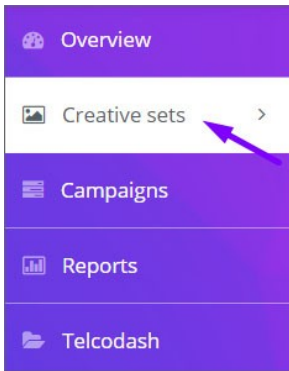


Uploading Rich Media (RM) Template Creatives - Manual

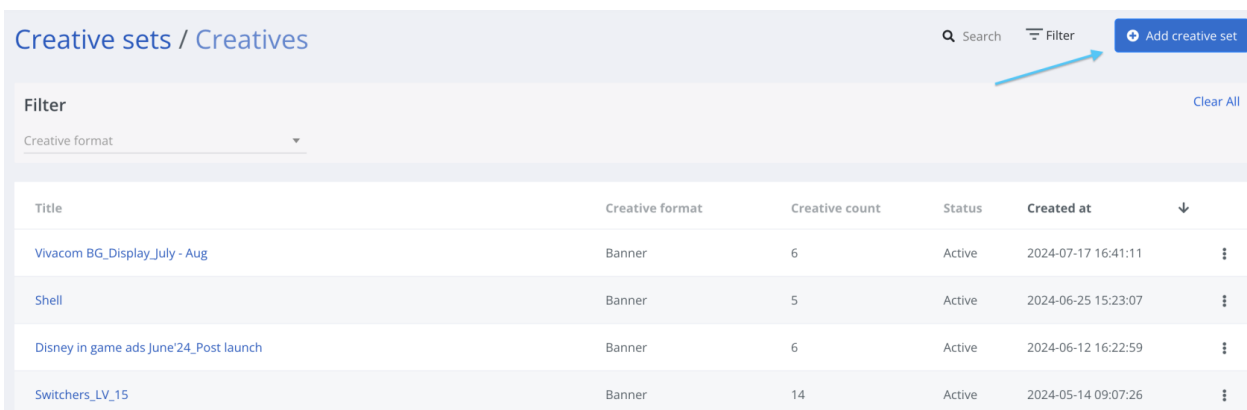
Rich media creatives is a banner type of creatives that includes advanced features like animations and other elements that encourage viewers to interact and engage with the content. This type of creatives can be created and uploaded manually using templates in Eskimi platform.

RM creatives uploading process:

Step 1: Log in to your DSP account, go to Creative Sets



Step 2: On the new page click "Add creative set"



Step 3: On the next page add creative sets Title and select the Banner creative format and RichMedia as banner format.

Creative Set Title ⓘ

NewCreative

Creative Format

- ☒ Banner
- ☐ Video
- ☐ Native
- ☐ Native Video
- ☐ Audio
- ☐ Engagement
- ☐ Carousel

Banners are a universal ad format available in various shapes and sizes, such as rectangles, squares, leaderboards, and others.

Banner Format

☐ File Banner

File banners are images in PNG, JPG, and GIF formats with the most inventory space available.

☐ Javascript Tag

JavaScript tags are banners featuring animations, transitions, and other moving elements, and serve as HTML5 ads to capture viewer attention.

☒ Rich Media

Rich Media ads are pre-made templates with advanced elements designed to catch attention and encourage user engagement.

Cancel

Save creative set

Step 4: You will be greeted with the creative creation page. Update the title (1), choose creative size (2), select templates (3) of the creative

Creative Sets / New flow testing

New creatives

Creative Settings

Creative title ⓘ

1 New flow testing

Size

2 300x250 ▾

3 Select Templates

4

300x250 4

300 x 250

3

300x250 3

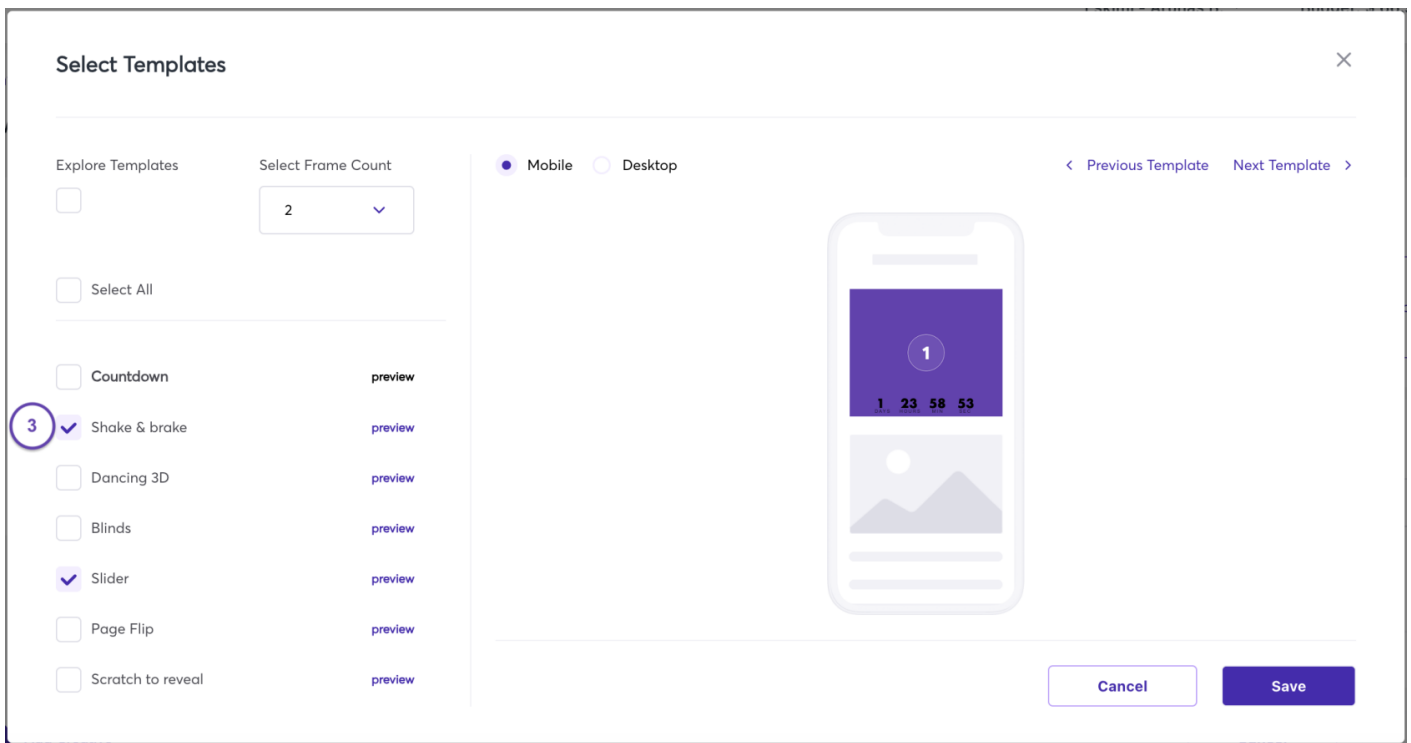
+

Add Creative

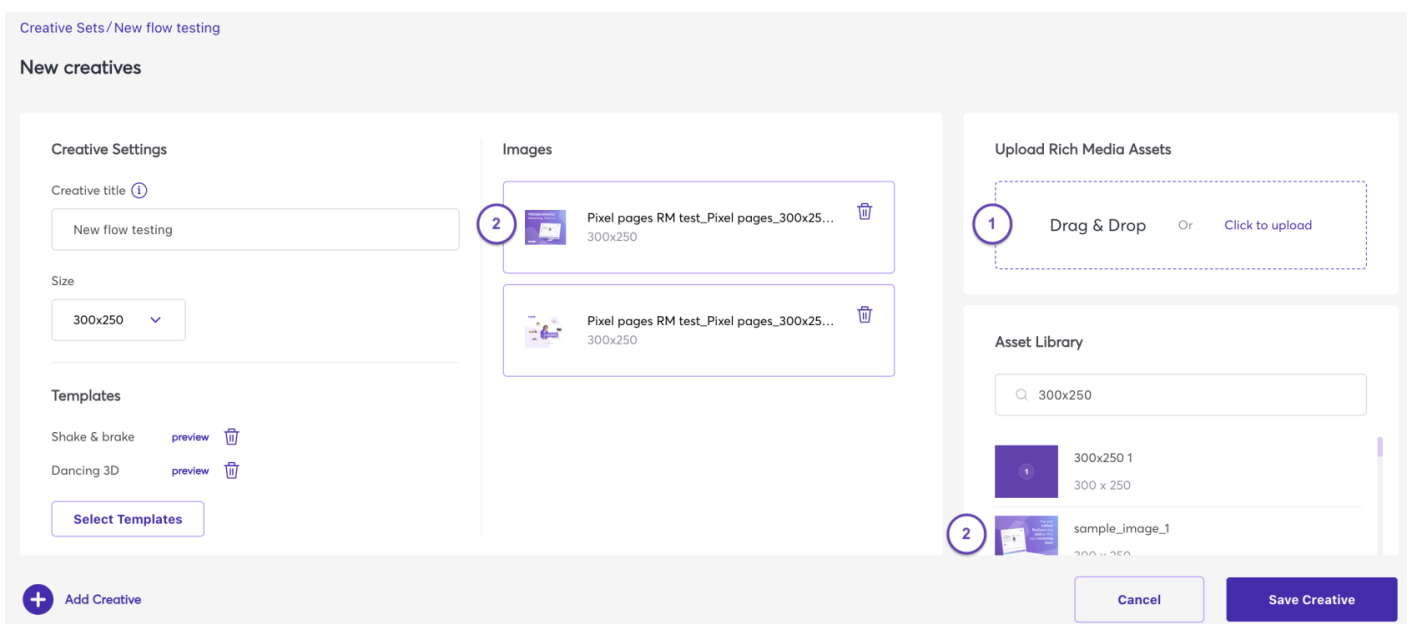
Cancel

Save Creative

Select from Templates gallery:



Step 5: Then choose the images you want to upload (1) and assign images by drag and drop (or double click) from Asset library (2).



After that click "Save creative".

Revision #22

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