

Ad-server: What is it and for who?

Advertisers and partners often need to test ad creatives across other platforms than EskimiDSP. The ability to export creatives as JavaScript (JS) script tags can significantly enhance this process by providing a standardized method for embedding and deploying ads. 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 embedding ad creatives into their websites or tools (.pptx). 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 Creatives as JS tag" feature streamlines the ad deployment process, reduces manual effort and minimizes errors. Advertisers and partners will benefit from improved efficiency, as they can quickly integrate and test ad creatives across various platforms. This extends DSP service coverage, leading to a wider service reach and an increase in revenue. Additionally, providing a standardized export option will improve the user experience, making it easier to maintain and scale ad operations.

This developed feature within the DSP allows users to export ad creatives as a standardized JS script tag that encapsulates the ad creative, ensuring compatibility and performance across different environments. Users will be able to access this export option through the DSP's interface, selecting the desired creative/set and generating the corresponding list of JS script tags in XLS.

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