

Uploading Creatives

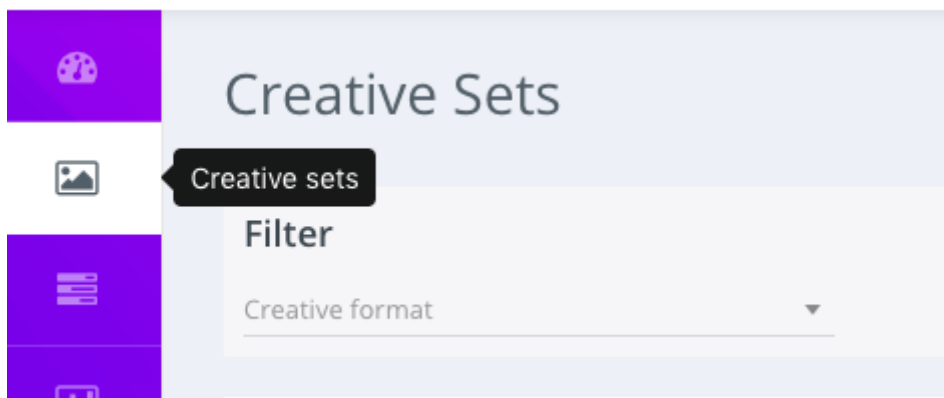
There are 3 types of ads that you can launch on your own using Eskimi DSP self-service:

- Standard banner ads
- Native ads
- Video ads

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|

Upload banner *

Choose files

300x250EskimiDSP.jpg

Save

CANCEL

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.

Revision #8

Created 13 January 2021 14:31:24 by Justina

Updated 7 May 2024 08:06:56 by Elvinas Kazlauskas