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!

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