

# Packages

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# Packages - Introduction and Benefits

## Introduction

In the ever-evolving world of digital advertising, precision targeting is key to maximizing campaign effectiveness. Eskimi DSP continues to enhance its platform with powerful features, and one of the most useful tools available is Packages.

## What Are Packages?

Packages is a feature within the Eskimi DSP platform that allows advertisers to create custom lists of websites and mobile apps where their ads can be displayed. These lists act as predefined sets of inventory, making campaign setup more efficient and strategic.

## Key Benefits of Using Packages

1. Effortless Campaign Setup – Instead of manually selecting placements for each campaign, advertisers can simply choose from existing Packages, saving time and effort.
2. Whitelists & Blacklists – Packages enable advertisers to curate whitelists of high-performing websites and mobile apps or blacklists of low-performing or irrelevant ones, ensuring better control over ad placements.
3. Consistency Across Campaigns – By reusing the same Package for multiple campaigns, advertisers can maintain consistent targeting strategies and performance.
4. Improved Optimization – Packages help streamline campaign optimization by allowing advertisers to focus on the best-performing inventories.

## How to Use Packages Effectively

- Segment by Audience or Vertical: Create different Packages for specific industries, demographics, or interests to fine-tune targeting.
- Test and Optimize: Regularly analyze performance data to refine your Packages and ensure they include the highest-quality placements.

# Conclusion

Eskimi DSP's Packages feature empowers advertisers with a structured and efficient way to manage ad placements. By leveraging this tool, brands and agencies can enhance targeting precision, improve performance, and save valuable time when launching digital campaigns. Start using Packages today and take your ad strategy to the next level!

# Packages Creation

## Creating a Package on Eskimi DSP: A Step-by-Step Guide

Eskimi DSP's **Packages** feature allows advertisers to create and manage custom lists of websites, mobile apps, or specific placements for their ad campaigns. There are two main types of packages:

- **App/Site Packages:** These packages contain specific websites and mobile apps where ads will be displayed.
- **Placement Packages:** These packages are based on placement IDs, allowing advertisers to specify exact placements for their campaigns.

This guide will walk you through the process of creating and implementing both types of Packages in your campaigns.

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### App/Site Packages

#### Step 1: Accessing the Packages Feature

1. Log in to your **Eskimi DSP** account.
2. Navigate to the **Tools** dropdown menu.
3. Click on **Packages** to access the package management page.

#### Step 2: Creating a New App/Site Package

You can create an App/Site Package in two ways: manually selecting apps and sites or by uploading a prepared list.

##### Option 1: Manual Creation

[VIDEO TUTORIAL: HOW TO CREATE A NEW APPS/SITES PACKAGE](#)

1. On the **Packages** page, click **New Package** to start creating a package.
2. Fill in the required fields:
  - **Package Name:** Enter a descriptive name for your package.
  - **Country:** Select the country where the apps or websites will be sourced.

- **Exchanges:** Choose which exchanges you want to include. If unsure, skip this step to allow the system to optimize across all available exchanges.
- **Environment:** Specify whether you want to filter for **Apps** or **Websites**. After applying this field, the available apps and sites will appear in the **Apps/Sites** section.
- **Apps/Sites:** Use the search function to select specific apps or websites to include in your package.

3. Once all details are entered, click **Save** to finalize your package.

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

**Packages** | Search | New package

0 Selected | Edit | Delete | Export

Package	Apps/Sites	Impressions (1d)	Auction type	Date
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

Rows per page: 10 | 1-2 of 2

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## Option 2: Uploading a Prepared List

Make sure apps/sites names **do not contain special characters or paths**.

**Correct apps/site format:** [www.example.com](http://www.example.com)

If you are unsure of the apps/sites names format please **save CSV as UTF-8**

1. Instead of manually selecting apps/sites, prepare a list in **.csv format**.
2. Click **Upload List** and select your file.
3. The system will automatically populate the **Apps/Sites** section based on your list.
4. Click **Save** to finalize your package.

**New package**

Package name

Package type  
Apps/sites

Country  
Select Countries

Exchange  
Select Exchanges

Environment  
Select Types

Apps/Sites  
Search

Load more apps/sites

Selected apps/sites  
Selected sites

Auction type

**Form navigation**

General Information  
Buttons

Поддержка

## Step 3: Implementing Your Package in a Campaign

1. Access the **Campaign Creation** screen or select an existing campaign to edit.
2. Navigate to the **Deals & Packages** section.
3. Choose the newly created package and decide whether to include or exclude it from the campaign. Eskimi DSP offers additional customization options for packages, allowing advertisers to fine-tune their campaign settings. These options include:
  - **Custom Bid:** Set a specific bid value for the package.
  - **Custom Daily Budget:** Allocate a separate daily budget for the package.
  - **Custom Total Budget:** Define the total budget limit for the package.
  - **Include Only:** Ensure the campaign runs exclusively on the selected package.
  - **Exclude:** Prevent the campaign from running on the selected package.
  - **Disable Impression Capping:** Remove any limitations on the number of impressions per user.
  - **Disable Auto Optimization:** Stop the system from automatically adjusting campaign performance settings.
  - **Disable Budget Pacing for This Package:** Prevent budget distribution adjustments over time.
  - **Disable App/Site Category Exclusion:** Override default category exclusions and allow all listed apps/sites.
  - **Allow Multiple Bids Per User Per Second:** Enable multiple bids for the same user within one second.

← BACK TO LIST

### LT campaign

**Name & Type**

Choose a platform \*

**Creative type \***

Banner

**Campaign type \***

Display Ads

LT campaign

**Campaign goal**

Select a goal \*

Awareness Traffic Engagement

Other ✓

Primary campaign objective

**Form navigation**

- 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
- Buttons

Поддержка

4. Continue setting up the campaign as needed.

## Placement Packages

### Step 1: Accessing the Packages Feature

1. Log in to your **Eskimi DSP** account.
2. Navigate to the **Tools** dropdown menu.
3. Click on **Packages** to access the package management page.

### Step 2: Creating a New Placement Package

You can create a Placement Package by uploading a prepared list of placement IDs.

#### Uploading a Placement List

1. On the **Packages** page, click **New Package**.
2. Select **Package Type** -> **Placement**.
3. Upload a list of **Placement IDs** (numeric values only; other values will be filtered out).
4. Assign the package to specific user(s).
5. Click **Save** to finalize your package.

### Step 3: Implementing Your Placement Package in a Campaign

1. Access the **Campaign Creation** screen or select an existing campaign to edit.
2. Navigate to the **Deals & Packages** section.
3. Choose the newly created Placement Package and decide whether to include or exclude it from the campaign.
4. Continue setting up the campaign as needed.

## Use Cases of Placement Packages

- Reuse high-performing placements across multiple campaigns by choosing placement IDs of well-performed campaign.
- Start a campaign with a specific list of placements and optimize from there.
- Utilize placement data from external trackers that meet required metrics.

## Limitations

- Other package functionalities are not supported for Placement Packages.
- 

## Conclusion

By following these steps, you can efficiently create and manage Packages within Eskimi DSP. Whether using **App/Site Packages** or **Placement Packages**, this feature allows for improved targeting, enhanced campaign control, and streamlined ad placement, ensuring better results for your digital advertising strategy.

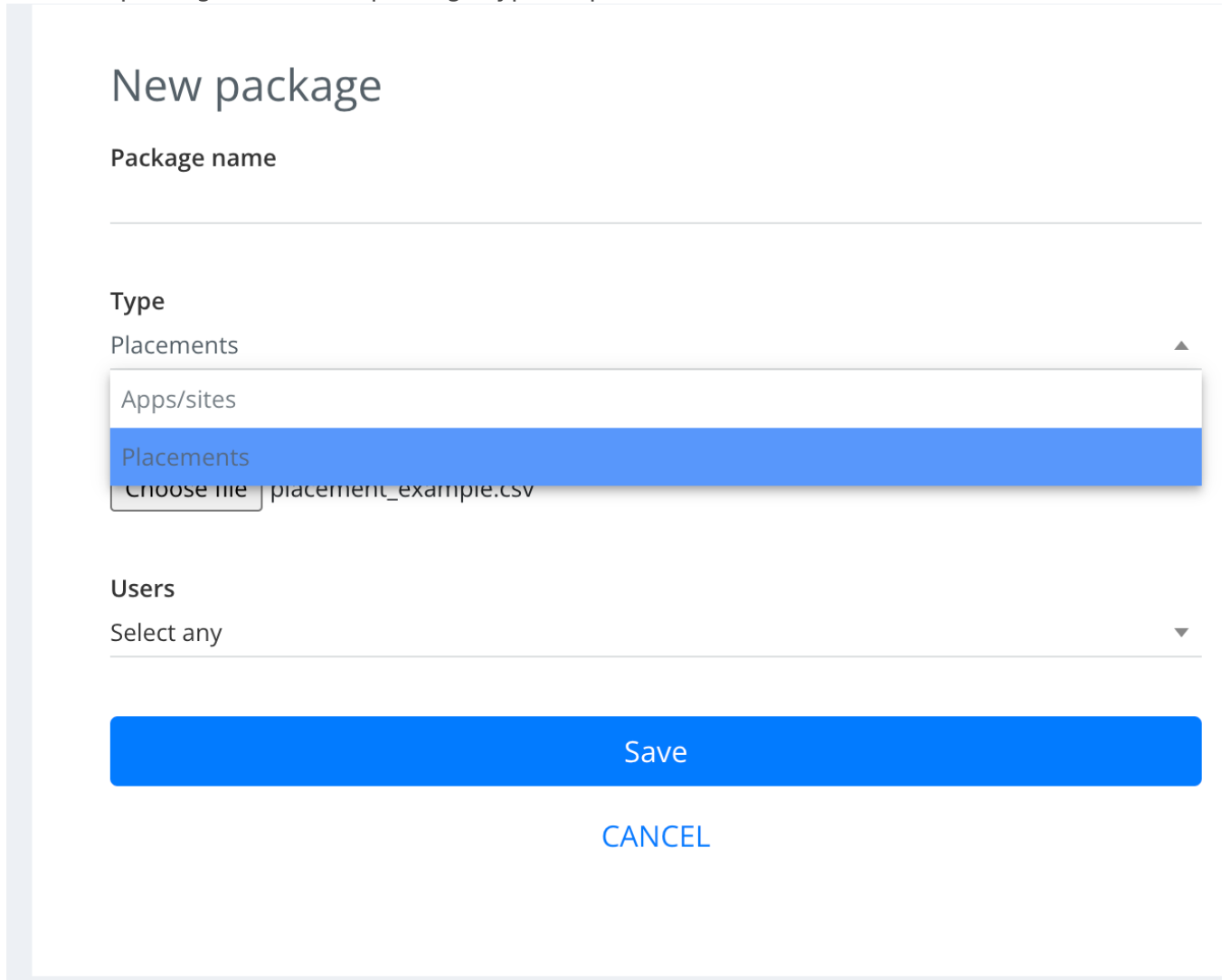


# Placement packages

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

## How it works

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



The screenshot shows a 'New package' dialog box. It has a title 'New package' and a label 'Package name' followed by a text input field. Below this is a 'Type' dropdown menu. The dropdown is open, showing three options: 'Apps/sites', 'Placements' (which is highlighted in blue), and 'Choose file placement\_example.csv'. Below the dropdown is a 'Users' dropdown menu with the text 'Select any' and a downward arrow. At the bottom of the dialog are two buttons: a blue 'Save' button and a blue 'CANCEL' button.

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 (C

Last updated: 2023-06-29 08:53

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