

# Start Advertising

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# Campaign Planning

Basic campaign planning guide

# 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.

# 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](mailto: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](#).

# Campaign Launching

Basic campaign launching guide

# How to set up a campaign on Eskimi?

## Campaign requirements

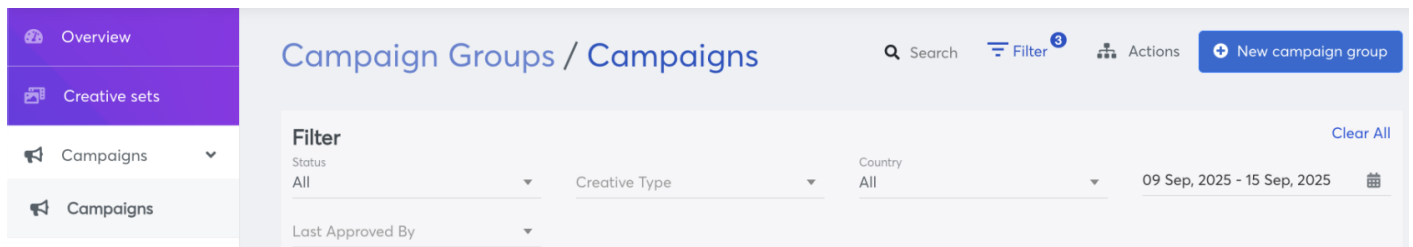
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## Campaign setting up process

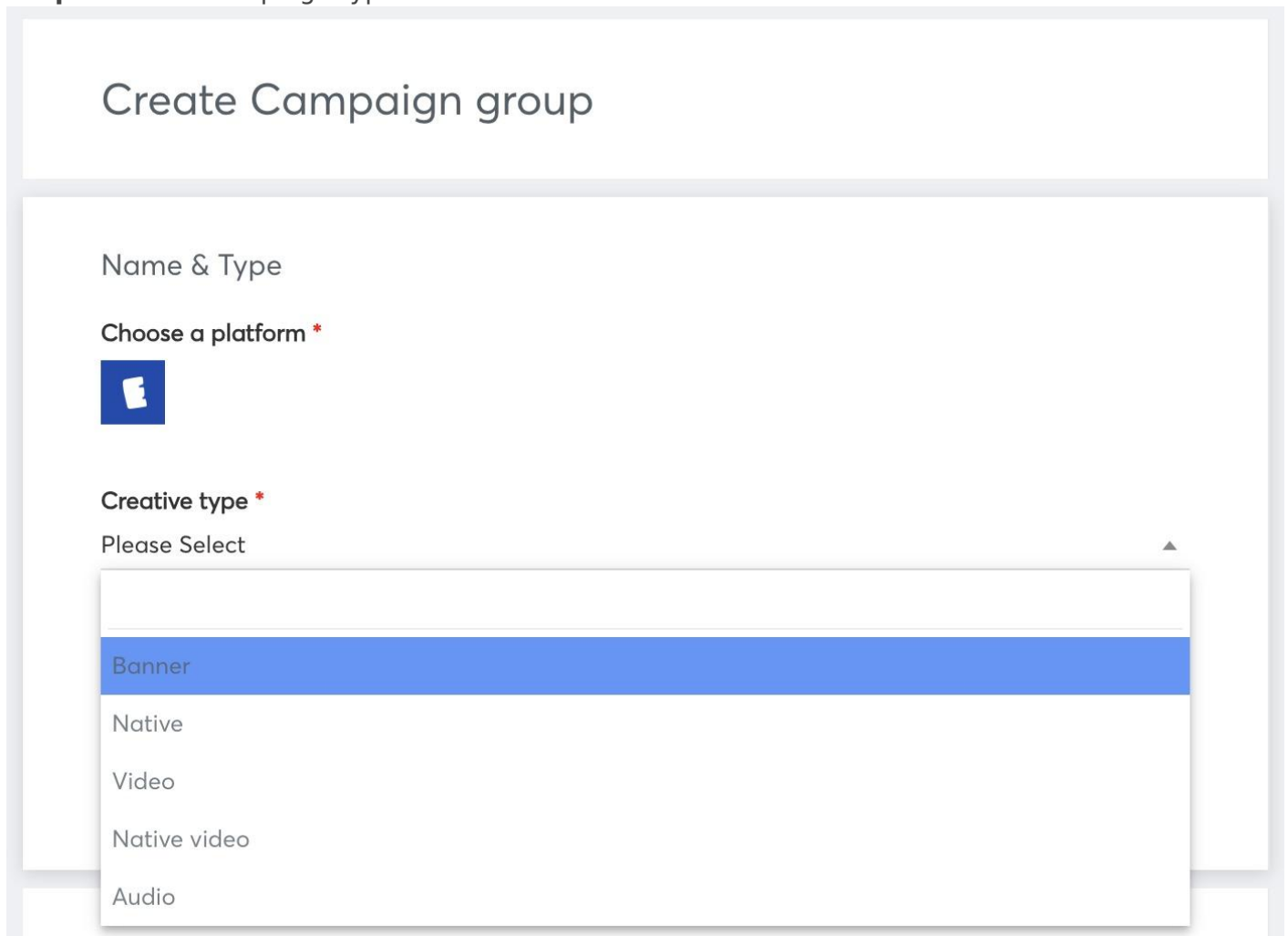
The following steps will help to learn how to set up a new banner ad campaign in 6 easy steps.

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

**Step 1:** Login to your DSP account, select Campaigns, and click on **New campaign group**.



**Step 2:** Select campaign type - banner.



**Step 3:** Write the name of your campaign.

**Creative type \***

Banner

**Campaign type \***

Display Ads

Campaign name

**Step 4:** Select one of these campaigns' goals. In this case we chose Awareness.

Campaign goal

Select a goal \*

Awareness



Traffic

Engagement

Other

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

Primary campaign objective

CPM

vCPM

CPV

CPR

Pre-optimisation based on historical placement stats

Auto-Optimisation

**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.

The screenshot shows a user interface for configuring a campaign. It is divided into two main sections. The top section, titled "Secondary campaign objective", contains six buttons for selecting an objective: CTR, Viewability rate, Frequency rate, Session rate, ER, and CR. A mouse cursor is hovering over the "Session rate" button. Below these buttons are two dropdown menus: "Auto-Optimisation" and "Impression capping", both with downward-pointing arrows. The bottom section, titled "Launch date & Budget", includes a "Date" field with a calendar icon, a link for "> Time and day scheduling", a "Budget Type" section with radio buttons for "Total" (selected) and "Daily", and a "Total Budget" field with a Euro symbol and the value "0".



**Step 7:** Set up frequency by implementing impression capping

\*By default (7 impression 1 click 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).

## Brand safety

### Exclude apps/sites categories ▲

🔍 Search

▶  General topics

▶  Sensitive topics

### Exclude keywords

Select any ▼

**Step 11:** Set up Contextual targeting (optional).

## Contextual targeting

### Target apps/sites categories ▼

### Target keywords

Select any ▼

### Target sentiments

Select any ▼

[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

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Ad placement type



Mobile operators/ISPs

All



IP addresses/ranges 



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](#)

## [How to create a package](#)

**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}](https://www.yoursite.com/?click_id={eucid}))

[> Click URL parameters](#)

**Ad domain \***

Ad domain (e.g. [yourproduct.com](https://yourproduct.com))



**Selected creative sets \***

Type for possible creative sets or press down to browse



## [How to set up Click to Action Landing Page](#)

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:

<input type="checkbox"/>	31393	Pen.
<input type="checkbox"/>	20109	Dai.
<input type="checkbox"/>	31068	Live
<input type="checkbox"/>	30988	Sto.
<input type="checkbox"/>	14072	Rej.
<input type="checkbox"/>	20109	Del.
<input type="checkbox"/>	26113	Bud.
<input type="checkbox"/>	25758	Exp.
<input type="checkbox"/>	31393	Ready

- Pending campaigns are ready to be launched, they just need to be approved by admins.
- 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.

# 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.

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

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## Notes:

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

Basic campaign optimisation flow

# Campaign optimisation using app/site

## Steps how to do it:

1. Press the three dots on the campaign you want to optimize.
2. Select **Targeting Optimisation**.
3. Change the filter to optimise by **App/Site Name**.
4. Choose a period.
5. Press **Search**.

By following the mentioned steps you will see this table. There is an option to filter out by concrete app/site names on the right corner. The optimisation could be done by turning off app/sites that are not performing based on the secondary KPIs (viewability/ CTR and etc.)

## Action column meanings:

- Play (red) - The site/app is not bidding and user can start bidding on this site/app by clicking on the play icon
- Pause (green) - The site/app is bidding and user can stop bidding on this site/app by clicking on the pause icon

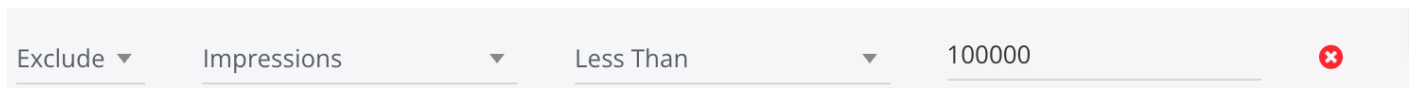
ID	App/site name	Exchange	Campaign	Is	Impressions	Win rate	Views	Viewability	Clicks	CTR	ER (Engagement rate %)	Visits	CVR	Engaged Sessions	SR	Conversions	CR	Actions
181106443	lytas.lt	Adyoulike	247998	,941	30,466	66.32%	24,278	79.69%	0	0.00%	0.01%	0	0.00%	0	0.00%	0	0.00%	🔴
173115303	viber.com	Index Exchange	247998	,0489	15,441	9.62%	14,683	95.09%	3	0.02%	0.03%	0	0.00%	0	0.00%	0	0.00%	🟢
187817422	lytas.lt	Xandr	247998	,202	15,067	67.86%	12,667	84.07%	0	0.00%	0.01%	0	0.00%	0	0.00%	0	0.00%	🔴
187052474	skelbiu.lt	Xandr	247998	,207	14,163	41.40%	12,477	88.10%	2	0.01%	0.02%	0	0.00%	0	0.00%	0	0.00%	🟢
174491457	skelbiu.lt	Eskimi standard	247998	,869	12,841	40.29%	10,139	78.96%	1	0.01%	0.02%	0	0.00%	0	0.00%	0	0.00%	🟢
187052473	skelbiu.lt	Equativ	247998	,096	8,162	36.94%	6,388	78.27%	1	0.01%	0.09%	0	0.00%	0	0.00%	0	0.00%	🟢
180508512	lytas.lt	Xandr	247998	,499	8,030	55.38%	5,824	72.53%	0	0.00%	0.00%	0	0.00%	0	0.00%	0	0.00%	🔴
187056760	skelbiu.lt	OneTag	247998	153	7,162	64.22%	5,259	73.43%	1	0.01%	2.15%	0	0.00%	0	0.00%	0	0.00%	🟢
168667945	autogidas.lt	Equativ	247998	443	6,292	66.63%	4,815	76.53%	2	0.03%	0.16%	0	0.00%	0	0.00%	0	0.00%	🟢
174667206	skelbiu.lt	Magnite DV+	247998	,093	6,272	36.69%	4,217	67.24%	3	0.05%	4.19%	0	0.00%	0	0.00%	0	0.00%	🟢
182640321	raskakcija.lt	OpenX	247998	,519	5,958	30.52%	4,384	73.58%	2	0.03%	1.12%	0	0.00%	0	0.00%	0	0.00%	🟢

## Advance filter in campaign optimisation

In campaign optimisation page there is an advance filter. Using this there is a possibility to filter data more efficiently:

- There is an option to add as many filter (rows) we want by clicking on **Add new dimension or metric**
- To add a new row we get 2 options, AND & OR
  - AND: Both of the logics have to be true(rows around it) at the same time
  - OR: Any one of the logics must be true (rows around it)
- We can include/ exclude to include/ exclude any condition

Example: We can exclude apps/sites for which impressions are less than 100000



The image shows a horizontal filter bar with a light gray background. It contains four main sections: 'Exclude' with a downward arrow, 'Impressions' with a downward arrow, 'Less Than' with a downward arrow, and '100000'. To the right of the value '100000' is a red circle with a white 'x' inside, indicating a delete or remove button.

- Using the source/ medium filter we can use Bids, impressions, Win Rate, Views, Viewability, Clicks, CTR, Conversions, CR, CPM, CPC, CPA and Spent
- Using the containing filter and value filter we will be able to complete the logic. In containing we will use the relation with the value.