Campaign Planning

Basic campaign planning guide

- New Client: How to Start Advertising with Eskimi
- Restricted Categories: Limitations and Recommendations

New Client: How to Start Advertising with Eskimi

1. On-boarding

To create an advertiser profile on the Eskimi system, the information below is required:

- Country
- Official company (organization) name
- Company address
- Company registration code
- Company VAT id
- Company financial contact name
- Company financial contact email
- Finance phone number
- Payment term (days)

*This information is used for issuing Insertions Orders (IO) and Invoices.

2. Payment method

- **Pre-payment** - the DSP account can be funded via wire transfer or card payment (VISA and MasterCard). The availability of the pre-payment option depends on the country.
- **Post-payment** - this option is available after signing a contract and passing a credit check. The initial post-payment credit limit is $5,000. For larger amounts, 30% - 50% of the requested budget must be prepaid.

3. Access to the account

For each user who needs to access an account, we create a separate login. To create it, the following information is needed:

- User's Name and Surname - these will be used as the username.
- User's Email Address

The user will receive an invitation email and will be able to create their own password. They can then log in to the platform using their Name and Surname as the username and their new password.

4. Planning campaign

Eskimi DSP is a top-of-funnel platform with strong focus on awareness, traffic, and engagement objectives. It offers a wide range of creative formats and audience targeting options. With connections to major ad exchanges, Eskimi provides extensive traffic and reach opportunities.

Use these questions when planning your campaign. When planning your campaign, leverage the traffic discovery tool to check inventory availability using filters such as country, app/site name, creative types, and creative sizes.

If you have any questions or need guidance, our team is available to provide recommendations and assist for the most effective execution.

5. Launching campaign

Make sure that you have everything for the campaign launch:

- Creative type
- Campaign type
- Campaign name
- Campaign goal: awareness/ traffic/ engagement/ other
- Primary campaign objective
- Secondary campaign objective (if needed)
- Impression capping (it is set by default 7 impressions 1 click per 24 hours)
- Campaigns' date
- Budget
- Location and audiences
- Brand safety (if needed)
- Contextual targeting (if needed)
- Platforms, telco & devices (if needed)
- Packages
- Landing page
- Creatives
- 3rd Party tracers (if needed)

6. Support

- Eskimi knowledge base - manual
- Ad Operations team - Support button through DSP

Restricted Categories: Limitations and Recommendations

Eskimi DSP supports advertising for restricted product categories, including alcohol, betting, tobacco, pharmaceuticals, weed/CBD, and political advertising.

However, if you wish to advertise products in any of these categories, prior approval from our legal team is required. To initiate the approval process, please send a request to **legalhelp@eskimi.com,** including the following details:

- The advertising category
- The landing page link
- The country where the regulated category will be advertised

Please note that advertising for these categories may face limitations due to policies imposed by ad exchanges. For detailed information on exchange-specific guidelines, refer to this resource.