What an Ad Server Is and Who It's For

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.

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