

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	<p>Once placement confirmed by SSP team, AM need to prepare mediaplan for campaign.</p> <p>Where estimations can be done by using information from SSP spreadsheet and historical campaigns results.</p>	AM
Develop Creatives	<p>Depends on the creative this step consist different scenarios:</p> <p>Scenario 1 - Run static banner, templated RM:</p> <ol style="list-style-type: none"> 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 <p>Scenario 2 - Run custom RM / high impact ads:</p> <ol style="list-style-type: none"> 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 	<p>Scenario 1 - AdOps</p> <p>Scenario 2 - AM/Creative Team</p>

<p>*Confirm creatives with Publisher (optional step; depends on agreement with publisher)</p>	<p>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.</p> <p>Therefore, when creatives are developed:</p> <ol style="list-style-type: none"> 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. 	<p>AdOps / SSP team / Creative team (described responsibilities in middle column)</p>
<p>Campaign setup</p>	<p>When we have final media plan approval, creative preview approval, campaign is ready for set up</p>	<p>AdOps</p>
<p>Adops informs SSP operations specialist about campaign:</p>	<p>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)</p> <ol style="list-style-type: none"> 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. <p>*Take into account that publishers availability should be checked and confirmed with SSP team before this step (check step 3 above).</p>	<p>AdOps</p>

Traffic & Delivery check	<p>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.</p> <p>While SSP team is responsible to control supply, and make sure that campaign fill rate satisfy publisher needs and agreement.</p>	AdOps / SSP team
Screenshots from all publishers	<p>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.</p>	AdOps / SSP team
After campaign ends: 1. Reporting 2. Invoicing	<p>This is the usual process as for any other Eskimi DSP campaign</p>	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). **Note:** 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 pending status. 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).

Revision #19

Created 20 July 2021 13:06:13

Updated 3 April 2025 14:46:12 by Yegor