Campaign Planning

Basic campaign planning guide

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How to start advertising with Eskimi?

1. On-boarding

To create a company/organisation profile on the Eskimi system, the info below is required:

- Company Legal Name
- Company Legal Address
- Company registration code
- Primary contact email address
- VAT ID
- Finance person name and contact details (email address, phone number)

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

The account on Eskimi DSP is created by the Eskimi team. You need to provide the information below:
- Company name
- Select one of the account options: []Agency or []Brand
- Company country
- Currency: []USD or []EUR (Naira available only in Nigeria)
- email address to access the account

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:
- Campaign name
- Campaign objective: awareness/ traffic/ conversions
- Start and end dates
- Budget
- Creatives
- Target audience

- Landing page URL (or [alternatively](#) USSD code, phone number or SMS number and body text)
- 3rd Party tracers (if needed)

6. Support

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

- Self service user [handbook](#)

Brief questions for planning your campaign

Checklist for Planning and Executing a Successful Eskimi Programmatic Campaign

1. **Target Audience.** Define your target audience based on interests and demographic criteria.
2. **Campaign Goal.** Identify the primary goal of your campaign, such as building awareness / generating clicks, *etc.*
3. **Key Performance Indicator (KPI).** Select ONE campaign KPI that is most important for you. It can be impressions/ clicks/ interactions/engagements (depending on your creative type). Remember, that the campaign will be optimised for ONE KPI, though others will be monitored as well.
4. **Budget.** Determine the budget allocated for the campaign.
5. **Duration**: Decide the campaign's duration. If unsure, the Eskimi team can provide recommendations.
6. **Time scheduling**. Consider including time scheduling for your campaigns. For sensitive categories (e.g., alcohol, tobacco, betting), consider excluding morning hours in your time scheduling.
7. **Landing Page.** Ensure you have a fully functional landing page for directing campaign traffic. Test the page thoroughly, as its performance can impact campaign results.
8. **Tracking.** Check if your landing page includes an Eskimi tracking code. Implementing the Eskimi pixel enables first-party data collection (useful for retargeting), as well as tracking visits, sessions, and conversions (post click metrics). Full pixel integration is highly recommended for maximizing campaign potential.
9. **Brand safety.** If your campaign has brand safety as a KPI (uses 3rd party trackers to track it), make sure that you have keyword list prepared in advance.
10. **Creatives.** Plan campaign creatives according to campaign KPI, for example - Awareness: Use video, static, or custom rich media (RM) banners. Traffic: Use templated or custom RM banners. Viewability: Include display banners, particularly mobile-friendly sizes.

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.