

# 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.

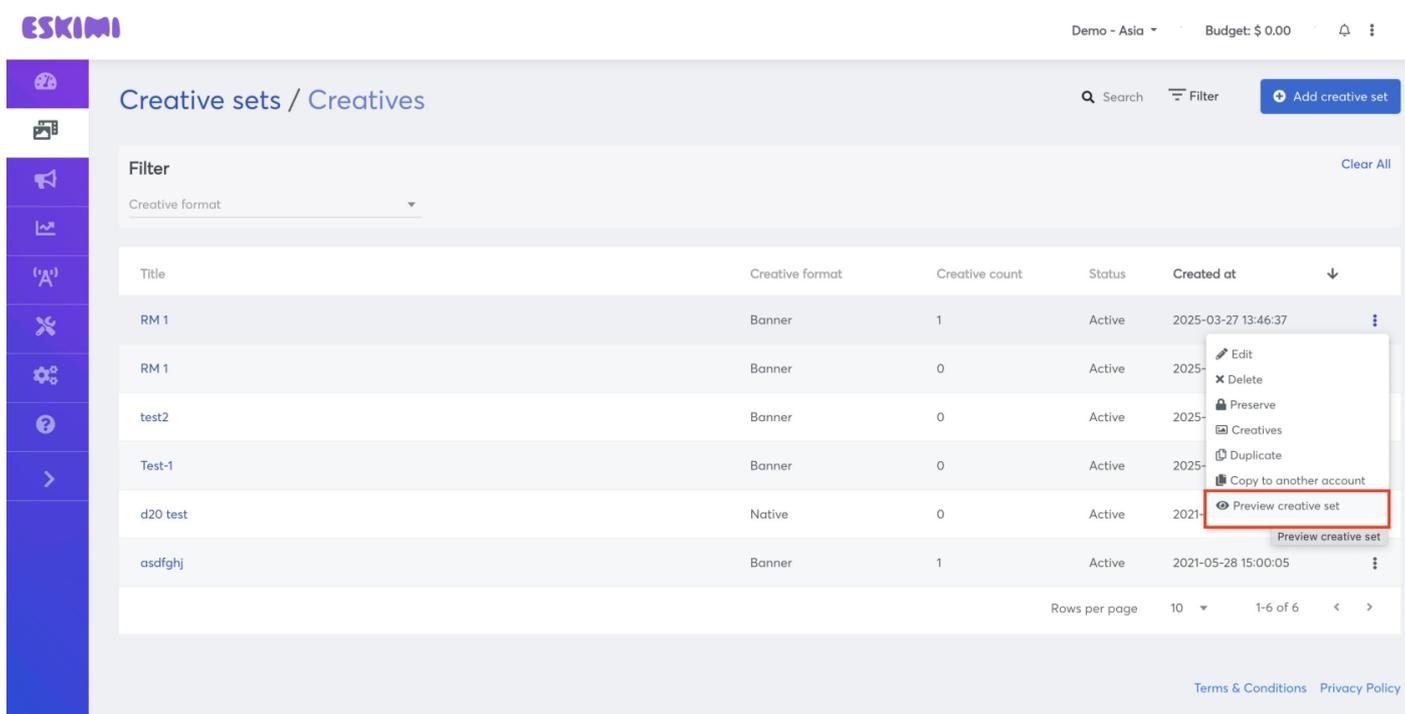
The screenshot shows the Eskimi dashboard interface. At the top, there's a navigation bar with the Eskimi logo, user information 'Demo - Asia', and a budget of '\$ 0.00'. Below this is a notification: 'You're temporarily logged in as Demo - Asia. When you're done, switch back to your account. [Switch](#)'. The main content area is titled 'Overview' for the period '21 Mar, 2025 - 27 Mar, 2025'. It features two summary cards: a blue card for 'Impressions' showing '0' and an 'eCPM' of '\$0.00', and a purple card for 'Clicks' showing '0', 'eCPC' of '\$0.00', and 'CTR' of '0.00%'. Below these is a 'Campaigns' table with columns for ID, Campaign, Impressions, Reach, Clicks, CTR, CPM, CPC, and Spent. The table is currently empty, displaying 'No data available in table'. At the bottom right, there is a 'Поддержка' (Support) button.

## 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, user information (Demo - Asia), and budget (\$ 0.00). Below the header is a navigation bar with 'Creative sets / Creatives' and a search bar. A sidebar on the left contains various icons. The main content area features a table with columns: Title, Creative format, Creative count, Status, and Created at. A dropdown menu is open for the 'd20 test' row, showing options like Edit, Delete, Preserve, Creatives, Duplicate, Copy to another account, and Preview creative set (highlighted with a red box). The table also includes a 'Rows per page' selector and pagination information.

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	

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

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