

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.

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

SearchFilterAdd creative set

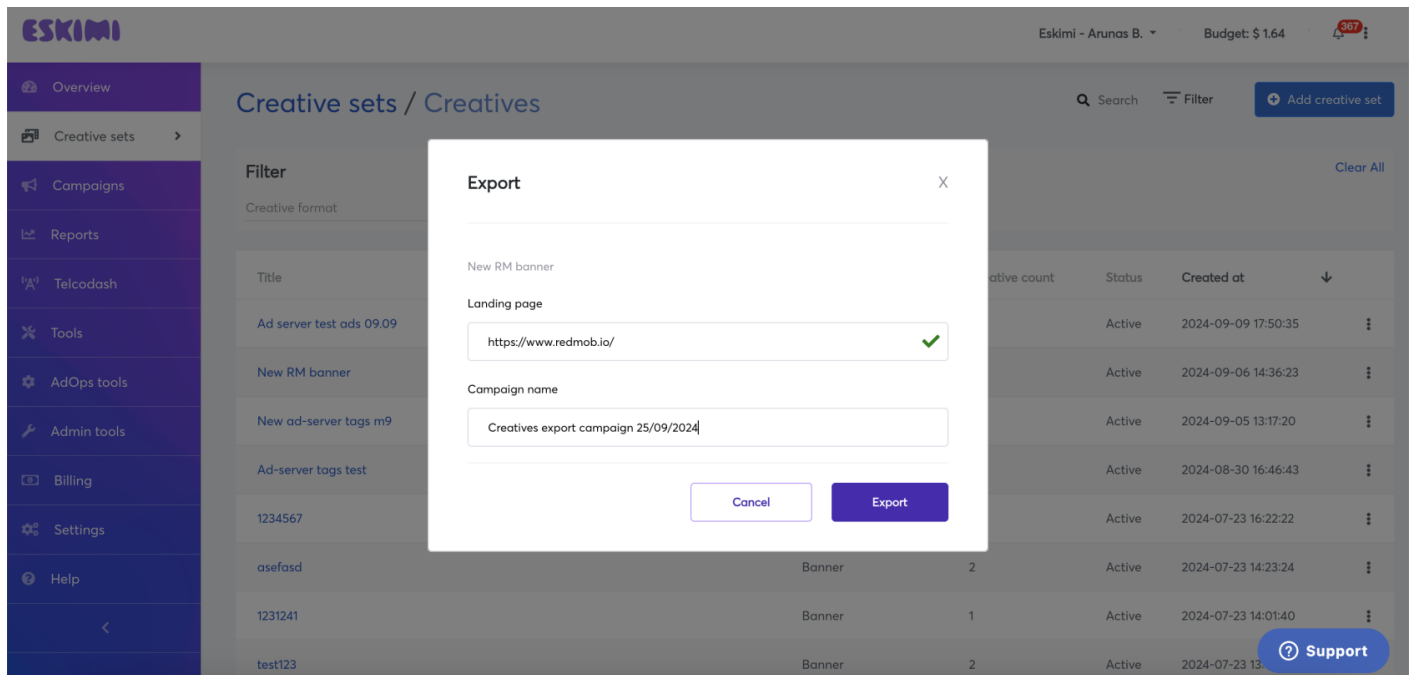
Filter

Creative format

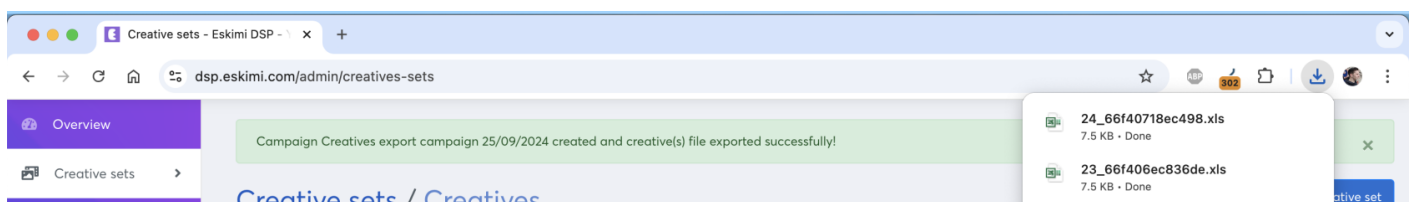
Title	Creative format	Creative count	Status	Created at	
Ad server test ads 09.09	Banner	3	Active	2024-09-09 17:50:35	
New RM banner	Banner	2	Active	2024-09-06 14:36:23	
New ad-server tags m9	Banner	2	Active	2024-09-06 14:36:23	<div><div>Edit</div><div>Delete</div><div>Preserve</div><div>Creatives</div><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 13:58:10	

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

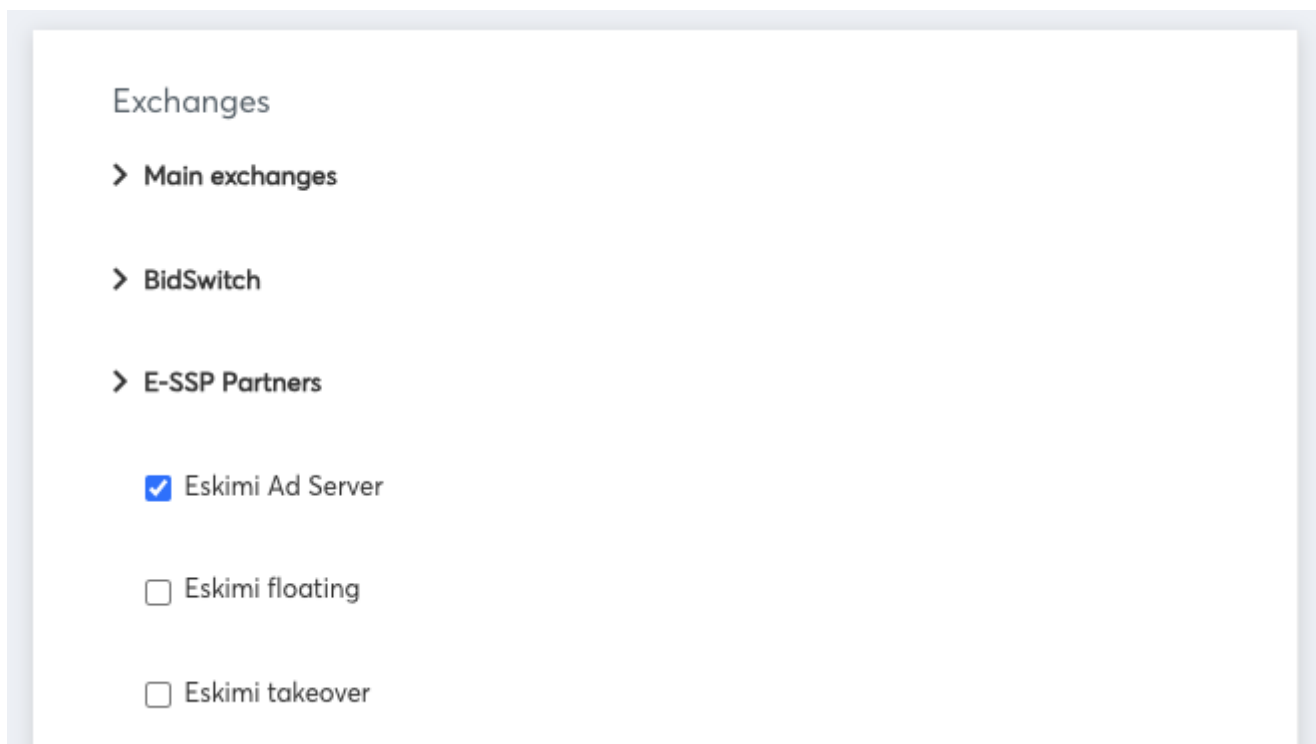
Creative tag sample:

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.



!Important!

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