FAQ: Eskimi DSP API

Short answers to the questions people ask most about the Eskimi DSP API. For the full picture, start with API Overview.

1. Getting Started

1.1 What can I do with the API?

Manage campaigns, creatives, audiences, packages and brand safety sets, start or stop delivery on single sites, placements and other items, and pull reports and invoices. The full list is in API Overview.

1.2 How do I get access?

Create an API client in the DSP (three-dot menu → **API Clients** → **Add Client**), then get an access token. The steps are in How to Use the API.

1.3 Where is the full documentation?

https://dsp-api.eskimi.com/docs/api/v1/. It lists every endpoint with its parameters and examples.

1.4 Can I try the API without writing code?

Yes. Import the API Postman Template into Postman; it has a ready-made request for every endpoint.

1.5 Which address do I send requests to?

`https://dsp-api.eskimi.com/api/v1/`. The access token comes from `https://dsp-api.eskimi.com/api/oauth/token`.

2. Access Tokens

2.1 How long is an access token valid?

One year. When you request a token with an HTTP call, the response states its lifetime in seconds (`expires_in`).

2.2 How do I renew a token?

Request a new one the same way you got the first: in the DSP, or with `POST /api/oauth/token`. Use the new token for all calls from then on.

2.3 My requests return 401. What is wrong?

The token is missing from the `Authorization: Bearer` header, or it has expired. Request a new token.

2.4 My requests return 403. What is wrong?

Your user has no access to that advertiser. Ask an admin of your account to give your user access to it.

2.5 Can I work with several advertisers with one token?

Yes. The token belongs to your user and works for every advertiser your user has access to. Choose the advertiser with the `advertiserId` parameter in each request.

3. Campaigns and Creatives

3.1 Can I create a campaign through the API?

Yes: banner, native and video campaigns. Step by step: How to Launch a Campaign with the API.

3.2 Can I save a campaign without submitting it?

Yes. Create it with `"status": "draft"`; a draft needs only the advertiser ID and a name.

3.3 Do campaigns created through the API need approval?

Yes. A submitted campaign stays `pending` until it is reviewed, the same as a campaign created in the DSP. See Campaign Approval for Self-Service Accounts.

3.4 Can I upload video creatives?

Not through the API. It uploads banner and native assets only. Upload video creatives in the DSP, then use them in a campaign created through the API.

3.5 Why did other settings change when I updated a campaign?

An update request should contain all of the campaign's settings, not only the ones you change: settings left out can be reset. Read the campaign first and send its settings back with your change.

3.6 Can I change budget pacing without touching anything else?

Yes: `POST /campaign/{campaignId}/pacing` with `{"pacing": 1}` (Even) or `{"pacing": 0}` (None). It changes nothing else. It is not available for campaigns with a daily budget.

3.7 Can I pause a single site, placement or exchange?

Yes, with `POST /optimisation/action`: stop or start exchanges, creatives, operating systems, browsers, operators, sites or apps, placements or packages, on up to 10 campaigns per call. Each option must be enabled for the advertiser.

4. Reports

4.1 Why don't my API numbers match the DSP?

Check three settings: the time zone (`timeZone`: 1 = Vilnius, 2 = local), the spend currency (`spentBased`: 4 = USD, 5 = local currency), and where reach comes from (see the next question).

4.2 How do I get total reach for a period?

Use `GET /report/totals`. Do not add up daily reach from the split reports: the same person would be counted again on every day they were reached.

4.3 Can I get every report split that the DSP shows?

Not every one. The splits available through the API are listed in the Report section of the API documentation.

4.4 How many rows does a list return?

15 per page by default. Set `per_page` up to 100 and use `page` to get the next pages.

Summary

Most problems come down to the token (missing or expired), access to the advertiser, or report settings (time zone, currency, reach). If your question is not here, contact your Eskimi account manager.

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