Campaign Planning

Basic campaign planning guide

- New Client: How to Start Advertising with Eskimi
- Brief Questions for Planning Your Campaign
- 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

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 campaigns' KPI that is most important for you. It can be: viewability rate, CTR/ clicks, engagement (depending on your creative type).
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.
11. **Packages**. Think about where you want to show your ads (create a whitelist) or where you don't (create a blacklist). Packages could be used for campaign to be focused on specific inventory.

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.