

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"

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

- 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 "Optimisations, 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 shows the Eskimi web application interface for creating a campaign. On the left is a purple sidebar with navigation links: Overview, Creative sets, Campaigns (selected), Campaign settings, Reports, Tools, and Help. The main content area is titled 'LT campaign' and includes a 'BACK TO LIST' link. It features several form sections: 'Name & Type' with a 'Choose a platform' dropdown (showing Facebook and AdMob icons), a 'Creative type' dropdown (set to 'Banner'), and a 'Campaign type' dropdown (set to 'Display Ads'); a text input field containing 'LT campaign'; and a 'Launch date & Budget' section with a 'Date' range from '14 Mar, 2023' to '12 Apr, 2023' and a calendar icon. A link '> Time and day scheduling' is below the date range. On the right, a 'Form navigation' panel lists steps: Name & Type (active), Launch date & Budget, Location & Audiences, Platforms, Telco & Devices, Optimisations, deals & packages, Landing & Creatives, and Buttons. Below this, a box shows metadata: 'Created by: N/A', 'Last updated by: Eskimi - Akvile', 'Created: N/A', and 'Last updated: 2023-03-14 16:56:13 (GMT+3)'. A blue 'Support' button with a question mark icon is in the bottom right corner.

After that you are done, continue creating your campaign.

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