Start Advertising

Campaign Planning

Basic campaign planning guide

How to start?

1. On-boarding

To create a company/organisation profile on the Eskimi system, the info below is required:
- Company name
- Company address
- Company registration code
- VAT ID
- Finance person name and contact details

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

2. 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

3. Planning campaign

It’s advisable to involve the Eskimi team in the campaign planning process so that to receive targeting, creatives, and data planning recommendations for the most effective execution.

What info do you need to provide? - Brief questions are here: Brief questions for planning your campaign

4. 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

- landing page URL (or alternatively USSD code, phone number or SMS number and body text)

Creatives:

- Standard banners or .gifs

They're provided by the client in the required dimensions and size (max 150kb). More information : What are the most popular ad banner formats? For mobile and desktop.

- Native ads.

Requirements for them are here: Uploading Native ads and their requirements

- 3D rotating cube ad

Required 3 images of 300x250 dimensions.
It may take 1 working day for development.

- Scratch to reveal ad

Required: 2 images in 2 dimensions: 300x250 and 320x480; one - front-image and the other - back-image.
It may take 1-2 working days for development.

- Dynamic banners and other interactive banners

Solutions are usually custom and are planned individually.
Depending on the complexity of the solution the development may cost additionally.
Development may take 3-6 working days.

Richmedia (HTML5, .JS) creative requirements

Campaign type:

- Click-to-ussd

USSD code (e.g.*999*1#).

- Click-to-SMS

International phone number of short code (e.g.+123456789).
SMS text (e.g. start now).

- Click-to-call

International phone number of short code (e.g.+123456789).

Brief questions for planning your campaign

Here's the checklist for planning and executing your successful Eskimi programmatic campaign.

1. **Target Audience.** Define your target audience by interest.
2. **The goal of the Campaign.** Set the goal for the campaign (*awareness/ clicks generation, etc.*)
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 optimised for ONE KPI, though others will be monitored as well.
4. **Budget.** What budget do you have allocated for this campaign?
5. **Duration.** What is the duration of the campaign? If you are not sure, the Eskimi team will gladly advise you.
6. **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.
7. **Tracking.** Does your landing page has an Eskimi tracking code? It is not mandatory, but it will help your campaign reaching better results.

Campaign Launching

Basic campaign launching guide

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

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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.
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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.

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

i1.png Image not found or type unknown

Step 2: Select campaign type - banner.

i2.png Image not found or type unknown

Step 3: Write the name of your campaign, ad domain and Click URL, select duration dates, and a country. Here you can set up time targeting (select specific hours of the day when your campaign should be displayed), and you can also target users by states, mobile operators, device types, browsers, audiences, etc. If you don't use any specific targeting, just leave default values in these options.

i3.png
Image not found or type unknown

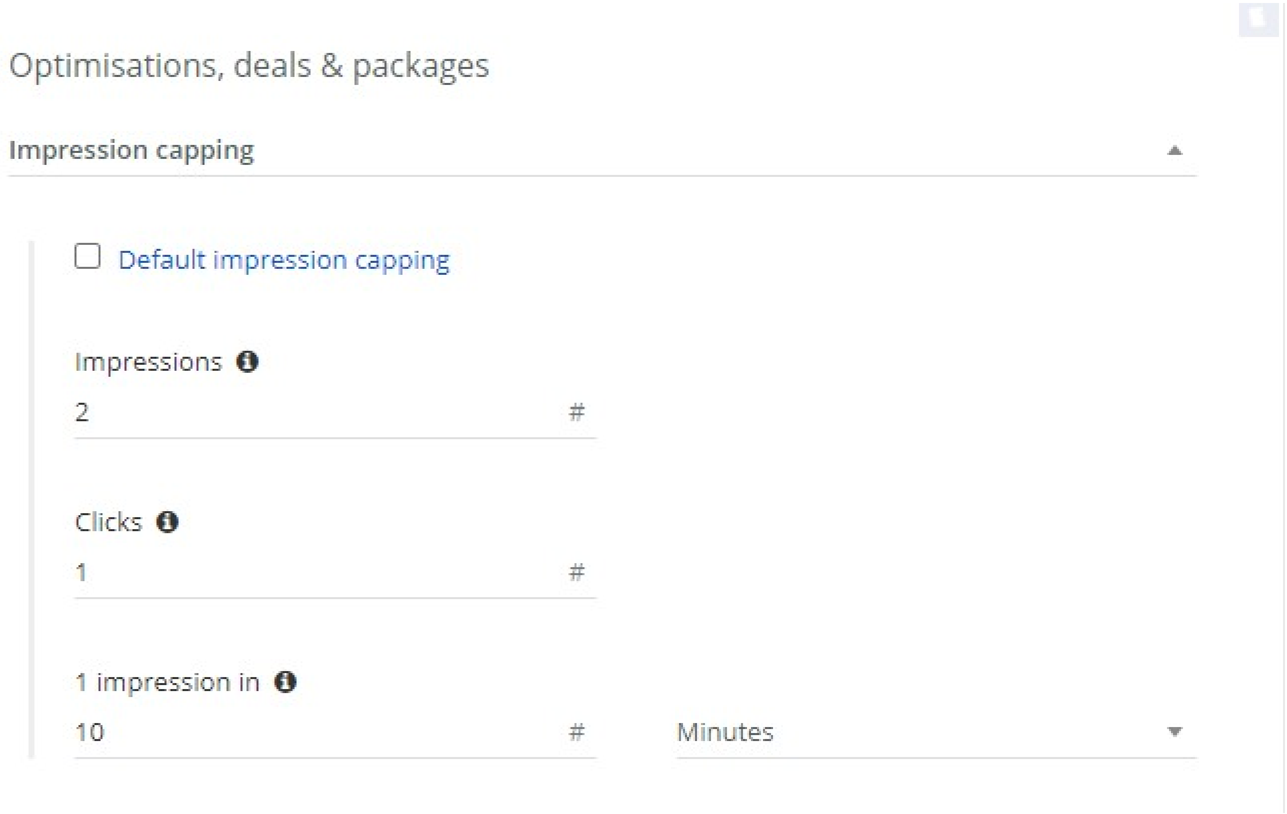
CLICK URL: Here you can choose the destination of where the user lands once he or she clicks on your banner.

- 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 the USSD code (eg. *999*1#).

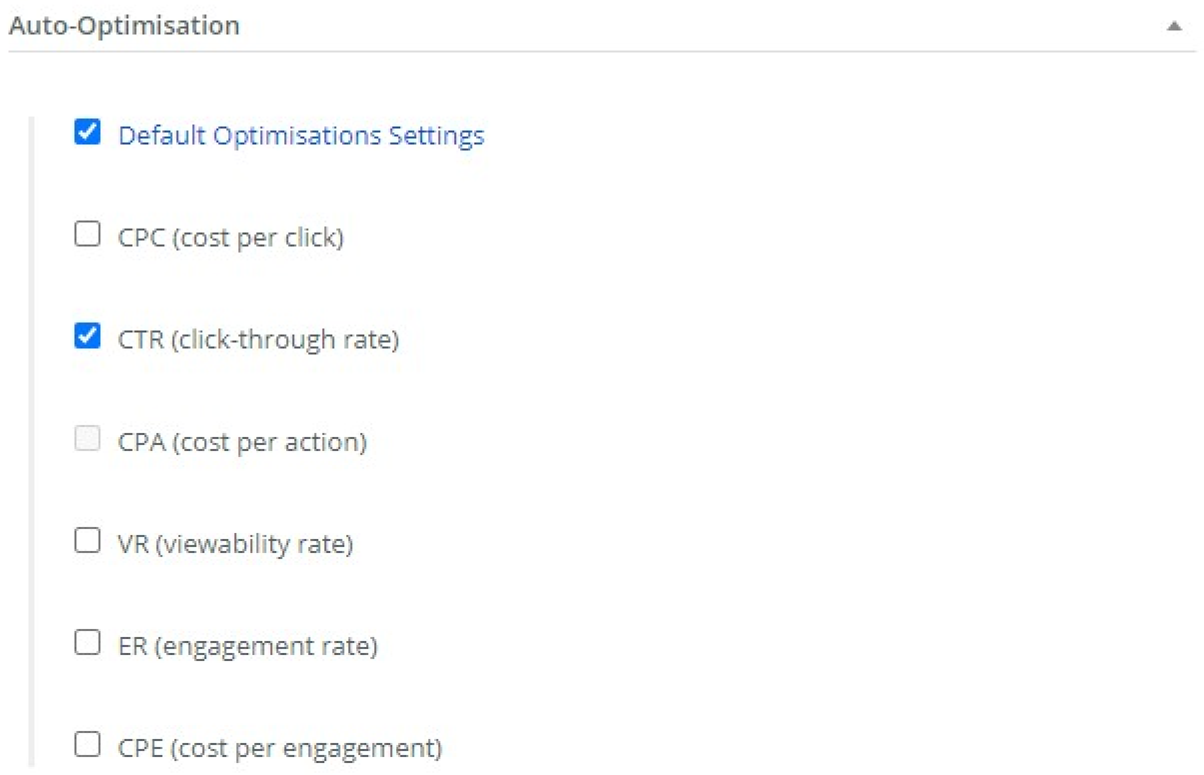
i5.png
Image not found or type unknown

Step 4: Set up frequency 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 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.



Auto-optimisation here you can choose your optimisation metric (CPC, CTR, or CPA) depending on the type of your campaign. For basic banner ad campaigns choose default optimisation as shown in the example picture below.



Step 5: Set up your daily budget, total budget, and bids for the creatives.

To calculate the daily budget, divide the total budget by the number of days that your campaign will be running. In this example campaign, the duration is from July 7th to July 21st, so we have a duration of 14 days and we divide the budget of 5000/14=357.142$

Also here you can select the default bid for your creatives. In the example, we're choosing 0.4$ for our creative, which should perform well on a 300x250 banner.

i7.png Image not found or type unknown

Step 6: Lastly, select creatives for your campaign and choose custom bids for them (or you can just apply the custom bid to all your creatives by clicking "Apply to all creatives").

i8.jpg Image not found or type unknown

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, there are some statuses that can be shown:

statuses.png Image not found 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

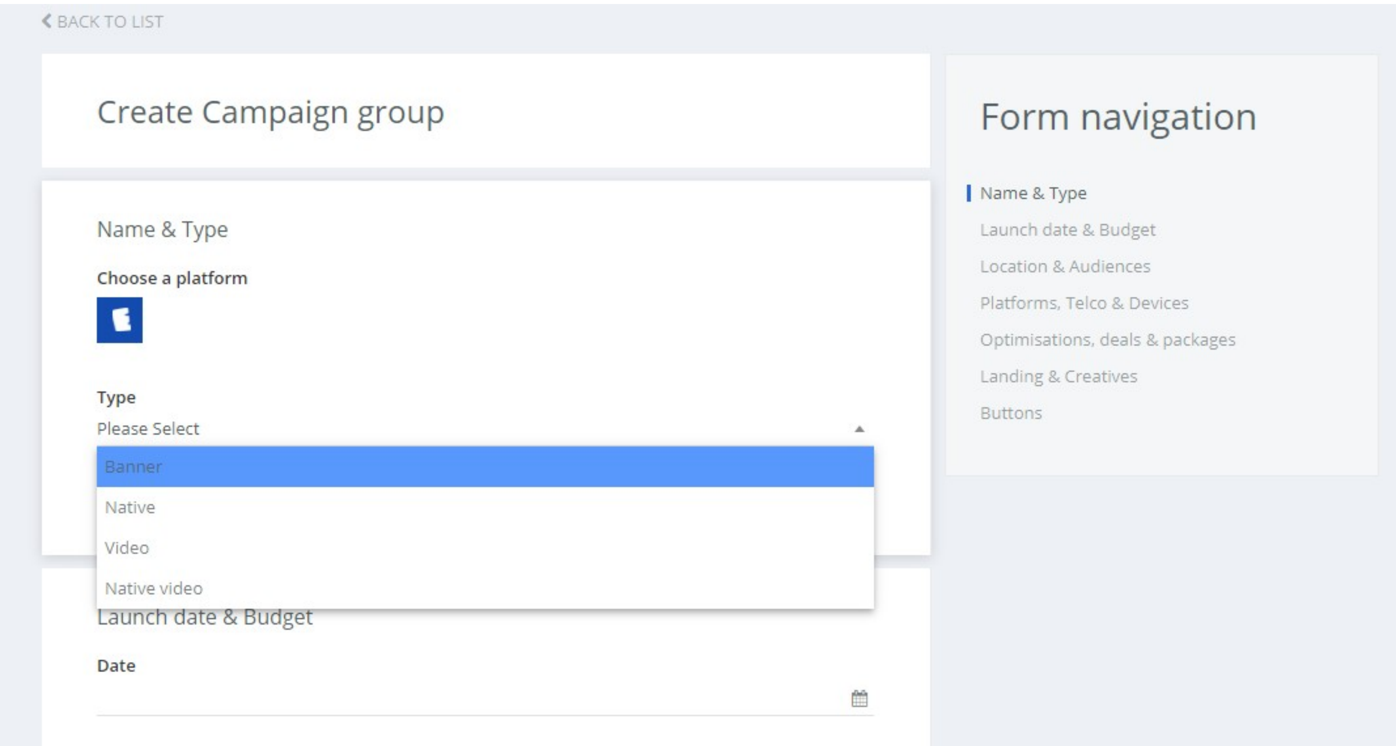
Launching campaigns on Eskimi DSP can be a bit tricky, so here you can learn how to set up a new banner ad campaign in 7 easy steps.

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.

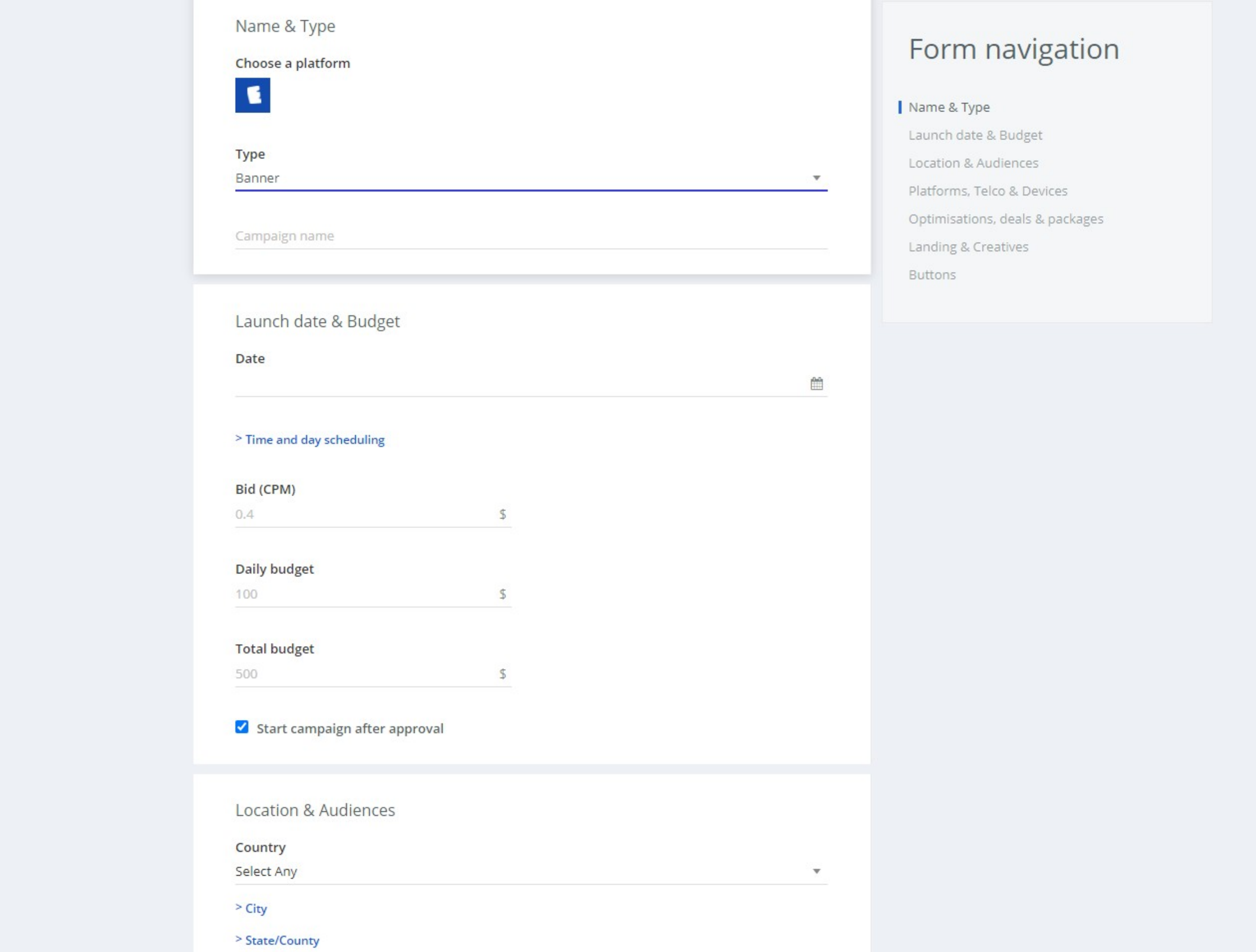
Step 1: Log in to your DSP account, select Campaigns, and click " New campaign group ".

Step-1.PNG
Image not found or type unknown

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.



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).
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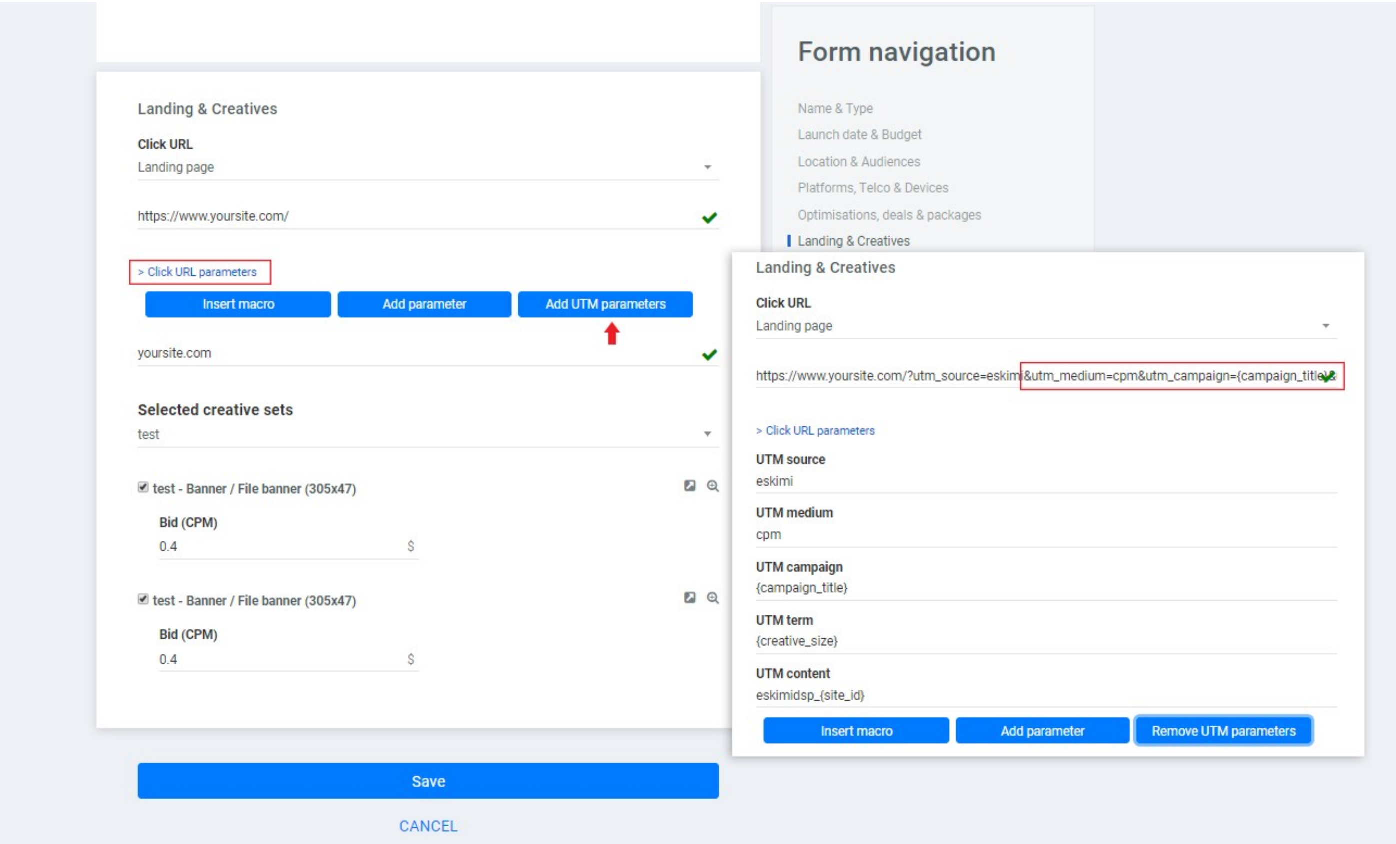
- If it's a Click to action: USSD you'll have to enter USSD code (eg. *999*1#).

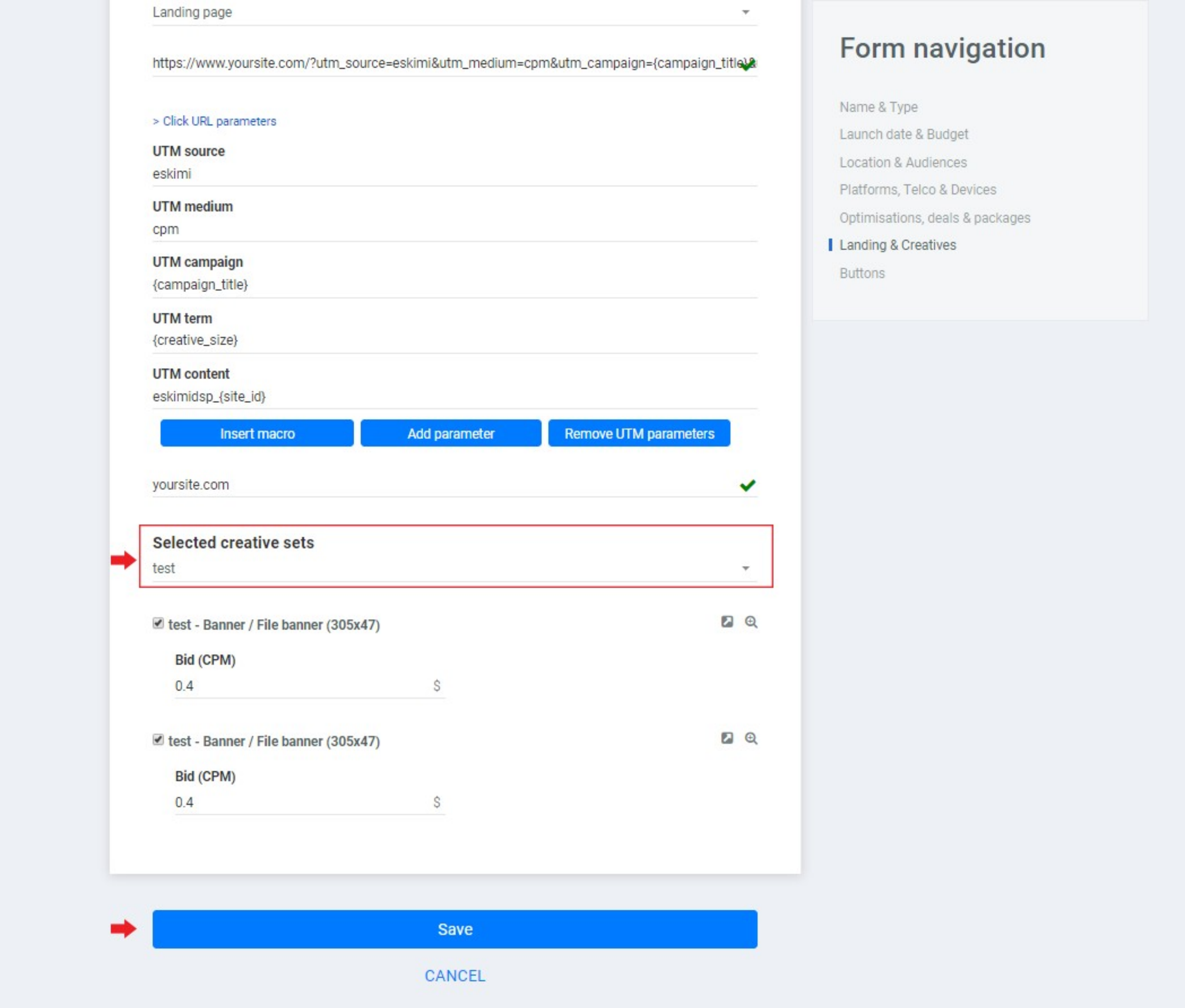
Also, don’t forget to enter an ad domain that is related to your site URL.



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 not found or type unknown

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- **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.
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- **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 Optimisation

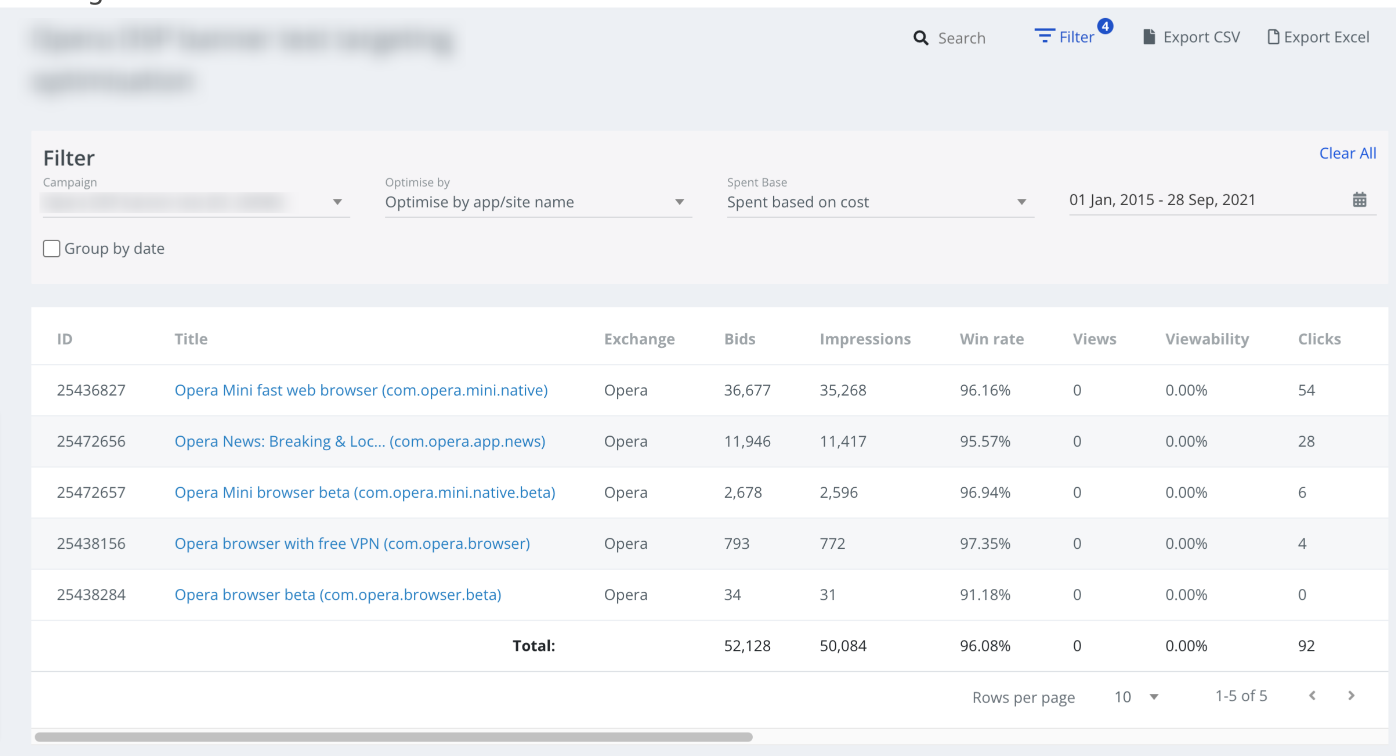
Basic campaign optimisation flow

Campaign optimisation using app/site

We can optimise the campaign using app/sites.

How to do it ?

At first navigate to Tools -> Optimisation -> change the filter called "Optimise by" to "Optimise by app/site name". After coming to this page user will find the site/apps where the campaign is bidding.



ID	Title	Exchange	Bids	Impressions	Win rate	Views	Viewability	Clicks
25436827	Opera Mini fast web browser (com.opera.mini.native)	Opera	36,677	35,268	96.16%	0	0.00%	54
25472656	Opera News: Breaking & Loc... (com.opera.app.news)	Opera	11,946	11,417	95.57%	0	0.00%	28
25472657	Opera Mini browser beta (com.opera.mini.native.beta)	Opera	2,678	2,596	96.94%	0	0.00%	6
25438156	Opera browser with free VPN (com.opera.browser)	Opera	793	772	97.35%	0	0.00%	4
25438284	Opera browser beta (com.opera.browser.beta)	Opera	34	31	91.18%	0	0.00%	0
	Total:		52,128	50,084	96.08%	0	0.00%	92

If the user scrolls to right user will get few icons, there are three types of icon now.

- Circle - The site/app is not bidding and it is not possible to start bidding on this site/app from the optimisation page
- Play - The site/app is not bidding and user can start bidding on this site/app by clicking on the play icon
- Pause - The site/app is bidding and user can stop bidding on this site/app by clicking on the pause icon

Video on how to use campaign optimisation:

https://www.youtube.com/embed/PrUYWQsfgRI