

Uploading Creatives

To set up a campaign the very first thing need to be created / uploaded are the Creatives. Some creatives can be uploaded by the Clients themselves for Self-Served accounts and some creative types needs Ad Ops help to upload / create.

There are 3 types of creative formats / Ads that can be created by the Clients themselves while using their Self-Served accounts:

- Standard Banner Ads
- Native Ads
- Video Ads

Banner Ads

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

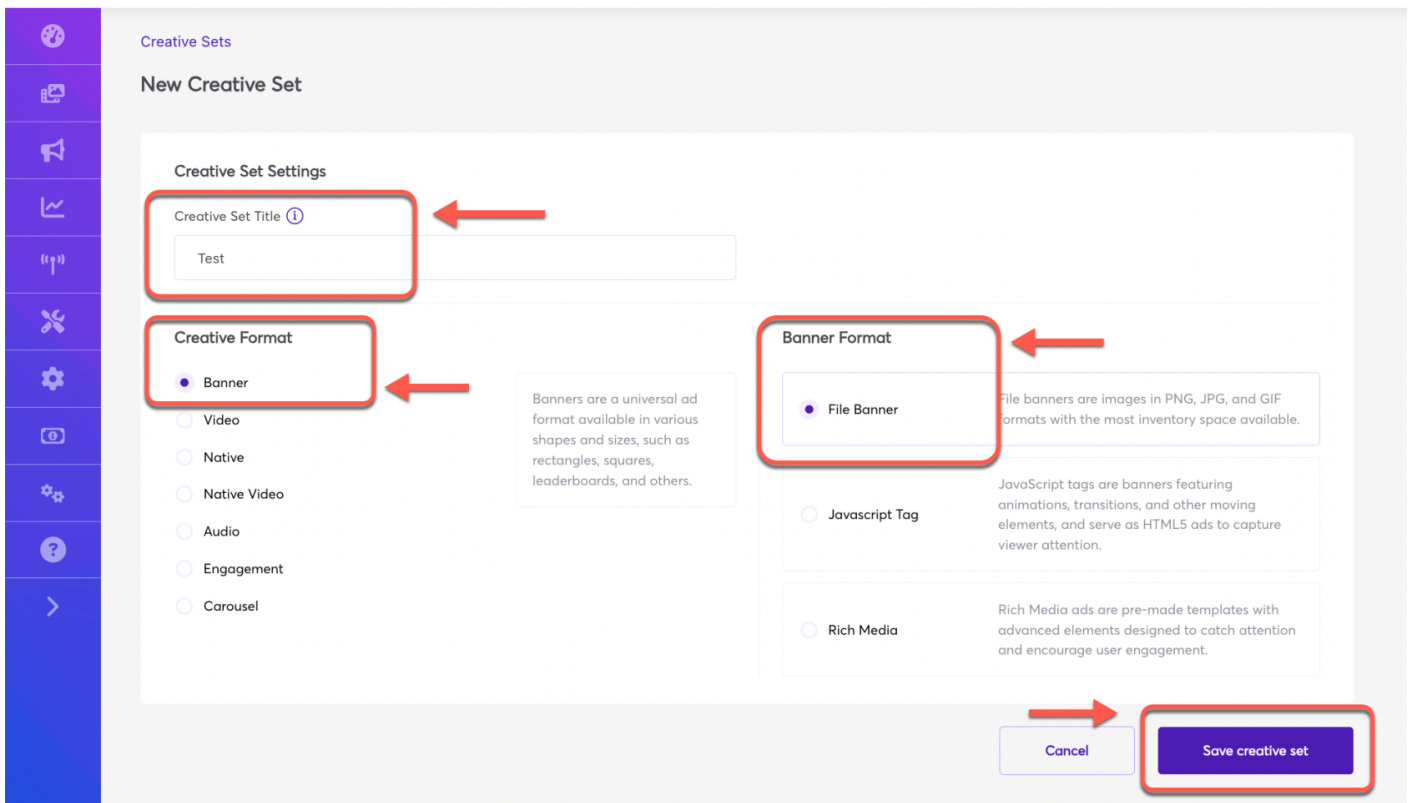
Banner **samples** can be found [HERE](#) as well.

Steps to follow:

Log in to your DSP account > Go to "**Creative Sets**" > on the new page click "**Add creative set**".

ID	Title	Status	Creative Format	Creative Count	Last Updated
153291	Eskimi POP	Active	Banner	1	23/04/2025, 12:49:17

Under "**Creative set title**" set the name > Select "**Creative Format**" and "**Banner Format**" > Click "**Save creative set**".



Uploading Banner Creatives:

- **File Banners** - These are simple static images that can be uploaded from your computer. The specifications and requirements are shared above at the beginning of this article.
- **Javascript Tag** - These are HTML 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>
```

- **Rich Media** - This are animated creatives. Find more about Rich Media creatives and how to create them "[Here](#)" in the article.

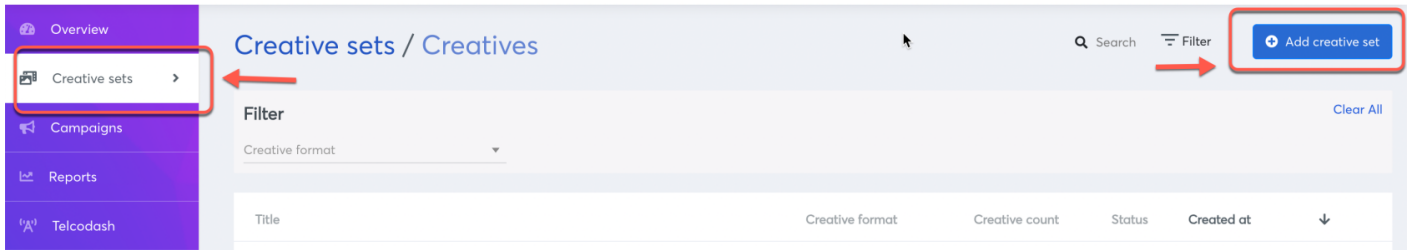
After selecting and uploading the desired creative format / creatives, click "Save" and the Creative set will be created which can be selected later while setting up the campaign.

Video Ads:

You can find the requirements for Video Ads here: [Video ad formats](#)

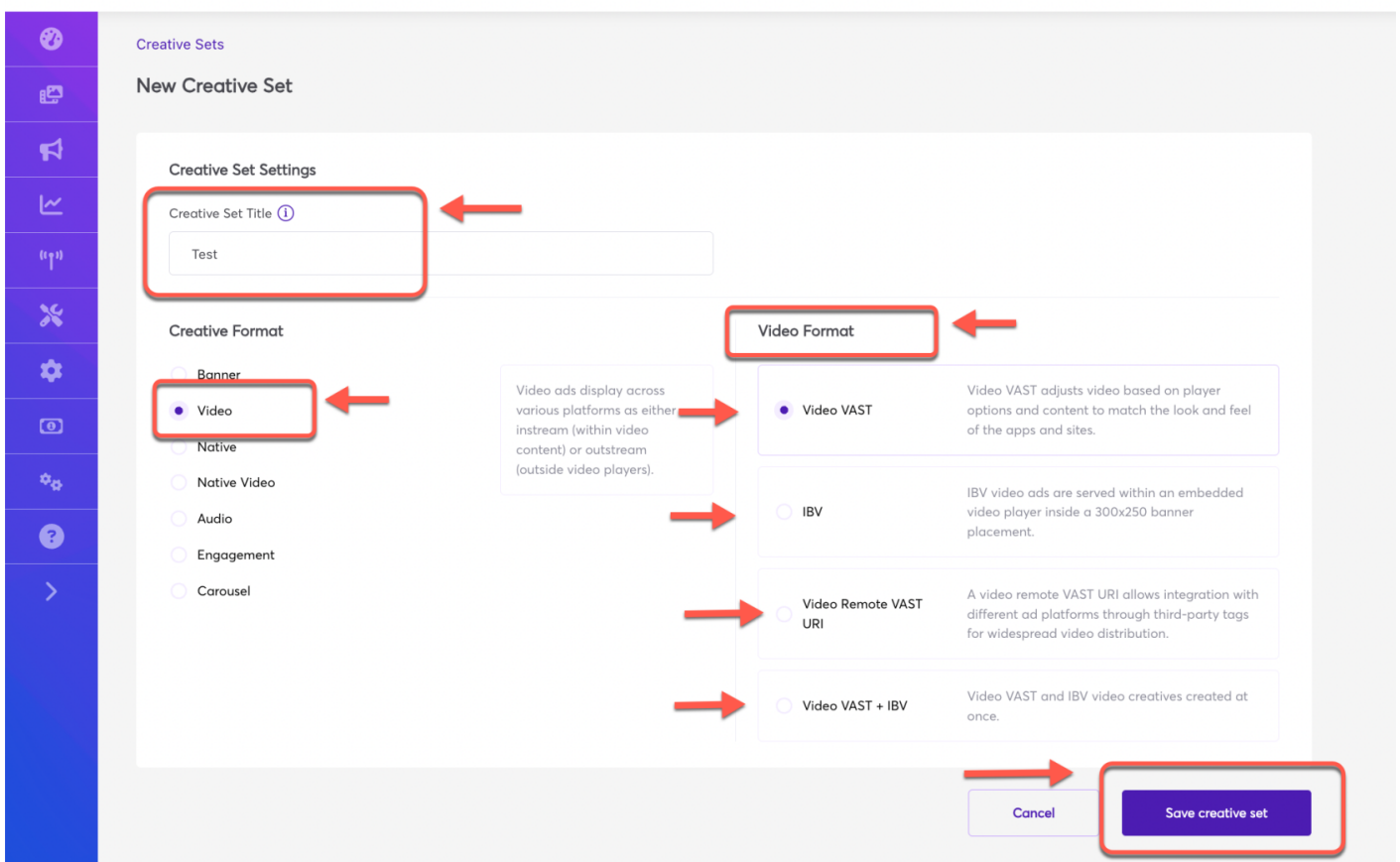
Steps to follow:

Log in to your DSP account > Go to "**Creative Sets**" > on the new page click "**Add creative set**".



Under "**Creative set title**" set the name > Select "**Creative Format**" and "**Video format**" from the 04 provided options > Click "**Save creative set**".

ESKIMI



If you select "**Video Vast**" or "**IBV**" or "**Video Vast + IBV**", the interface will take you to the next video file upload page.

Now give it a name under "**Title**" > Click "**Choose files**" and upload the video files from your computer > and click "**Save**". The creative set will be saved.

The image shows a web form titled "Add Creative (Video)". The form is divided into several sections. The first section contains a "Title" field with a red asterisk and the text "Test", and an "Upload video file" section with a "Choose files" button. The second section contains a "Description" field with the text "Your home sweet Brooklyn home - cheaper and sooner than you think!". The third section contains a "Call to action text" field with the text "Install". Below these sections is a "Companions" section. At the bottom of the form is a large blue button labeled "Save" and a smaller blue button labeled "CANCEL". Red arrows point to the "Title" field, the "Upload video file" section, and the "Save" button.

Companion Banners can be upload as well, but the step is not necessary / not mandatory and can be skipped. Companion banners must contain at least one of the following sizes: 300x250 or 300x60.

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. Can be skipped if not needed as well.

If you select the "**Video Remote VAST URI**" option, it will take you to the next interface where you can upload your video creative tag.

Add Creative (Video)

Title *
Test

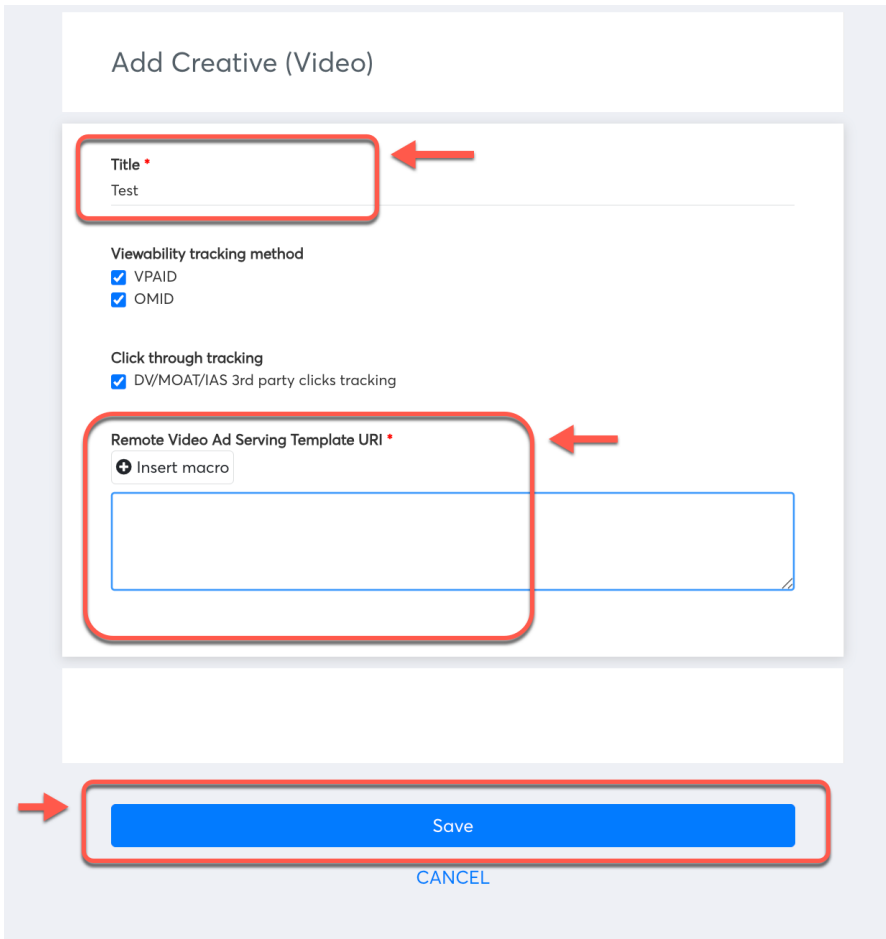
Viewability tracking method
 VPAID
 OMID

Click through tracking
 DV/MOAT/IAS 3rd party clicks tracking

Remote Video Ad Serving Template URI *
+ Insert macro

Save

CANCEL

The image shows a web form titled "Add Creative (Video)". It contains several input fields and checkboxes. A red box highlights the "Title" field, which contains the text "Test", with a red arrow pointing to it from the right. Another red box highlights the "Remote Video Ad Serving Template URI" field, which has a "Insert macro" button and an empty text area below it, with a red arrow pointing to it from the right. A third red box highlights the "Save" button, with a red arrow pointing to it from the left. Below the "Save" button is a "CANCEL" link.

Click "**Save**". The creative set will be saved.

Revision #15

Created 13 January 2021 14:31:24 by Justina

Updated 25 June 2025 13:31:33 by Malika Kazhibekova