

Creating Standard Rich Media in Eskimi DSP (Rich Media Builder Guide)

Eskimi DSP offers a **Rich Media Builder** that allows advertisers to create **engaging, interactive rich media ads** using pre-designed templates. This tool simplifies the process by providing **ready-made formats**, allowing users to quickly build and customize high-impact creatives for their campaigns.

Accessing Rich Media Templates

All available **Eskimi templated rich media** can be found via the following link:

[Eskimi Rich Media Templates](#)

[VIDEO TUTORIAL: HOW TO CREATE RICH MEDIA USING RICH MEDIA BUILDER](#)

Step-by-Step Guide to Creating Standard Rich Media

1. Log In to Eskimi DSP

- Access your **Eskimi DSP account** using your credentials.
- Navigate to the **Creative Sets** section.

2. Create a New Creative Set

- Click the **"Add Creative Set"** button to begin.
- In the **Title field**, enter a **descriptive name** for your creative set.

3. Select and Configure Rich Media Creative

- **Choose a Banner Type:** Select the **rich media format** you want to use.

- **Specify Creative Size:** Choose the **ad dimensions** based on campaign requirements.
- **Select a Rich Media Template:** Pick from the **pre-designed Eskimi templates** to structure your ad.
- **Upload Rich Media Assets:** Drag and drop your files **or** click to upload images, videos, or other media elements.
- **Arrange Creative Elements:** Position and layer assets **in the correct order** for proper ad display.
- **Preview Your Rich Media:** Ensure everything looks correct before finalizing.

4. Adding Multiple Rich Media Sizes (Optional)

- If your campaign requires multiple ad sizes, click **"Add Creative"**.
- Repeat the previous steps to create additional variations.

5. Save and Finalize Your Rich Media Creative

- Once all creative elements are uploaded and configured, click **"Save"** to finalize your **Creative Set**.
- The **rich media ad is now ready** to be used in a campaign.

The screenshot shows the Eskimi dashboard interface. At the top, there's a header with the Eskimi logo, user information (Demo - Asia), and budget (\$ 0.00). Below the header, a notification bar states: "You're temporarily logged in as Demo - Asia. When you're done, switch back to your account. [Switch](#)".

The main content area is titled "Overview" and displays a date range of "21 Mar, 2025 - 27 Mar, 2025". Below this, there's a summary table with two main sections:

Impressions	eCPM	Clicks	eCPC	CTR
0	\$0.00	0	\$0.00	0.00%

Below the summary table, there's a "Campaigns" section with a search bar and a table. The table has columns: ID, Campaign, Impressions, Reach, Clicks, CTR, CPM, CPC, and Spent. The table is currently empty, displaying the message "No data available in table".

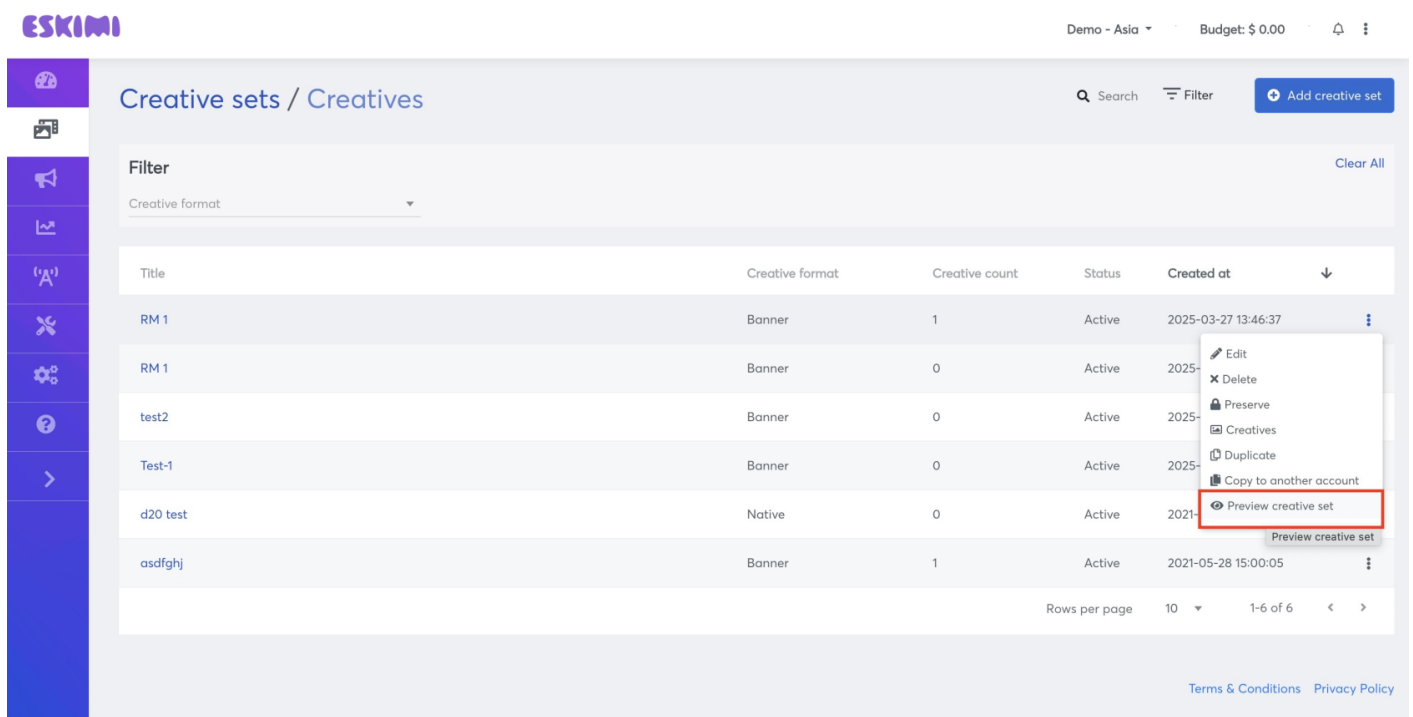
At the bottom right of the dashboard, there's a button labeled "Поддержка" (Support) with a question mark icon.

How to Preview a Creative Set

Once you've created your rich media creative set, you may want to preview how it will appear before launching your campaign. Follow these steps to preview all **rich media creatives** in your set:

1. **Go to the "Creative Sets" Menu** in Eskimi DSP.
2. Locate the creative set you want to preview.
3. Click on the **three-dot dropdown menu (⋮)** next to the creative set.
4. Select **"Preview Creative Set"** from the menu.

This will open a **preview window**, allowing you to review all **rich media creatives** included in the set. Ensure that animations, interactive elements, and media assets are working correctly before proceeding with your campaign. ☐☐



The screenshot shows the Eskimi DSP interface. At the top, there's a header with the Eskimi logo, a demo location (Demo - Asia), and a budget (\$ 0.00). Below the header, the main section is titled 'Creative sets / Creatives'. There's a search bar and a filter button. A table lists creative sets with columns: Title, Creative format, Creative count, Status, and Created at. The table has 7 rows. The first row is 'RM 1' with a count of 1. The second row is 'RM 1' with a count of 0. The third row is 'test2' with a count of 0. The fourth row is 'Test-1' with a count of 0. The fifth row is 'd20 test' with a count of 0. The sixth row is 'asdfghj' with a count of 1. A dropdown menu is open for the 'RM 1' creative set, showing options: Edit, Delete, Preserve, Creatives, Duplicate, Copy to another account, and Preview creative set. The 'Preview creative set' option is highlighted with a red box. At the bottom right, there are links for 'Terms & Conditions' and 'Privacy Policy'.


Title	Creative format	Creative count	Status	Created at
RM 1	Banner	1	Active	2025-03-27 13:46:37
RM 1	Banner	0	Active	2025-
test2	Banner	0	Active	2025-
Test-1	Banner	0	Active	2025-
d20 test	Native	0	Active	2021-
asdfghj	Banner	1	Active	2021-05-28 15:00:05

How to Preview a Creative

If you want to preview a **specific rich media creative** within a creative set, follow these steps:

1. **Go to the "Creative Sets" Menu** in Eskimi DSP.
2. Open the creative set that contains the creative you want to preview.
3. Find the **individual creative** you wish to check.
4. Click on the **three-dot dropdown menu (⋮)** next to the creative.
5. Select **"Preview Creative"** from the menu.

Creative sets / Creatives

 Search Filter Add creative

Filter

Clear All

Format

Title

Preview

Format

Dimensions

Status

Created at



RM 1_Dancing 3D_300x250



Banner / Rich Media

300x250







Active

2025-03-27 14:19:27



Rows per page

10

-  Edit
-  Delete
-  Preserve
-  Siblings
-  Copy to another account
-  Preview creative

Revision #3

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