Eskimi DSP Policies for Advertising Partners

These policies apply to every advertiser, agency and reseller ("Advertising Partners") running campaigns on the Eskimi DSP, whether managed by Eskimi or self-service. They cover the ad creative, its tags and the landing page it leads to. Local laws in the targeted market always apply on top of these policies. Where the two differ, the stricter rule applies.

Related articles: Creative Compliance Guidelines · Campaign Approval for Self-Service Accounts

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1. Prohibited content

Ads, creatives and landing pages must not contain or promote:

- Misleading or deceptive claims: false promises, fake endorsements, "miracle" results, fake news layouts, hidden costs or subscription traps
- Adult sexual content: nudity, pornography, sexually explicit material or services
- Intellectual property infringement: copyrighted material, trademarks or brand assets used without permission
- Counterfeit goods: replicas or imitations of branded products
- Drugs and drug paraphernalia: illegal or recreational drugs and products made to use them
- Endangered species products: products made from endangered or protected animals or plants
- Hate content: content that promotes hatred, violence or discrimination against people or groups
- Illegal products and services: anything that is illegal in the targeted market
- Incentivised clicks or installs: rewards, points or payment offered for clicking an ad or installing an app
- Malicious software and phishing: malware, spyware, unwanted software, or pages that collect personal or payment data under false pretences
- Shocking or graphic content: gore, explicit violence, or content meant to shock or scare users
- Low-quality content: pages built mainly to show ads, broken or unfinished pages, scraped or auto-generated content
- Copyright-infringing services: P2P file sharing, torrent, illegal streaming, or any app or site that facilitates copyright infringement

- Weapons: firearms, ammunition, explosives and weapon accessories

2. Restricted content

The categories below may run only where they are legal in the targeted market and with Eskimi's prior approval. The Advertising Partner is responsible for holding any licences required and for following local rules on targeting, disclaimers and age limits.

- Alcohol
- Financial services (including loans, investments and cryptocurrency)
- Gambling and betting
- Lotteries
- Tobacco, e-cigarettes and related accessories
- Health and pharmaceutical products and services

Eskimi may ask for proof of a licence or authorisation before approving a campaign in these categories.

3. Users under 18

Advertising Partners must not use the Eskimi DSP to target or retarget users under 18, or to target websites and apps aimed at users under 18.

4. Prohibited creative behaviours

Creatives must not:

- Open pop-ups or pop-unders: including windows opened on exit (OpenRTB creative attribute 8)
- Look like a system or app message: alert boxes, fake notifications, fake text fields, or buttons and icons that suggest a function that is not there, such as play, chat, search or "you have a new message" (attribute 14)
- Expand automatically: creatives may only expand after a user action such as a click or tap (attribute 3)
- Redirect automatically: users may only be sent to a landing page after they click or tap
- Download or install without permission: no file, app, service or charge may start without the user's clear consent
- Play audio automatically: sound must start only after a user action
- Use flashing or flickering animation that could harm users or disrupt the page (attribute 10)

5. Creative tags and landing pages

- Reviewable content: Eskimi must be able to see and check the creative behind every tag. Tags that load other ad networks, ad servers or publisher passbacks are not accepted.
- No geo-blocking of review: if a tag or landing page is limited by location, the Eskimi domain must be whitelisted so the team can review it.
- Matching landing page: the landing page must be related to the advertiser and the product shown in the ad. A brand-group domain with a product page is fine.
- Working landing page: the page must load, work on mobile and not redirect to a different, unrelated site.

Full technical requirements are listed in Creative Compliance Guidelines.

6. Editorial standards

- Clear and accurate: creatives must be readable, of good quality and accurately represent the product or offer.
- No offensive language: no profanity or language likely to offend or shock users (IAB25-4 Profane Content).

7. Review and enforcement

All campaigns are reviewed before they go live. Review usually takes up to 24 hours (1 business day), and complex cases up to 48 hours (2 business days).

If a campaign, creative or landing page breaks these policies or your agreement with Eskimi, we may:

- reject or stop the campaign or creative
- refuse future creatives from the same source
- suspend or close the account, especially for repeated or serious violations, or suspicious activity

These decisions are made at Eskimi's discretion. Use of the Eskimi DSP is also subject to any agreements you have signed with Eskimi.

8. Questions

If you are unsure whether your campaign fits these policies, contact your Account Manager or adops@eskimi.com before you submit it.

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