Campaign Launching

Basic campaign launching guide

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Starting your first campaign - Video Guide

Here you can view a short video guide on launching your first campaign on Eskimi DSP. Campaign launch is simple. First we upload the creatives then we assign the campaign.

Uploading your creatives:

Setting up your campaign:

Setting up your campaign

Campaign requirements

1. **The goal of the Campaign.** Set the goal for the campaign (*awareness/ lead generation/ clicks generation, etc.*)
2. **Target Audience.** Define your target audience by interest.
3. **Main KPI.** Select ONE campaign KPI that is most important for you. It can be impressions/ clicks/ interactions/engagements (depending on your campaign type). Remember, that the campaign will be optimized for ONE KPI, though others will be monitored as well.
4. **Creatives.** Banners that will be showed to your audience.
5. **Budget.** What budget do you have allocated for this campaign?
6. **Duration.** What is the duration of the campaign? If you are not sure, the Eskimi team will gladly advise you.
7. **Landing Page.** Do you have the landing page where the traffic from campaign ads will be generated? It's very important that your landing page is tested and works properly, because it may affect the results of the campaign.
8. **Tracking.** Does your landing page have an Eskimi tracking code? It is not mandatory, but it will help your campaign reaching better results.

Campaign setting up process

The following steps will help to learn how to set up a new banner ad campaign in 6 easy steps.

IMPORTANT: Before setting up your campaign, your creatives should already be uploaded and ready to use.

Step 1: Login to your DSP account, select Campaigns, and click "New Campaign".

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image not found or type unknown

Step 2: Select campaign type - banner.

Create Campaign group

Name & Type

Choose a platform *

Creative type *

Please Select ▲

Banner
Native
Video
Native video
Audio

Step 3: Write the name of your campaign.

Creative type *

Banner ▼

Campaign type *

Display Ads ▼

Campaign name

Step 4: Select a campaign goal Awareness.

Step 5: Select primary campaign objective, input planned value for it and press Save.

Step 6: Select secondary campaign objective, input planned value for it and press Save. Set up auto-optimisation -> input Minimum impressions per placement to learn.

Secondary campaign objective

CTR	Viewability rate	Frequency rate
Session rate	ER	CR

Auto-Optimisation ▼

Impression capping ⓘ ▼

Launch date & Budget

Date *

🗓

> Time and day scheduling

Budget Type

🔘 Total   ⭕ Daily

Total Budget *

0   €

Step 7: Set up frequency by implementing impression capping* or keep it as default (1 click or 7 impressions within 24 hours per user).

Impression capping means the number of impressions and clicks that a single user can see in a given time frame. In the example photo below we see that the user can view your ad a maximum of 2 times in 10 minutes and click on it once. You can make it less or more frequent depending on what you want to achieve: if your main goal is Awareness - you should make capping frequent, as frequent as 3 impressions in 5 minutes or so. If your main goal is Lead generation - you can make capping a little less frequent - maybe 1 impression in 20 hours or so.

Impression capping ⓘ ▲

☐ Default impression capping

Type	Impressions	Clicks		
User ▼	#	#	Hours ▼	＋ −

Step 8: Select duration dates. Here you can set up time targeting (select specific hours of the day when your campaign should be displayed). Then choose budget type (total or daily). Based on your choice insert daily budget or total budget. Here you can set up Daily Budget Pacing. Finally, add Bid (CPM).

Launch date & Budget

Date *

🗓

> Time and day scheduling

Budget Type

⦿ Total   ◯ Daily

Total Budget *

0 $

Daily Budget Pacing

⦿ Spread evenly throughout the day   ◯ Spread daily budget ASAP ⓘ

Bid (CPM) *

0.4 $

☑ Start campaign after approval

Step 9: Select a country. Here you can also target users by city, states, audiences, demographics, languages, SEC (socio-economic class) groups, LSM (living standards measure) groups. If you don't

use any specific targeting, just leave default values in these options.

Location & Audiences

Country *

Select any ▼

> City

> State/County

Audiences ▼

Demographics ▼

Languages

All ▼

SEC (socio-economic class) groups

All ▼

LSM (living standards measure) groups

All ▼

[Audience creation guides](#)

Step 10: Set up Brand safety or leave default values in these options (optional).

Step 11: Set up Contextual targeting (optional).

How to enable Contextual Targeting on a campaign level

Step 12: Here you can target users by mobile operators, device types, browsers, etc. If you don't use any specific targeting, just leave default values in these options.

Platforms, Telco & Devices

Ad placement type ▼

Mobile operators/ISPs

All ▼

IP addresses/ranges ❶ ▼

Device type

All ▼

Device OS

All ▼

Device brands ▼

Device models ▼

Device browsers

All ▼

Device cost ranges

All ▼

> Telco targeting

Step 12: Here you can select exchanges where your ads will be delivered or keep it as default. Additionally, here you can select packages that have been previously uploaded to the DSP.

Deals & packages

Ad exchanges ▼

Ad placement positions ▼

Packages ▼

> Private marketplace

Step 13: Here you can choose click URL, the destination of where the user lands once he or she clicks on your banner, and select creative sets.

Landing & Creatives

Click URL *
Landing page ▼

Landing page URL (e.g. https://www.yoursite.com/?click_id={eucid})

> Click URL parameters

Ad domain *
Ad domain (e.g. yourproduct.com) ▼

Selected creative sets *
Type for possible creative sets or press down to browse ▼

If you're choosing a basic landing page, don't forget to include https:// before your site name.

If it's an Android App download you'll have to enter your Google Play store ID

Step 14: Here you can set up 3rd party impression tracking for campaign.

Measurement

Additional impression tracking

⊕ Add Pixel/Javascript code

Checking status of your campaign

Once campaign is launched you will be able to track your campaign status and the amount of money it spends by looking at Budget and Status, there are some statuses that can be shown:

statuses.png or type unknown

- Pending campaigns are ready to be launched, they just need to be approved by administrators.
- Expired campaigns are the ones that have already ended.
- Live campaigns are currently running.
- Ready means the campaign has already been set up and approved, however, its launch date is set to start in the future.
- Budget limit means the campaign has already used up all of its total budget and it cannot run anymore.

- The daily cap means the campaign has already used up all of its daily budget and is now paused until the next day.
- Stopped means that the campaign has been paused manually.
- Rejected means that the exchanges have rejected this campaign and prevented it from running because it did not meet the necessary requirements.

In the Budget section, you can see

- *Custom bid*
- *Budget daily:* on the left, it shows how much of the budget has been spending today, on the right - total daily budget.
- *Budget total:* on the left, it shows how much money has already been spent during this campaign, on the right - total budget.

Launching new banner campaign

Launching campaigns on Eskimi DSP can be a bit tricky, so here you can learn how to set up a new banner ad campaign in 7 easy steps.

IMPORTANT: Before setting up your campaign, your creatives should already be uploaded and ready to use. Find out how to upload creatives to DSP in [this article](#).

Step 1: Log in to your DSP account, select Campaigns, and click " New campaign group ".

Step-1.PNG
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 Step 2: Select campaign type – banner.

Step 3: Write the name of your campaign, enter the start and end dates, bid, total budget and the system will suggest your daily budget which can be edited by you if you prefer a different value than the one that was suggested by the system. In Time scheduling you can set up time targeting (select specific hours of the day when your campaign should be displayed.

Name & Type

Choose a platform

Type
Banner

Campaign name

Launch date & Budget

Date

> Time and day scheduling

Bid (CPM)
0.4 $

Daily budget
100                                    $

Total budget
500                                    $

☑ Start campaign after approval

Location & Audiences

Country
Select Any

> City

> State/County

Form navigation

| Name & Type
Launch date & Budget
Location & Audiences
Platforms, Telco & Devices
Optimisations, deals & packages
Landing & Creatives
Buttons

Step 4: Select your target country. In the Platforms, Telco & Devices section you can also target users by mobile operators, device types, browsers, etc. If you don't use any specific targeting, just leave the default values in these options.

Step 5: Set up values for Impression capping and Auto-optimisation. These tools are important for the good performance of your campaign.

- *Impression capping* means the number of impressions and clicks that a user can see in a given time frame. In the example photo below we see that the user can view your ad a maximum of 3 times per 24 hours and will be able to click on it once, each impression will be shown not often than 1 impression per 1 hour. You can make it less or more frequent depending on what you want to achieve: if your main goal is Awareness - you should make capping frequent, as frequent as 3 impressions in 5 minutes or so. If your main goal is Lead generation - you can make capping a little less frequent - maybe 1 impression in 20 hours or so.
- *Auto-optimisation* here you can choose your optimization metric (CPC, CTR, or CPA) depending on the type of your campaign. For basic banner ad campaigns choose default optimization as shown in the example picture below.

Step-4.PNG
Image not found or type unknown

Step 6: CLICK URL: Here you can choose the destination of where the user lands once he or she clicks on your banner.

- If you're choosing a basic landing page, don't forget to include https:// before your site name.
- If it's an Android App download you'll have to enter your Google Play Store ID.
- If it's a Click to action: Call you'll have to enter an international phone number or a short-code (eg. +123456789).
- If it's a Click to action: SMS you'll have to enter an international phone number or a short-code as well as an SMS text accompanying your banner (eg. Start Now).
- If it's a Click to action: USSD you'll have to enter USSD code (eg. *999*1#).

Also, don't forget to enter an ad domain that is related to your site URL.
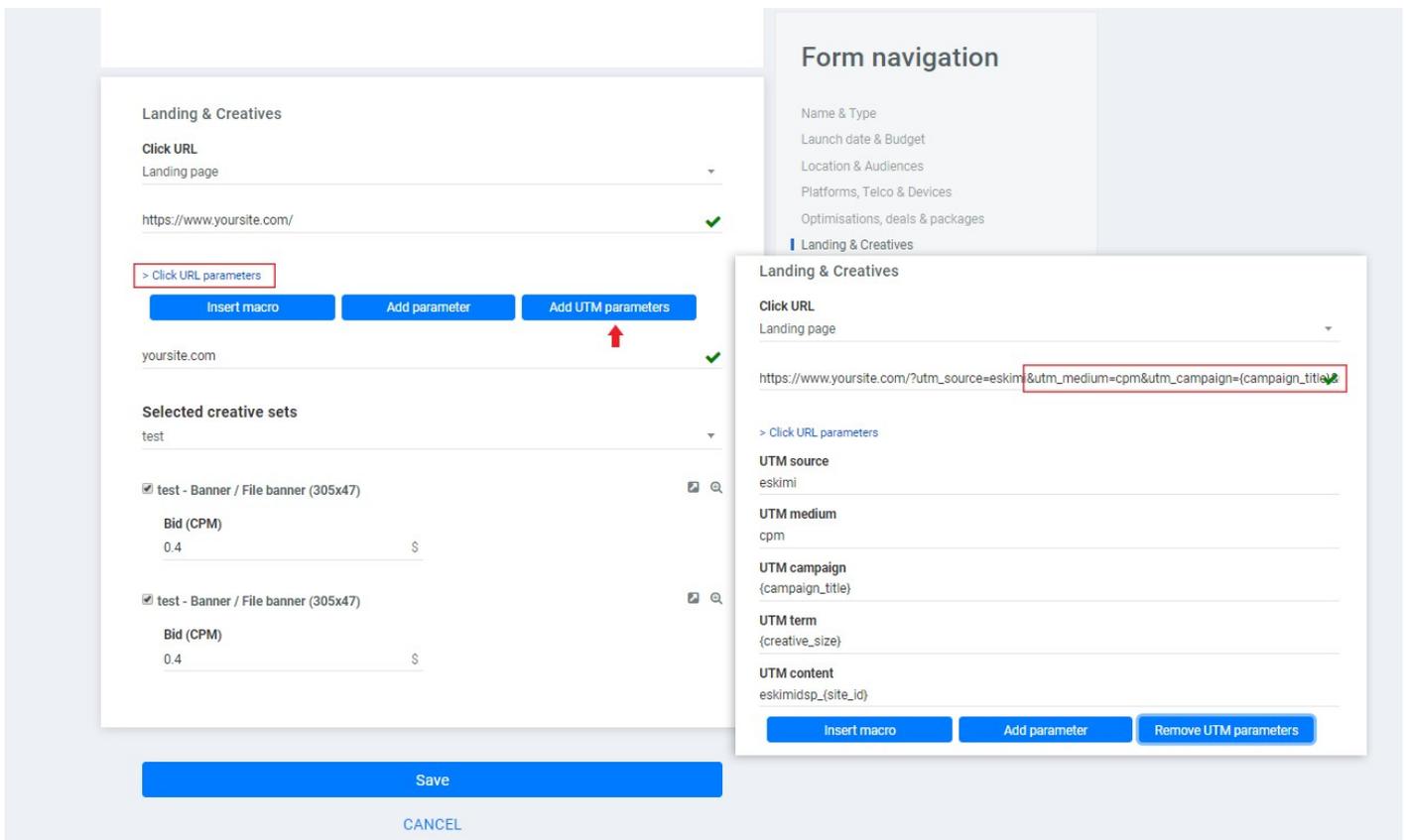
We also recommend adding UTMs parameters for better tracking. These can be automatically added to the landing page of your campaign by clicking on Click URL parameters and choosing Add UTM parameters as in the screenshot below.

Why to use UTMs? UTMs are essential part of external analytics. With the help of UTMs platforms like Google Analytics will be able to identify Eskimi traffic and performance. This means that clients will be able to better evaluate their multi-channel campaigns and compare the results between different sources.

Step 7: Select the creative set for your campaign. The bids for each creative will be automatically applied based on the bid that you've entered at the beginning of the campaign setup. Of course, you can set different bids per each creative manually if it's needed.

Now just click **Save** and Voila! You have now successfully created a new campaign and it is ready to be launched.

Once it is launched you will be able to track your campaign status and the amount of money it spends by looking at Budget and Status, in the picture below you can see various statuses that can be shown:

statuses.png
Image result or type unknown

- **Pending** campaigns are ready to be launched, they just need to be approved by administrators.
- **The daily cap** means the campaign has already used up all of its daily budget and is now paused until the next day.
- **Live** campaigns are currently running.
- **Stopped** means that the campaign has been paused manually.
- **Rejected** means that the exchanges have rejected this campaign and prevented it from running because it did not meet the necessary requirements.
- **Deleted** means that the campaign was deleted manually.

- **Budget limit** means the campaign has already used up all of its total budget and it cannot run anymore.
- Expired campaigns are the ones that have already ended.
- **Ready** means the campaign has already been set up and approved, however, its launch date is set to start in the future.

When it's the best time to launch a campaign?

NO FRIDAY rule

We recommend not launching campaigns on Fridays or the last day before the Holiday, especially at the end of the workday. The campaign must be optimized and checked even more often during the first days of the campaign and on non-working days there might be no one there to help.

If you want to launch a campaign at weekend, make sure that all material is uploaded to the system **by Thursday evening.**

Plan some TIME FOR TESTING

If you are planning a CPA campaign, use tracking or launching your first TAG campaign, make sure that there is enough time before launch for testing. It takes around **1-2 working days** to test and to fix bugs.

Campaign Approval Request for Self-Served Clients

It's important for Self-Served Clients to request for campaign approval via DSP/Dashboard. The process is the most efficient and recommended way to go live with Campaigns.

Submitting campaign approval requests via DSP/Dashboard ensures a faster approval process without the need to send separate emails every time or investing additional time while communicating via different channels.

Steps to follow:

1. Click on the three dot menu at the very right side of the campaign in the Dashboard.
2. Click on "**Edit**".
3. When the page is fully loaded, scroll down to the bottom.
4. Click on the "**Publish and request for approval**" button.
5. An auto generated campaign approval request ticket will be submitted. The campaign will be approved and set live after reviewing by Ad Operations Specialists.

Take a look at the following video tutorial for visual guidance:

Notes:

- It's recommended to launch campaigns or request for campaign approval on weekdays.
- Approval could be delayed if requested during holidays or weekends.