

# Packages

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# Packages - Introduction and Creation

## Introduction

Packages is a feature that is a part of the Eskimi DSP platform. This allows you to select numerous websites and mobile apps where your campaign ads could be displayed. This basically creates a list, which can be reused for future campaigns.

Watch the [video](#) to see a visual guide, on how to create a package.

- Firstly, access the "Tools" dropdown menu, and click on the "Packages". Once you appear in package page start creating a package by pressing "New package"

**ESKIMI** Eskimi Demo | Budget: \$ 0.00

Overview Creative sets Campaigns Reports Tools Audiences Optimisation Packages Traffic discovery Help

### Packages

0 Selected Edit Delete Export

Package	Apps/Sites	Impressions (1d)	Auction type	Dates
Kids and Family-Oriented Games	1,611	361,072,004	Open Auction and PMP	09 Sep, 2022
Not relevant apps_exclusion	1,652	766,089,663	Open Auction only	01 Nov, 2021

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- Secondly, you'll have to fill in the required fields:

Package Name - indicates the package name.

Country - select the country, where the apps or websites will be taken.

Exchanges - select which exchanges you want to use for your package. We recommend skipping this step so the system would have an opportunity to reach wanted inventory via all possible exchanges.

Type - select the type of inventory: apps or websites you want to filter out.

Apps/Site - select specific apps or websites, which you want to include in your package in order to use it in a campaign. As well this specific section has a search function, this will help you on.

- After making all the changes save your package.
- And finally, you are now able to use the created package in a campaign - access the campaign creation screen or already created campaign. In "Deals & packages" section choose your created package (you'll be able to include or exclude it, so choose what's needed for the campaign).

The screenshot displays the 'LT campaign' creation interface. On the left is a vertical sidebar with navigation links: Campaigns, Campaign settings, Reports, Tools, Settings, and Help. The main content area is titled 'LT campaign' and includes a 'Name & Type' section with dropdowns for 'Choose a platform' (showing app and website icons), 'Creative type' (set to 'Banner'), and 'Campaign type' (set to 'Display Ads'). Below this is a 'Campaign goal' section with buttons for 'Awareness', 'Traffic', 'Engagement', and 'Other' (which is selected with a checkmark). A 'Form navigation' sidebar on the right lists steps: Name & Type, Campaign goal, Primary campaign objective, Secondary campaign objective, Launch date & Budget, Location & Audiences, Brand safety, Contextual targeting, Platforms, Telco & Devices, Deals & packages, Landing & Creatives, and Buttons. At the bottom right is a blue button labeled 'Поддержка' (Support).

After that you are done, continue creating your campaign.

# Placement packages

You can choose between placement packages and app/site packages.

## How it works

1. Tools -> packages -> select package type -> placement

New package

Package name

Type

Placements

Apps/sites

Placements

Choose file placement\_example.csv

Users

Select any

Save

CANCEL

2. Upload a list of placement IDs you want to have in the package
  - Placement ID is a numeric value. all other values will be filtered
3. Choose which user(-s) the package should belong to
4. Go to your campaign

## 5. Choose the package

Impression capping ⓘ

Auto-Optimisation

Ad exchanges

Ad placement positions

Packages

☐ Demo placement - 0001

☐ example

☐ Kids and Family-Oriented Games (Open Auction and PMP)

☐ Not relevant apps\_exclusion (Open Auction only)

☐ test 3 (Open Auction only)

☐ Test package (Open Auction only)

☐ test package (Open Auction only)

☐ test package (Open Auction only)

☐ Test package - 15may (Open Auction only)

☒ Very good placement set

☒ Include only

☐ Exclude

Check all

Uncheck all

Form navigation

Name & Type

Campaign goal

Primary campaign objective

Secondary campaign objective

Launch date & Budget

Location & Audiences

Campaign purpose

Platforms, Telco & Devices

Deals & packages

Landing & Creatives

Buttons

Created by: Eskimi - Vytautas J

Last updated by: Eskimi - Vytautas J

Created: 2023-06-28 09:57:20 (CET)

Last updated: 2023-06-29 08:53:20 (CET)

Blocked traffic %

## 6. Decide if you want the package included or excluded

### Some use cases:

- You have good placements on one campaign that you want to specifically reuse on other campaigns
- You only want to start your campaign on a specific list of packages, and optimise from there
- External trackers give you placements that deliver on required metrics - you can now start campaigns on those placements directly

### Limitations

Other package functionality is not supported