SSP

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Introduction to SSP

What is SSP?

A supply-side platform (SSP) is an advertising technology platform used to coordinate and manage the supply and distribution of ad inventories. SSPs help digital media owners and publishers sell digital ads in automated auctions.

The purpose of SSPs is to efficiently improve the yield optimization of advertising space inventory on websites and mobile apps to minimize wasted space and maximize views. In short, SSPs allow publishers to sell their inventory to the best ad network.

What advantages do SSPs provide publishers?

- Higher growth. Chance to reach as many advertisers as possible across the programmatic ecosystem - DSPs, exchanges, networks.
- Automation. As soon as publishers configure in the dashboard how they want their ad campaign to run, the system automates the ad serving. This means that placements are filled in real-time automatically, without manual actions.
- Control over inventory. Publisher controls enable to set up how you want the ads to be displayed on the website/in the app.
- Reporting. Statistics that SSPs generate for publishers can be eye-opening: who bids on inventory, what is a median bid and how each piece of inventory performs. The right metric can give publishers a real understanding of their inventory value.

How do SSPs use data?

In addition to helping publishers reach a wider net of potential buyers, SSPs enable publishers to share the valuable data they have about their users at the ad impression level. When publishers make unsold ad impressions available through an SSP, the buyers — DSPs, ad exchanges and ad networks — will take into account the content of the page where the available ad impression appears, as well as the user data the publisher has for that impression (data might include demographics, location, browsing and purchase history) and match it against the audience targeting criteria set by the buyers. If the publisher data and advertiser targets overlap, the buying platforms will bid on the ad impression in an auction on behalf of the advertiser.

SSP Campaign Workflow and Campaign Setup

SSP Campaign Workflow

Steps	Clarification	Ownership
Make a deal with the client	-	BDM
Receive a brief from the client	-	AM / BDM (Depends on the market/client; Based on internal agreement between teams AM & BDM)
Check the availability of placements in the Eskimi SSP inventory	2 scenarios: **Scenario 1** - If client wants placement on specific sites with whom we didn't make deal yet: 1. Inform client that this postpones start of the campaign as we need to make deals with mentioned publishers. 2. Find publisher contacts and introduce publisher to Eskimi SSP team, along with information which type of creatives will be potentially launched **Scenario 2** - If no specific sites mentioned or publishers are exist in our Eskimi SSP inventory: 1. check with SSP team if existing publishers can commit	AM / BDM (Depends on the market/client; Based on internal agreement between teams AM & BDM)
Placement creation & tag send to the Publisher	This is a mandatory step only if the new publisher/placement need to be created. In all other cases it would be enough to confirm with SSP team if the previously shared pixels are still valid on publisher side.	SSP team

Prepare campaign Media Plan	Once placement confirmed by SSP team, AM need to prepare mediaplan for campaign. Where estimations can be done by using information from [SSP spreadsheet](#) and historical campaigns results.	AM
Develop Creatives	Depends on the creative this step consist different scenarios: **Scenario 1** - Run static banner, templated RM: 1. AdOps need to get images from client/AM/BDM and upload them in system 2. AdOps need to share preview with client for confirmation **Scenario 2** - Run custom RM / high impact ads: 1. AM/BDM need to collect creative workflow expectation from the client, together with all needed materials for development 2. Collected materials and scenario have to be sent to Creative team. AM/BDM is responsible to send these materials 3. Creative team prepare creatives and is responsible that creatives consist all requested event measurement and works well on actual environment ([display.eskimi-creatives.com)](#) 4. AM/BDM getting confirmation and preview link from creative team send the preview to the client for confirmation	Scenario 1 - AdOps Scenario 2 - AM/Creative Team

*Confirm creatives with Publisher (optional step; depends on agreement with publisher)	In some cases, specially with high-impact ads it is needed to share creative preview with the publisher as well. Sometimes publishers give campaign approval only when see the actual creative that will be advertised. At the same time it is possible to confirm that the banner shows without issues on the actual site where campaign will run. Therefore, when creatives are developed: 1. Creative team is responsible to provide the preview link to AdOps and SSP team. 2. AdOps is responsible to set up test campaign for actual publisher 3. SSP team is responsible to request test traffic from publisher and get confirmation to run particular creative 4. When test campaign is live, creative team responsible to make sure that banners looks/works as expected on live environment.	AdOps / SSP team / Creative team (described responsibilities in middle column)
Campaign setup	When we have final media plan approval, creative preview approval, campaign is ready for set up	AdOps

Adops informs SSP operations specialist about campaign:	To request traffic write in the slack channel **#ssp_adops** following details (or the channel belongs to specific market, example #ssp_croatia, #ssp_greece etc)
	
	  1. Campaign name
	  2. Country
	  3. Creative type (standard sizes, floating, takeover)
	  4. Campaign duration
	  5. Publishers you need (if you have a list from the client or would like to target by yourself).
	  6. Number of the daily impressions you'll need.
	
	*Take into account that publishers availability should be checked and confirmed with SSP team before this step (check step 3 above).
		AdOps

Traffic & Delivery check	This is the stage of live campaign, where AdOps is responsible to control delivery in DSP report and make sure that campaign is getting enough traffic to satisfy client needs. While SSP team is responsible to control supply, and make sure that campaign fill rate satisfy publisher needs and agreement.	AdOps / SSP team
Screenshots from all publishers	It is usually possible to request screenshot from campaign directly from publisher. So screenshots might be requested based on client request and depends on who is handling communication with the publisher. Usually it is AdOps who communicate with client and pass information to SSP team who managing communication with publisher.	AdOps / SSP team
After campaign ends: 1. Reporting 2. Invoicing	This is the usual process as for any other Eskimi DSP campaign	AdOps

> Note: Inform SSP Team about the traffic you'll need as much in advance as you can – to have time for the traffic ordering, implementation and optimization if these actions are needed. Weekends and national holidays will be the challenge for the traffic opening from the SSP partners.

> Note: Please allow up to 24 hours for creative testing after the creative has been approved. This 24-hour timeframe is essential to ensure that the creatives perform optimally and that all necessary metrics are accurately measured.

SSP Campaign Setup (for AdOps)

Eskimi SSP campaign setup is done in a bit different way comparing with the standard Eskimi DSP campaign setup. These are steps you need to follow when setuping it:

1. Start with usual campaign setup and creatives upload.
2. Check SSP Publishers' prices in online doc https://bit.ly/384waVQ (you should be given access
   by SSP Team to access this file). **ATT:** your bid in campaign after margin cannot be smaller than it is mentioned in the document.

3. SSP campaigns has no targeting – please do not select any targeting options except your campaign is running too quickly or client do not let us remove targetings. Also, there shouldn't be impression capping or auto-optimization added to campaign.
4. Create a package with the necessary domains.
   - If the list of sites is large, a single common package can be used.
   - If flexibility in managing delivery per publisher is needed, create separate packages for each publisher.

   Find the site IDs in the https://stats.eskimi.com/admin/adops/AppsSitesLookup/. Pick IDs accordingly to the exchange you need and add to the package.
   *__There are cases when you need to add placement_id to the package instead of site_id.__ It happens when we run several campaigns with one publisher at the same time. In case to keep trackers in order and control delivery per each campaign/placement. SSP team can clarify to you if the site_id or placement_id need to be added in particular case.
5. In some cases, there may be a request to deliver a campaign on specific sub-domains or sections of a site. To achieve this:
   a. Prepare a keyword list with the names of the sections the sub-domain contains (e.g., lifestyle, sports, etc.).
   b. In targeting settings, select Context options → Find in URL.
   c. Under Match options, choose Exact word type match.
   d. Upload the keyword list in CSV format.
   e. Set Default to No and Status to Enabled.
   f. Assign the targeting to the relevant account user.
6. In some cases, publishers may provide traffic through PMP (Private Marketplace) deals. When setting up a PMP deal AdOps should contact the publisher directly and request the following details:
   1. Buyer ID
   2. Brand
   3. Country
   4. Creative type and sizes
   5. Campaign duration
   6. Position and targeting (if required)
   After the publisher confirms the deal setup and provides the Deal ID, proceed with the setup in the DSP. Ensure that the correct Exchange (where the deal is set up) is selected instead of the default Eskimi Exchanges. It is recommended to use deal targeting in a separate campaign split to better control performance.
7. Mark "allow multiple bids" – this parameter is a must for all SSP campaigns. Except the cases when it is specifically asked from the client not to show ads in this way.
8. Pick one of exchanges:
   - __Eskimi standard__ – for the standard banners.
   - __Eskimi floating__ - for the floating banners.
   - __Eskimi takeover__ - for the takeover banners.
   - __GroupM or GroupM floating__ for the campaigns running for WPP Kenya.

7. Check the CPM for all Publishers you added for this campaign.

8. Add and check the margin to have the buying CPM not lower than Publisher's CPM.
9. Once all set up done, you can check if there is something that might be missed using the

[following form](#)

SSP Test Campaign Setup (for Creative team)

Eskimi SSP test setup is very similarly to the set up of the SSP campaign.
1. Start with uploading the creatives.
2. Create the package where you want to test (site or placement id). Go to **Tools → Packages → New package →** Write package name **→ Select package type → Select country → Upload CSV file** (comma separated values). <mark>Note:</mark> before uploading make sure you copied the right id of the publisher/placement based on the creative type (takeover or floating ad). E.g. Need to test Floating ad in LT market. Copy the floating ad placement\publisher id, put it in excel, save it as CSV file and upload it to the system.
3. In the campaign set up page:

- Select **Creative type →** Banner
- Select **Campaign type →** Display Ads
- Write the name of the test
- Select **Campaign goal →** Awareness
- Select **Primary campaign objective →** CPM and write the bid value
- Unselect Pre-optimisation based on historical placement stats button
- Remove Impression capping
- Select the date
- Write Total budget (let's say 10$)
- Select **Daily Budget Pacing →** Spread daily budget ASAP
- Write Bid (CPM) - the same number as in primary campaign objective
- Select the Country
- In **Deals & packages section:** check if *Eskimi floating* or *Eskimi takeover* exchanges are selected (depending on the test)
- Select the package (test sites and placements of LT & LV could be found pinned in Slack channels **#ssp_lt & ssp_lv)**
    *If site package, select these: Include Only, Disable impression capping, Disable auto optimisation, Disable budget pacing for this package, Disable App/site category exclusion
    *If placement id package, select: Include only

- Write Click URL - https://www.eskimi.com/campaigns
- Select Ad domain → eskimi.com
- Select the creatives in **Selected creative sets**
- Press → Publish

Now the campaign is in <u>pending status</u>. The last step is to approve the campaign.

4.   Go to **Approve** page → **Ad Exchanges** (scroll to the end) → **E-SSP Partners** → Select the exchange depending on the banner (Floating or Takeover).

SSP Video

What is Eskimi SSP video?

Eskimi SSP is a video advertising and monetization solution that bridges the gap between video supply and demand.

The video players allow publishers to monetize their supply through different video placements - in-read, floating, and sticky. The players support in-stream and out-stream ads, so even CTV publishers can be onboarded.

What are the Eskimi video capabilities?

Outstream player

Outstream - video ads (VAST & VPAID) are served between the website's content (ex.: in-article). The out-stream video player is compatible with desktop and mobile devices. The video tag is responsive so the publisher is required to integrate only 1 code. Outstream code can be implemented directly on the page or through a third party like - Google Ad Manager.

Instream player

Instream - video ads (VAST & VPAID) interrupt another video on the website (ex.: pre-roll). The Instream video player is compatible with desktop, mobile & CTV devices. The video tag is responsive so the publisher is required to integrate only 1 code. Instream code can be implemented directly on the page or through a third party like - Google Ad Manager.

Instream player allows controlling:

- How many ads will be shown in the content;
- What will be the time between ads;
- Randomize or sequence the content where the video ads will be shown;

For instream ad monetization video content is required. The video content has to be on the website. However, if the publisher doesn't have any content on the website, it is possible to offer a 3rd party content. Keep in mind that the content will be only in English and will have additional pricing.

Video placement templates

Both instream and outstream video players have a rich variety of positions on the website. Let's go through them:

Floating

Top left:

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63eca44719247c3265075204&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Top right:

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63eca47a27e2d783e10ebb76&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Top middle:

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63eca340e1532919970d0fb5&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Bottom left:

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63eca545bcc1b9b90107f344&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Bottom right:

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63eca50e6116b913ef09b1d6&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Bottom middle:

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63eca568881a486f580eaf2e&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Floating video position is highly customizable. It is possible to:

- Define a video player size when it is floating.
- Different pause options.
- Floating on button or impression.
- Etc.

In-read

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecaaecdccdb0653803f5
34&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Sticky

Top right:

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecac7fb9a16891e800b8
35&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Top left:

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecaca0b9a945a8e9043e
04&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Top middle:

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecac4744aa2d4581010
586&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Bottom left:

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecabe8d6faf99ce10ffd7
6&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Bottom right:

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecab24bf55da62030a22
a7&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Bottom middle:

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecac282f8f04654701df9
d&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Integration process - local demand

The technical integration process for any video placement (outstream, instream, CTV) is handled by the SSP team. Reach out to kannan@eskimi.com and prajay@eskimi.com for further information. They will provide video tags, guide the publisher how to implement the tags and troubleshoot any discrepancies.

After the integration is finished the publisher traffic will be bought through Eskimi DSP by using Aniview exchange. Publishers will be visible the same way as on any other exchange. No additional process is needed for campaign execution.

For any product related questions reach out to gabriele@eskimi.com.

Integration process - global demand

If the publisher needs to be onboarded for the global demand parallel to local demand then:

1. Domains and geographies need to be provided by the sales team with the SSP team.
2. The domains will go through the approval process which will take up to 2 weeks.
3. After the approval process is finished Eskimi will provide ads.txt lines which need to be implemented by the publisher.

The global demand consists, but not limited to, global SSPs such as Google, Yahoo, Appnexus, Pubmatic, Magnite, Unruly, Index Exchange, SmartAdServer and others.

SSP Publisher Onboarding Guide

Introduction

Welcome to the SSP Publisher Onboarding Guide. This guide will provide you with comprehensive information and instructions to successfully onboard publishers onto the SSP platform. By following this guide, you can ensure a smoother onboarding process and be better equipped to troubleshoot any issues that may arise.

Information Needed for Onboarding

1. **Domain:**
   - Obtain the publisher's domain name, which will be used to identify their website or application.
2. **Existing Player:**
   - Determine whether the publisher already has a video player integrated into their platform.
   - If they do, identify the specific player they are using.
3. **Tag Implementation:**
   - Determine where the SSP tag will be implemented on the publisher's website or application.
   - This information is crucial for proper ad delivery and integration.
4. **Specific Requirements:**
   - Identify any specific requirements or preferences the publisher may have.
   - This could include custom ad formats, ad placements, or any other unique specifications.

This information has to be collected by the person who is responsible for the publisher management.

Onboarding for Global Demand

For publishers targeting global demand, gather the following information:

1. **Domain:**
   - Provide the domain name associated with the publisher's website or application.
2. **Country:**

- Identify the specific country or countries the publisher is targeting.
3. **Direct or Reseller:**
   - Determine whether the publisher is directly working with advertisers or through a reseller.
4. **Instream or Outstream:**
   - Clarify whether the publisher intends to display video ads within their content (in-stream) or as standalone units (out-stream).
5. **Floor Price:**
   - Determine the desired floor price for the publisher's ad inventory.
   - The floor price is the minimum price at which an ad impression is sold.
6. **MCM (Managed Channel Mapping):**
   - Specify whether the publisher requires Managed Channel Mapping for enhanced control over ad placements.

It is essential to start the onboarding process for global demand as soon as possible. As the publisher review and approval process may take up to **1 to 2 weeks**.

Troubleshooting

For troubleshooting purposes, follow these guidelines:

1. **Open a Support Ticket:**
   - Open a support ticket by sending an email to the SSP team.
   - The ticket has to include the following information:

     - In each support ticket, include a clear description of the issue or question.

     - Provide details such as the player/template/channel/source ID (depending on the issue).

     - Share a test page where the issue can be reproduced.

     - Specify GEO and OS targeting settings for accurate troubleshooting.

   - Attach relevant screenshots or screen recordings of the issue for better understanding.

Conclusion:

Congratulations! You now have a comprehensive SSP Publisher Onboarding Guide. By following these instructions and providing the necessary information, you can streamline the onboarding process and troubleshoot any issues that may arise effectively. Remember to maintain clear communication with the SSP support team throughout the onboarding journey.