Additional Creative Formats

Standard, lead-in, interscroller and other additional banner formats.

- Static Banners (Standard Display)
- Lead-In Banner
- Interscroller Banner

Static Banners (Standard Display)

What is banner (standard display)?

Display ads attract the users of a site, social network, or other digital channels to perform a particular action. They are often composed of image, textual, or video ads that stimulate the customer to click on them and reach a landing page where they can take the desired action (such as buy your product).

Display ads also work well for retargeting campaigns, where advertisements are shown to viewers who’ve already viewed a particular site. The purpose is to “retarget” them and stimulate them to revisit the site to perform an action.

Requirements

Banner size - maximum size of the banner is 150 kb

Format - .png, .jpg/.gif

Most popular sizes

Mobile (dimensions in pixels)

320x480, 300x250, 300x600, 250x250, 200x200, 300x100, 468x60, 320x50, 300x50

Desktop (dimensions in pixels)

300x250, 728x90, 250x250, 300x600, 160x600, 120x600, 336x280, 970x90, 970x250

Uploading banner

1. Log in to your DSP account, go to Creative Sets, and on the new page click "Add creative set".
2. On the next page indicate the creative set's Title and select the "Banner" format.

Uploading banner creatives

First, choose the type of your banner:

- Upload banners - these are simple images that you can upload from your computer to DSP.
- Javascript tag - these are HTML rich media format banners. Note that these ad servers must support https, comply with ad exchange policies, and technical requirements.

After selecting the desired creative format, click "Continue". And you will be greeted with the upload screen. Indicate the Title of the creative, and select the file you want to upload. After that click "Save".

Lead-In Banner

Leads-in-banner is a solution where leads form is embedded into the display ad which can be served both on the web and apps. Users can fill the leads form directly through the banner while their answers are collected into **Eskimi database**.

Requirements

The client should share a .psd file, leads form that should be embedded into the creatives. Keep in mind that **creative development should be billed** as well with the advertising. The development should be discussed with the Rich Media team.

Leads-in-banner conversion tracking can be done through even tagging. Request development to add **Filled event** on a button which should indicate that the leads form is filled.

Media buying will still be done in CPM while currently CPA planning cannot be done due to the low amount of data. CPM price should be planned similar to HTML banner or slightly higher as not all exchanges will be selected.

Some answers can be placed as a button - to execute a survey.

Exchanges

It is possible to run leads-in-banner on bellow exchanges. We have written confirmation from all of them.

Open RTB	**Deals**
DoubleClick	Algorix
OpenX	Inmobi
BidSwitch	
Magnite DV+ (formerly Rubicon)	

Example of Data Based

This is how leads are collected into our database. However, data can be transferred to clients' data based **through API**. The client must have an API.

id	date	campaign_id	creative_id	site_id	dmp_id	bid_id	firstname	lastname	email
860855	2020-06-19	42861	547978	24813635	2d5a3aa5-e95e-418f-96e0-532cab19ade4	1592549044046.16.2222006191400211838	Setrima	Setrima hariani	rimanyalucas@gmail.com
860856	2020-06-19	42861	547978	24813635	3c18aabc-21b5-4a53-9e23-a935385ac8f6	1592549257687.16.2422006191400230397	Achzakaria	Zaka	Jakasakaw389@gmail. Com

---

Value Proposition

Reduce drop-offs: As users are not leaving their browsing environment they are more likely to fill the form rather than visit the website.

Conversions: Increase conversions that can be collected without the users to leave their browsing environment.

Mobile: Pre-populated forms means people can submit their contact information with ease, even on the small screen.

API integration: Data can be transferred to the clients' database through API.

Scale

Brands: Offer leads in banner solutions that are oriented to leads - real-estate, banks and etc.

Execution: Create unique, out of the box creative solutions that would be beneficial for upselling.

Events: Use this solution to collect contacts during various events such as Valentine's day.

SSP + OpenRTB: Combine this solution with SSP for better visibility.

API documentation

Survey statistics API

Endpoint

https://stats.eskimi.com/apis/{api_client}/

Parameters (GET)

api_key (string) - api key provided by Eskimi. Example: 1234567890abcdef

survey (int) - survey ID provided by Eskimi. Example: 12345

type (int) - data type (required). Example: 2

- 1 - general statistics
- 2 - questions/answers list
- 3 - questions/answers statistics
- 4 - answers log

format (string) - data output format (optional, default csv). Example: json

- csv - csv
- csvdownload - csv file download
- json - json
- table - text table
- tablepre - text table (html preformatted)

P&G API details

api_client - pg

api_key - YOUR_API_KEY

Sample requests

https://stats.eskimi.com/apis/pg/?api_key=YOUR_API_KEY&survey=10048&type=1&format=tablepre

https://stats.eskimi.com/apis/pg/?api_key=YOUR_API_KEY&survey=10048&type=2&format=tablepre

https://stats.eskimi.com/apis/pg/?api_key=YOUR_API_KEY&survey=10048&type=3&format=tablepre

https://stats.eskimi.com/apis/pg/?api_key=YOUR_API_KEY&survey=10048&type=4&format=tablepre

---

Example:

15:03

punchng.com

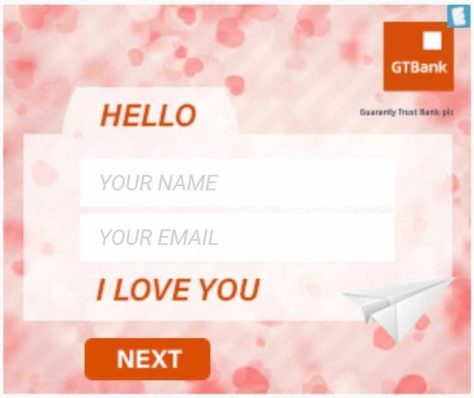
PUNCH

HOME JUST IN NEWS METRO PLUS SPORTS BUSIN



Why our personnel salaries were deducted – NSCDC

8:53 am





North's out-of-school children population disheartening – Aisha Buhari

8:41 am

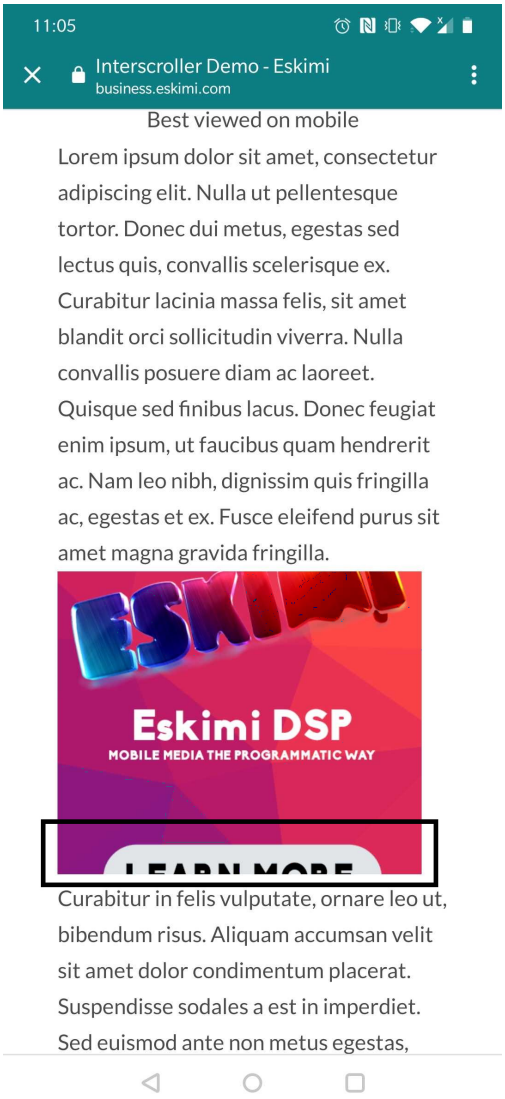


Interscroller Banner

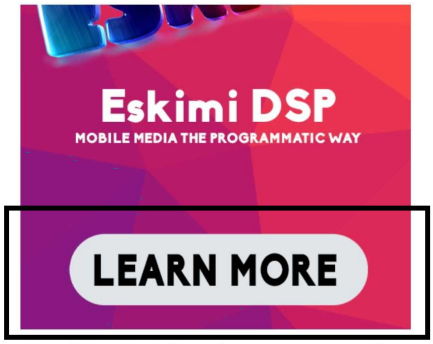
Interscroller – this banner will be inserted in the content (text) and will appear in the internal pages, not the home screens. It scrolls together with the screen scrolling as the natural part of the text.

Features and requirements:

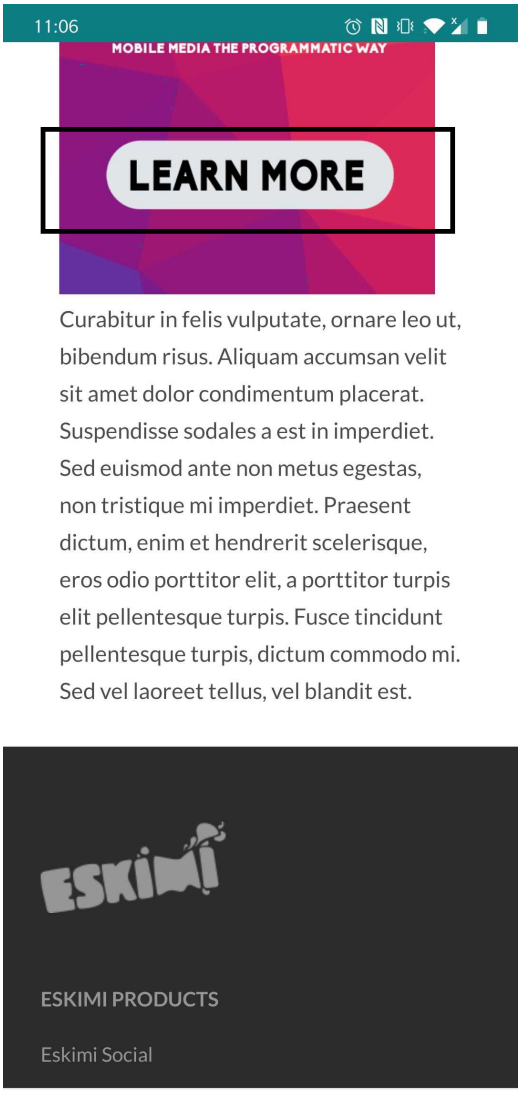
- **Mobile** is highly recommended. The banner is significantly less effective on the desktop.
- **Banner has 2 sizes:**
  - **Small 300x250**. Supported and in usage at the moment.
  - **Big 500x800**. Gives the impression that the banner is a screen takeover type. Will be released later in 2020.
- The banner image should be **.png** (preferable for the higher quality) or .jpg. And include text and CTA button on it.
- The **key message** or **CTA button** should be provided in the middle of the banner – to be seen during the whole scroll. Please see the samples below:


11:05
Interscroller Demo - Eskimi
business.eskimi.com
Best viewed on mobile
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ut pellentesque tortor. Donec dui metus, egestas sed lectus quis, convallis scelerisque ex. Curabitur lacinia massa felis, sit amet blandit orci sollicitudin viverra. Nulla convallis posuere diam ac laoreet. Quisque sed finibus lacus. Donec feugiat enim ipsum, ut faucibus quam hendrerit ac. Nam leo nibh, dignissim quis fringilla ac, egestas et ex. Fusce eleifend purus sit amet magna gravida fringilla.
Eskimi DSP
MOBILE MEDIA THE PROGRAMMATIC WAY
Curabitur in felis vulputate, ornare leo ut, bibendum risus. Aliquam accumsan velit sit amet dolor condimentum placerat. Suspendisse sodales a est in imperdiet. Sed euismod ante non metus egestas,

convallis posuere diam ac laoreet. Quisque sed finibus lacus. Donec feugiat enim ipsum, ut faucibus quam hendrerit ac. Nam leo nibh, dignissim quis fringilla ac, egestas et ex. Fusce eleifend purus sit amet magna gravida fringilla.



Curabitur in felis vulputate, ornare leo ut, bibendum risus. Aliquam accumsan velit sit amet dolor condimentum placerat. Suspendisse sodales a est in imperdiet. Sed euismod ante non metus egestas, non tristique mi imperdiet. Praesent dictum, enim et hendrerit scelerisque, eros odio porttitor elit, a porttitor turpis elit pellentesque turpis. Fusce tincidunt pellentesque turpis, dictum commodo mi. Sed vel laoreet tellus, vel blandit est.



Curabitur in felis vulputate, ornare leo ut, bibendum risus. Aliquam accumsan velit sit amet dolor condimentum placerat. Suspendisse sodales a est in imperdiet. Sed euismod ante non metus egestas, non tristique mi imperdiet. Praesent dictum, enim et hendrerit scelerisque, eros odio porttitor elit, a porttitor turpis elit pellentesque turpis. Fusce tincidunt pellentesque turpis, dictum commodo mi. Sed vel laoreet tellus, vel blandit est.