SSP

Eskimi SSP: publisher inventory, workflows and campaign setup.

- Introduction to SSPs
- SSP Video
- SSP Publisher Onboarding Guide

Introduction to SSPs

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 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

In-stream - 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 in-stream 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 **third-party content**. Keep in mind that the content will be available 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 a button or an impression.**
- **Etc.**

In-read

https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecaaecdccdb0653803f534&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Sticky

Top right:
https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecac7fb9a16891e800b835&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Top left:
https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecaca0b9a945a8e9043e04&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Top middle:
https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecac4744aa2d4581010586&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Bottom left:
https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecabe8d6faf99ce10ffd76&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Bottom right:
https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecab24bf55da62030a22a7&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Bottom middle:
https://manage.aniview.com/player/preview.html?type=tp&AV_TEMPID=63ecac282f8f04654701df9d&AV_PUBLISHERID=63e22d57f3cd17944e0a6665

Integration process - local demand

The technical integration process for any video placement (**outstream, instream, CTV**) is handled by the Eskimi SSP team. Contact them through your Eskimi account manager.

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

For any product-related questions, contact your Eskimi account manager.

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 to 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 finishe,d Eskimi will provide ads.txt lines which need to be implemented by the publisher.**

The global demand consists, but is 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.