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

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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

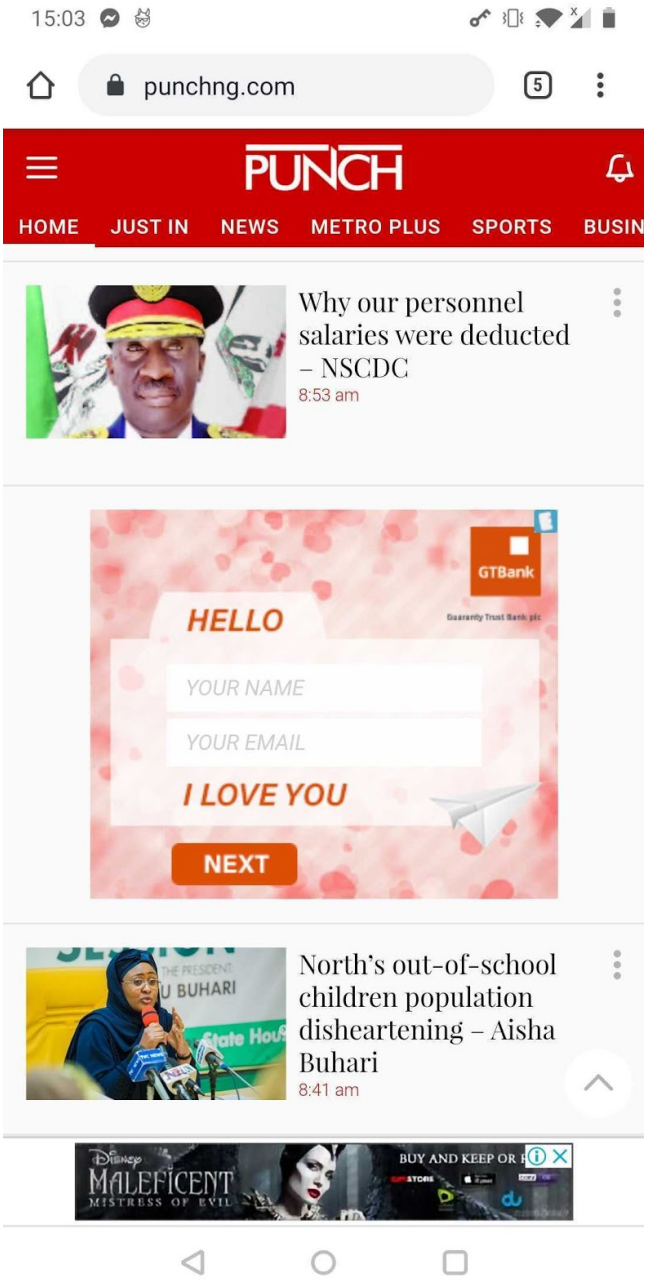
https://stats.eskimi.com/apis/pg/?api_key=YOUR_API_KEY&survey=10048&type=2&format=tablepre

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

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Example:



Revision #13
Created 10 March 2021 09:57:47 by Gabriele
Updated 10 November 2026 14:14:12 by Roberta Karpoviciute