

# General Information

General information regarding Eskimi creative types, uploading processes, requirements, and other associated topics.

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# Creatives types

## **STANDARD IMAGE/ .GIF**

Standard image ads have the lowest CPM from all formats and that allows us to maximize impressions and reach within the given budget.

Moreover, standard ads can be served to feature phones and proxy browsers. This expands the potential to reach up to a maximum.

.GIF formats can be used instead of simple images.

**Recommended formats:** 320x50, 300x50, 300x100, 300x250, 320x250.

AWARENESS/ MAX REACH/ LOW CPM/ HIGH COVERAGE

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## **INTERACTIVE BANNERS**

Interactive banners are best for attracting attention, impressing your audience with the creative solution, and driving engagement with your brand.

Rich media lets to create complex ads that elicit strong user response.

Using HTML5 technology, the ads can include scratch, swipe, drag&drop, shake, and other interactions.

Events on the banner are tracked and different engagement levels are reported on your dashboard.

ENGAGEMENT/ INTERACTION/ MEMORABLE/ HTML5

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## **DYNAMIC/ MOOD BANNERS**

Dynamic banners allow serving different messages depending on some external data such as weather, time, game score, and etc.

This solution allows serving your audience the right message at the right time, in the right context. Your brand message becomes more relevant to the people you're targeting, so they can relate and connect with the brand more easily.

RELEVANT/ MAX REACH/ CONTEXTUAL

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## VIDEO ADS

Video entertains, educates, and inspires. Video is a great storyteller and keeps users glued to your content.

Video ads are served on in-banner and VAST placements.

Video ads are highly measurable with the detailed video metrics of watched length, view-through-rate, cost-per-view.

Videos are non-skippable **up to 30s**, so it's recommended to have them short.

REACH/ GOOD CTR/ STORY-TELLING

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## NATIVE ADS

Native ads are based on flexible components that are inserted into different layouts, depending on the type of device the ad is served, how the content on the page appears, and more.

They are less intrusive and produces better results in terms of CTR.

IMPRESSIONS/ LESS INTRUSIVE/ SELECTIVE INVENTORY

# Uploading Creatives

There are 3 types of ads that you can launch on your own using Eskimi DSP self-service:

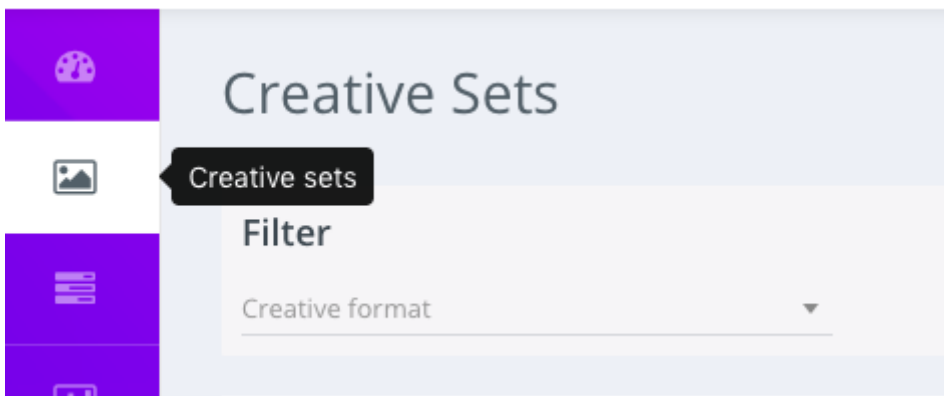
- Standard banner ads
- Native ads
- Video ads

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## BANNER ADS:

You can find the requirements for banner ads here: [What are the most popular ad banner formats?](#)

**Step 1:** Log in to your DSP account, go to Creative Sets, and on the new page click "Add creative set".



**Step 2:** On the next page indicate the creative sets Title and select the format.

# Add Creative Set

Title \*

Creative format \*

Banner

|

Banner

Native

Video

Engagement

Carousel

## Uploading banner creatives

First, choose the type of your banner:

- Upload banners - these are simple images that you can upload from your computer to DSP.
- Remote banners - these are banners that you can upload from an outside server (eg. <http://creative.get.me/abc.jpg?timestamp={timestamp}> ) Remote banners must comply with ad exchange policies and technical requirements, and they're supposed to have a timestamp at the end of their address.
- Javascript tag - these are HTML rich media format banners. Note that these ad servers must support https, comply with ad exchange policies, and technical requirements.

Example:

```
<script type="text/javascript">
  var track = new Image();
  track.src="{EVENT_URL}start";
</script>
```

After selecting the desired creative format, click "Continue". And you will be greeted with the upload screen. Indicate the Title of the creative, and select the file you want to upload. After that click "Save".

## Add Creative

Title \*

EskimiDSP Banner|

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Upload banner \*

Choose files

300x250EskimiDSP.jpg

Save

CANCEL

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## VIDEO ADS:

You can find requirements for video ads here: [Video ad formats](#)

The same process applies and to video uploads.

**Step 1:** Log in to your DSP account, go to Creative Sets, and click "Add creative set".

**Step 2:** Select the type of your creative set as video and name it.

**Step 3:** Select the type of video (VAST + IBV, VAST, IBV).

**Step 4:** After selecting the type. You will be greeted with the video upload page.

Title \*

Upload video file

Choose files

Companion banners

Choose files

Description

Your home sweet Brooklyn home - cheaper and sooner than you think!

Call to action text

Install

Save

CANCEL

**Step 4:** Upload companion banners (this step is not necessary) Companion banners must contain at least one of the following sizes: 300x250 or 300x60.

**Step 5:** Write Call to action text. This text should be short and engaging, eg. Buy now. It will describe a call to action button for the destination URL.

**Step 6:** Save your video ad. The video dimensions might change after uploading in comparison with the original video because the system resizes the video based on the quality of the video and other factors. However, this doesn't have any impact on the performance of the campaigns.

# Preview page

## Introduction

Welcome to the world of hassle-free advertising! In this article, we explore an invaluable tool designed exclusively for our clients - a preview page that ensures your ads are flawlessly rendered. Say goodbye to guesswork and hello to efficiency as we delve into how this indispensable feature streamlines your workflow and guarantees a seamless ad experience for your audience.

## What is a preview page?

An ad preview page is a powerful tool that allows advertisers and ad operations teams to preview how their ads will appear before they go live. This invaluable resource offers a real-time glimpse of the ad's rendering on different devices (mobile/desktop), ensuring its optimal display and functionality. By enabling users to catch potential issues and make necessary adjustments, an ad preview page significantly enhances the efficiency and effectiveness of advertising campaigns.

## How/when to use the preview page?

The ad preview page serves as a crucial step in the advertising workflow, providing an opportunity for advertisers to verify the accuracy and effectiveness of their ad campaigns before launch. It is best utilized during the final stages of campaign creation, just before the campaign goes live. By accessing the preview page, users can view how their ads will appear across various devices.

Additionally, the preview page allows users to check for any visual or functional discrepancies, such as misplaced elements, broken links, or incorrect targeting settings, which might adversely impact the ad's performance. Moreover, advertisers can leverage the preview page to evaluate the ad's alignment with the brand's guidelines and messaging, guaranteeing brand consistency and professionalism.

## How to find it?

Set up your campaign, and then navigate to the three dots on the right and click on them.

<input type="checkbox"/>	ID ↓	Status	Campaign	Campaign type	Creative type	Country	Start Date	End Date	TSpend TBudget	Spend Budget	Impr eCPM	Clk eCPC	+
Totals:									\$ 0.00 \$ 0.00	\$ 0.00 \$ 100.00	4,161,933.00	37,196.00	
▼ <input type="checkbox"/>	15	<span>Live</span> <span>Empty wallet</span>	Eskimi Native Campaign	Ⓢ Display Ads	📺	BD	10 Feb, 2021	31 Dec, 2029	\$ 0 \$ 0	\$ 0 \$ 20	806.39K \$ 35.56	6K \$ 4.60	⋮
▼ <input type="checkbox"/>	14	<span>Live</span> <span>Empty wallet</span>	Eskimi VAST Video Campaign	Ⓢ Display Ads	📺	BD	10 Feb, 2021	31 Dec, 2029	\$ 0 \$ 0	\$ 0 \$ 20	200.38K \$ 137.72	2K \$ 12.30	⋮
▼ <input type="checkbox"/>	13	<span>Live</span> <span>Empty wallet</span>	Eskimi Video Campaign	Ⓢ Display Ads	📺	BD	10 Feb, 2021	31 Dec, 2029	\$ 0 \$ 0	\$ 0 \$ 20	1M \$ 59.71	7K \$ 8.14	⋮
▼ <input type="checkbox"/>	12	<span>Live</span> <span>Empty wallet</span>	Eskimi Rich Media Campaign	Ⓢ Display Ads	📺	BD	10 Feb, 2021	31 Dec, 2029	\$ 0 \$ 0	\$ 0 \$ 20	508.94K \$ 117.44	297 \$ 201.25	⋮
▼ <input type="checkbox"/>	11	<span>Live</span> <span>Empty wallet</span>	Eskimi Banner Campaign	Ⓢ Display Ads	📺	BD	01 Mar, 2021	31 Dec, 2029	\$ 0 \$ 0	\$ 0 \$ 20	1.64M \$ 81.11	21K \$ 6.33	⋮

From the dropdown menu, select "Preview in browser."

<input type="checkbox"/>	ID ↓	Status	Campaign	Campaign type	Creative type	Country	Start Date	End Date	TSpend TBudget	Spend Budget	Impr eCPM	Clk eCPC	+
Totals:									\$ 0.00 \$ 0.00	\$ 0.00 \$ 100.00	4,161,933.00	37,196.00	
▼ <input type="checkbox"/>	15	<span>Live</span> <span>Empty wallet</span>	Eskimi Native Campaign	Ⓢ Display Ads	📺	BD	10 Feb, 2021	31 Dec, 2029	\$ 0 \$ 0	\$ 0 \$ 20	806.39K \$ 35.56	6K \$ 4.60	⋮
▼ <input type="checkbox"/>	14	<span>Live</span> <span>Empty wallet</span>	Eskimi VAST Video Campaign	Ⓢ Display Ads	📺	BD	10 Feb, 2021	31 Dec, 2029	\$ 0 \$ 0	\$ 0 \$ 20	200.38K \$ 137.72	2K \$ 12.30	⋮
▼ <input type="checkbox"/>	13	<span>Live</span> <span>Empty wallet</span>	Eskimi Video Campaign	Ⓢ Display Ads	📺	BD	10 Feb, 2021	31 Dec, 2029	\$ 0 \$ 0	\$ 0 \$ 20	1M \$ 59.71	7K \$ 8.14	⋮

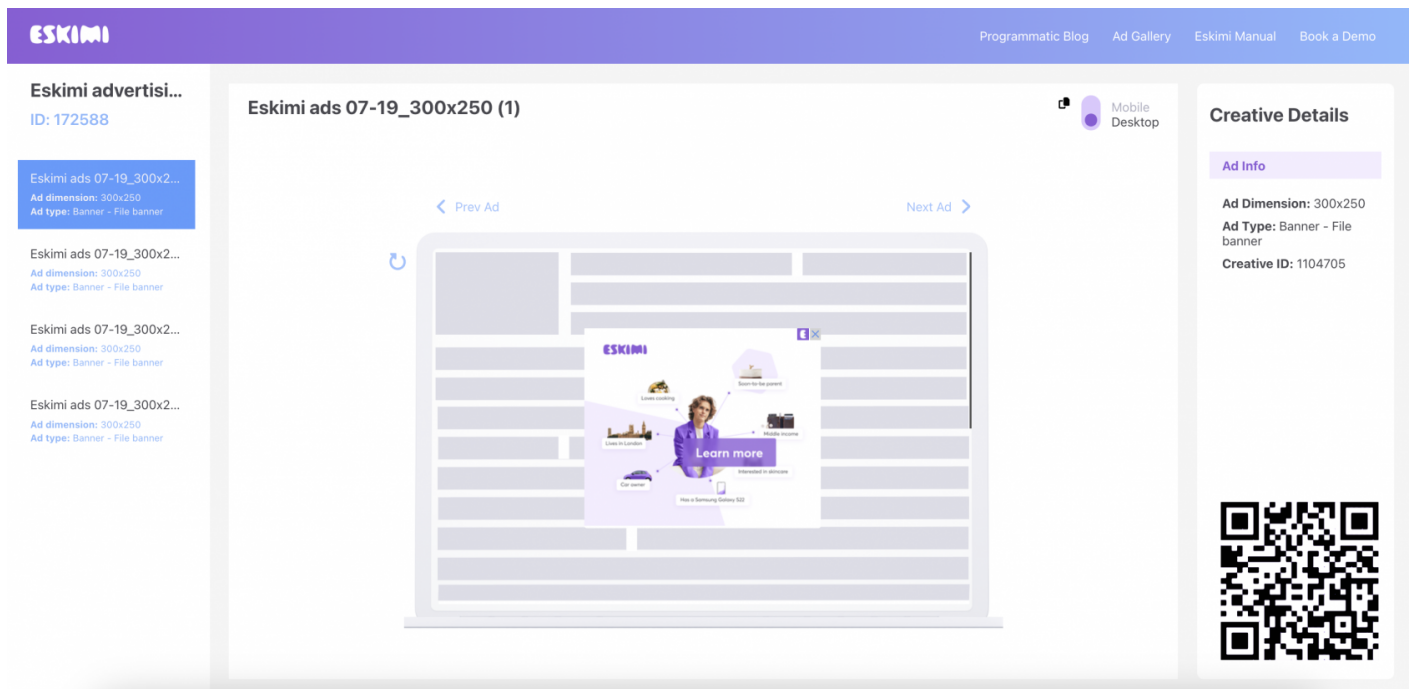
- ⏸ Stop
- ✎ Edit
- 🖥 Preview in browser
- 📱 Preview on mobile device
- 🎯 Targeting optimisation

Once you access the Eskimi ads preview page, you will be able to:

- Verify the proper rendering of all your ads.
- Preview your advertising in both desktop and mobile environments.
- Copy the ad text for reference or further use.

Additionally, the ad preview page allows you to:

- Check if your creative details adhere to IAB guidelines.
- Access external resources for learning and marketing purposes.



The versatility of the preview page extends to various ad types, including Banner (file banners, JavaScript, Rich Media), Video (VAST, IBV, remote VAST URI), Native ads, and Native video ads. It is also compatible with whitelabeled accounts.

Moreover, beyond ensuring proper rendering, the preview page serves as a troubleshooting tool by allowing you to verify if click and impression trackers are firing correctly. This functionality proves invaluable in identifying and resolving potential issues before the campaign goes live.

## Conclusion

The preview page should not be mistaken for a tool that shows how ads will be displayed in specific environments, such as in-game scenarios. It does not generate screenshot mockups. Instead, its primary function is to allow advertisers to preview their ads before going live, facilitating troubleshooting of rendering issues, and reviewing all implemented trackers. Moreover, it offers a platform to ensure that the ads align with market standards and guidelines, enhancing the overall effectiveness of advertising campaigns.

# Creative Requirements

## Static Banner

**File type:** .png, .jpg/.gif

**Dimensions:** might differ upon the specific country

Mobile - 320x480, 300x250, 300x600, 250x250, 200x200, 300x100, 468x60, 320x50, 300x50

Desktop - 300x250, 728x90, 250x250, 300x600, 160x600, 120x600, 336x280, 970x90

**Size:** Recommended up to 150KB Maximum allowed up to 4.5MB

## Animated Banner

**File type:** html5 (Java Script)

**Dimensions:** might differ upon the specific country

Mobile - 320x480, 300x250, 300x600, 250x250, 200x200, 300x100, 468x60, 320x50, 300x50

Desktop - 300x250, 728x90, 250x250, 300x600, 160x600, 120x600, 336x280, 970x90

**Size:** Creatives may not exceed a 150K initial load, the total download cannot exceed 5MB

**Duration:** Ads must remain static after 30 seconds

### Technical:

- Creative must be fully SSL compliant (all request from https). Landing page also https.
- RM creative main index.html file has to have campaign landing page URL (click URL)
- RM creative must have ClickTag macros, one of {CLICK\_URL}, {CLICK\_URL\_ENC}, {CLICK\_URL\_ASYNC}
- Click tag has to be inserted in main RM creative file (if it's HTML5 - index.html file ; if it's a JavaScript tag - main JS tag).
- All creatives must open landing page (click URL) in new tab/window.
- The target window for the click-through URL must be set to "\_blank" so the click-through will open in a new window.
- Do not leave the target statement undeclared.
- Rich Media creative code has to be valid and pass validator - <https://validator.w3.org>.
- Also no errors in browser console.

## Sticky Ads

**File type:** .png, .jpg/.gif/ HTML5 (Java Script)

**Dimensions:**

320x50, 300x250, 728x90, 300x50, 320x100, 120x600, 300x100, 250x250, 160x600, 300x600, 336x280, 234x60, 200x200, 160x90, 240x400, 970x250, 320x480, 970x90, 468x60, 728x40

**Size:** Recommended up to 150KB Maximum allowed up to 4.5MB

## Standard Rich Media

**File type:** Assets for Creative Development .png/.jpg or .psd

**Dimensions:**

300x250, 320x480, 300x600, 160x600, 300x50, 300x150, 300x300, 320x50, 320x100, 320x320, 336x280, 728x90, 970x90, 970x250 or Photoshop file (.psd) with all elements in the banner on separate layers and fonts

**1 Image:** Glitch, Countdown, Dancing 3D\*, Rotating Billboard\*

**2 Images:** Shake & Brake, Blinds, Slider, Scratch to Reveal, Page Flip, Parallax\*

**3 Images:** 3D Rotating, Carousel, Pixel pages, 3D Triangle, Parallax 3D Triangle\*

**4 Images:** Carousel, Pixel pages, 3D Cubes, 3D Cube vertical, Animated Cubes, Animated 3D Cubes, 3D Cube horizontal, Parallax 3D Cube\*

**5-6 Images:** Carousel, Pixel pages

**7-10 Images:** Carousel

\* check specifications

## Custom Rich Media

**File type:** Photoshop file (.psd) with all elements in the banner on separate layers

Additionally:

- Brand guidelines, brand book, logos (if available)
- CTA button attached or guidelines given
- Banner flow and logic described in a few sentences
- All banner sizes that will be used in the campaign

## High Impact Ads

**File type:** Assets for Creative Development .psd

**Floating ad:** 150x150 .png/.jpg/.psd

**Full Page Takeover:** responsive

**Topscroll:** responsive

**Midscroll:** responsive

Responsive means that format is adjusting to the screen size it is serving.

## Dynamic Ads

**File type:** Assets for Creative Development

Product feed - json or xml format.

Weather ads - city and particular conditions.

For any other types of dynamic ads - API.

**Dimensions:**

- Mobile: 320x480, 300x250, 300x600, 250x250, 200x200, 300x100, 468x60, 320x50, 300x50
- Desktop: 300x250, 728x90, 250x250, 300x600, 160x600, 120x600, 336x280, 970x90

## Native Ads

**File type:** .png/.jpg and text

**Dimensions:**

- Icon/logo 128x128
- Main image 1200x627 (additional 600x600, 400x400, 1200x1200)
- Title 25 symbols\*
- Description max 90 symbols\*
- CTA max 15 symbols\*
- Advertiser max 25 symbols\*
- \* - including the spaces between letters

Additionally:

- Likes number between 1 and trillion
- Downloads number between 1 and trillion
- Price max 50 symbols
- Sale Price max 50 symbols
- Phone max 50 symbols
- Address max 100 symbols
- Star Rating max 4 symbols
- Additional Description max 90 symbols
- Display URL max 1000 symbols

## In-Game Ads

**File type:**

- Banner .jpg/gif, html5 and tags
- Video .mp4

**Dimensions:**

- Banner: 480x320, 300x250, 640x360, 336x280, 320x480, 320x50, 640x480  
Additionally: 768x1024, 1920x1080, 970x250, 728x90, 300x600, 320x320, 160x600, 250x250, 320x100, 360x640 320x180.
- Video: 320x480, 480x320, 1024x768, 768x1024

**Size:** Recommended video file less than 15MB

**Duration:** Recommended video duration 6-15 seconds

## In-Banner Video

**File type:** .mp4

**Dimensions:** 4:3 ratio

**Size:** Maximum up to 5MB

**Duration:** Recommended up to 30 seconds

Additionally:

- Description
- CTA
- Companion banner 300x250 in the file .png/.jpg/html5 (Java Script) (not necessary)

## VAST Video

**File type:** .mp4

**Dimensions:** 16:9 ratio

**Size:** Maximum up to 5MB

**Duration:** Recommended up to 30 seconds. Maximum duration 6 minutes

Additionally:

- Description
- CTA
- Companion banner 300x250 in the file .png/.jpg/html5 (Java Script) (not necessary)

## Rewarded Video

**File type:** .mp4

**Dimensions:** 320x480, 480x320

**Size:** Maximum up to 5MB

**Duration:** Recommended up to 30 seconds.

Additionally:

- Description
- CTA
- Companion banner 300x250 in the file .png/.jpg/html5 (Java Script) (not necessary)

## CTV Ads

**File type:** .mp4, External VAST URI (without VPAID)

VPAID/OMID is not supported, therefore viewability is not tracked.

**Dimensions:** 1920x1080

**Size:** Recommended 45 MB. Maximum 100 MB.

**Duration:** Recommended up to 30 seconds. Maximum up to 1 minute.

## Audio Ads

**File type:** MP3, WAV, WMA or OGG

**Bitrate:** at least 128 kbps

**Size:** max 50mb

**Duration:** Recommended 15 to 30 seconds (limited inventory supporting up to 60 seconds)

## Facebook & Instagram ads (In-feed)

Facebook account integration, set-up (please contact adops for more details). Steps: Business settings > Pages > Choose an exact page > Assign Partners > Business ID > Enter Business ID > Choose Publish content and view earnings insights > Next > Done

Icon 128x128px (app/product icon)

Main image 1200x627px; 600x600px (only 20% text allowed)

Title (product or service) 25 symbols\*

Description (advertising text) 90 symbols\*

CTA (described call-to-action for the destination) 15 symbols\*

Advertiser (name of the advertiser) 25 symbols\*

\* - including the spaces between letters

## Youtube bumper ad

Bumper ad: video no longer than 6 sec.

Uploaded to Youtube account & video link provided

## Youtube in-stream ad

Video up to 15/20/30 sec (Recommended).

Uploaded to Youtube account & video link provided

## Advanced templated rich media

**1-3 IMAGES FORMATS PREVIEW:** <https://dsp.eskimi.com/campaign/BA8srlkk>

**4+ IMAGES FORMATS PREVIEW:** <https://dsp.eskimi.com/campaign/25Bsrlkn>

Any supported sizes; Recommended sizes: 300x250, 300x600, 320x480, 320x50, 300x50, 300x100, 970x250, 728x90

**Floating banner:** 1 image

<b>Map banner:</b> map data cvs & up to 4 overlay elements - logo, button
<b>Map with drag</b> (Drag to see nearest store): map data & 1 image
<b>Panorama</b> (vertical & horizontal): 1 start image and 1 end image
<b>Flip:</b> 2 images
<b>Slider</b> (left to right): 2 images
<b>Drag to reveal (Slide):</b> 2 images
<b>Pixel page:</b> up to 5 images
<b>3D Prism:</b> 3 images
<b>Parallax cube:</b> 4 images, overlay elements optional
<b>VR showroom:</b> 4 room wall images
<b>Floating fixed ad:</b> templated: 4 images
<b>Blinds swipe:</b> up to 5 images
<b>Queue:</b> up to 5 images (min 2 required)
<b>Scroll to queue</b> (image changes when scrolled): up to 5 images (min 3 required)
<b>Slides:</b> up to 5 images (min 2 required)
<b>Train:</b> up to 6 images (min 2 required)
<b>Carousel: up to 6 images (min 3 required)</b>
<b>Deck of cards: up to 6 images (min 2 required)</b>
<b>Horizontal 4 side cube:</b> 4 images



# Requirements fo Alcohol creatives (update needed)

All creatives related to alcohol has to have:

- Text: DRINK RESPONSIBLY.

- This icon set:  type unknown

Text and icons size should be adapted by creative size, but it should be visible and readable without zoom.

Note: Eskimi complies with the Ad Exchanges and countries policy. Therefore, the requirements may differ depending on the targeted country.