Brief Questions for Planning Your Campaign

Checklist for Planning and Executing a Successful Eskimi Programmatic Campaign

1. **Target Audience.** Define your target audience based on interests and demographic criteria.
2. **Campaign Goal.** Identify the primary goal of your campaign, such as building awareness / generating clicks, *etc.*
3. **Key Performance Indicator (KPI).** Select campaigns' KPI that is most important for you. It can be: viewability rate, CTR/ clicks, engagement (depending on your creative type).
4. **Budget.** Determine the budget allocated for the campaign.
5. **Duration**: Decide the campaign's duration. If unsure, the Eskimi team can provide recommendations.
6. **Time scheduling**. Consider including time scheduling for your campaigns. For sensitive categories (e.g., alcohol, tobacco, betting), consider excluding morning hours in your time scheduling.
7. **Landing Page.** Ensure you have a fully functional landing page for directing campaign traffic. Test the page thoroughly, as its performance can impact campaign results.
8. **Tracking.** Check if your landing page includes an Eskimi tracking code. Implementing the Eskimi pixel enables first-party data collection (useful for retargeting), as well as tracking visits, sessions, and conversions (post click metrics). Full pixel integration is highly recommended for maximizing campaign potential.
9. **Brand safety.** If your campaign has brand safety as a KPI (uses 3rd party trackers to track it), make sure that you have keyword list prepared in advance.
10. **Creatives.** Plan campaign creatives according to campaign KPI, for example - Awareness: Use video, static, or custom rich media (RM) banners. Traffic: Use templated or custom RM banners. Viewability: Include display banners, particularly mobile-friendly sizes.
11. **Packages**. Think about where you want to show your ads (create a whitelist) or where you don't (create a blacklist). Packages could be used for campaign to be focused on specific inventory.

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