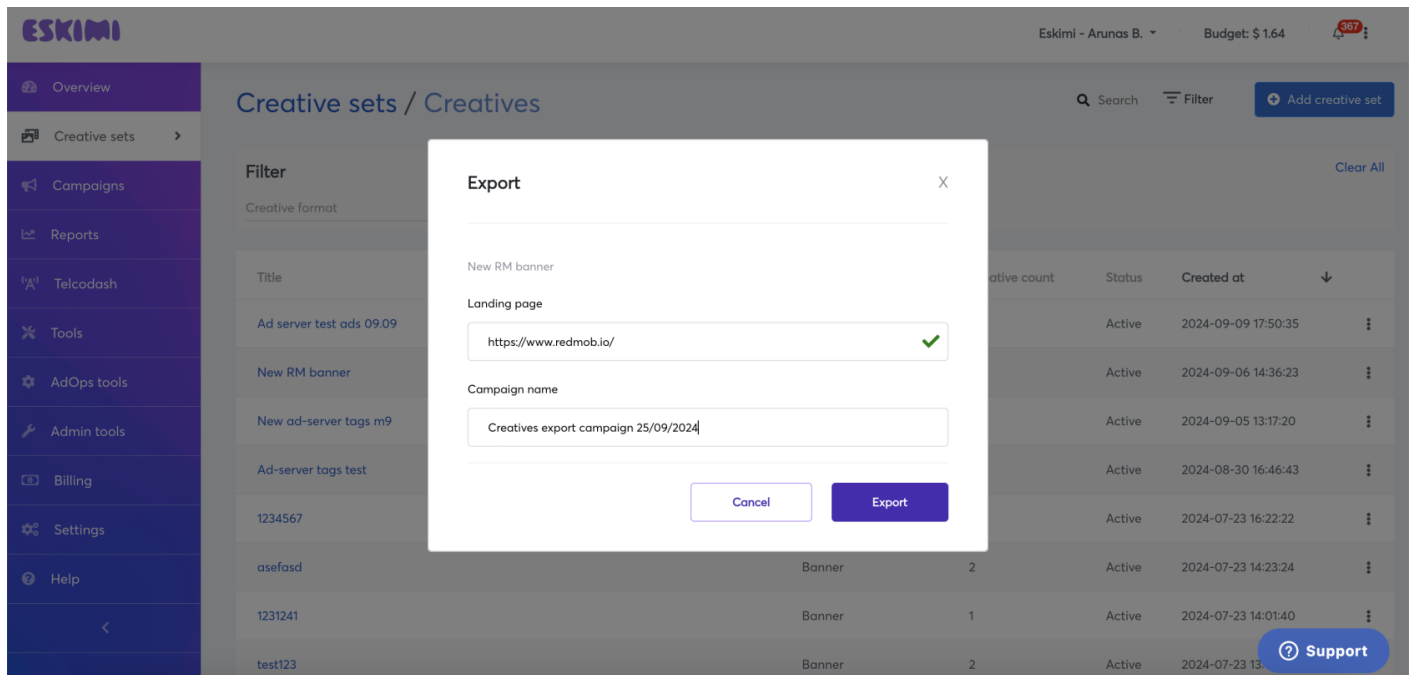
Filter

Creative format

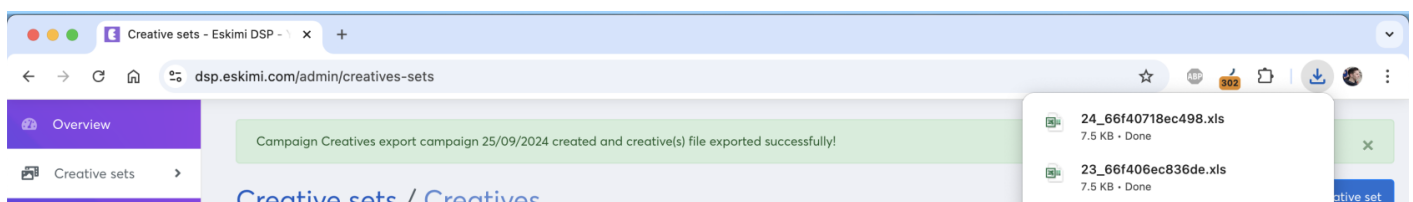
Title	Creative format	Creative count	Status	Created at	
Ad server test ads 09.09	Banner	3	Active	2024-09-09 17:50:35	
New RM banner	Banner	2	Active	2024-09-06 14:36:23	
New ad-server tags m9	Banner	2	Active	2024-09-06 14:36:23	<div><div>Edit</div><div>Delete</div><div>Preserve</div><div>Creatives</div><div>Duplicate</div><div>Copy to another account</div><div>Export creative(s)</div></div>
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 13:01:40	

Support

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

Filter3

Actions

New campaign group

Filter

Clear All

StatusAll

Creative TypeBanner

Country

19 Sep, 2024 - 25 Sep, 2024

Last Approved By

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):

Reports

Filter8

Export

Performance

31,270  
Impressions

0  
Reach

Performance

19,529  
62.45%

Viewable impr.

62%

Viewability

124  
0.4%

Clicks

CTR0.40%

CPC\$0.00

CPM\$0.00

Spent\$0.00

Result

Impressions

Clicks

CTR

Cost

Date	Bids	Impressions	Win rate	Reach	Viewable impr.	Viewability	Clicks	CTR	Conversions	CR	CPM	CPC	Spent
2024-09-15	4,935	4,914	99.57%	0	2,938	59.79%	13	0.26%	0	0.00%	\$0.00	\$0.00	\$0.00
2024-09-14	4,983	4,957	99.48%	0	2,977	60.06%	13	0.26%	0	0.00%	\$0.00	\$0.00	\$0.00

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.

### Exchanges

> Main exchanges

> BidSwitch

> E-SSP Partners

☒ Eskimi Ad Server

☐ Eskimi floating

☐ Eskimi takeover

# Ad server campaign landing page and tracking

To enable third-party tracking and custom landing pages for your campaigns, Eskimi DSP allows the insertion of click macros and custom URLs into the ad tag. We add DV360 clicks tracking macro (`${CLICK_URL}`) by default to all exported tags.

This is how [Eskimi Ad-Server](#) creative JS tag looks like:

```
<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>
```

When trying to [export creative\(s\)](#) from Eskimi DSP, system will ask to add campaign (client) landing page URL.

For client to **track clicks** on their platform, they need to add **click macro** under `data-eads-click-tracker=""` attribute in creative JS tag, i.e.:

**Google DV360&APPNEXUS:** `${CLICK_URL}` - this is added by default, while exporting creatives.  
**No updates needed!**

```
data-eads-click-tracker="${CLICK_URL}"
```

```
<ins class="eads"
data-eads-expid="18"
data-eads-adid="216830-1391052"
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?_=1725622680"></script></ins>
```

**ADFORM:** `%c1;cpdir=`

```
data-eads-click-tracker="%c1;cpdir=
```



```
<ins class="eads"  
data-eads-expid="18"  
data-eads-adid="216830-1391052"  
data-eads-width="300"  
data-eads-height="250"  
data-eads-click-url=""  
data-eads-click-tracker="%c1;cpdir=">  
<script type="text/javascript" src="https://dsp-media.eskimi.com/assets/js  
/e/adtag.js?_=1725622680"></script></ins>
```

Creative by default will land to campaign landing page URL which was added during creative(s) export. But this can be modified by adding **custom landing page URL** (for each creative tag) under `data-eads-click-url=""` attribute, i.e.:

```
data-eads-click-url="https://www.redmob.io/identity-data"
```