Start Advertising

Campaign Planning

Basic campaign planning guide

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.

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

1. **The goal of the Campaign.** Set the goal for the campaign (*awareness/ lead generation/ clicks generation, etc.*)
2. **Target Audience.** Define your target audience by interest.
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 optimized for ONE KPI, though others will be monitored as well.
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.
8. **Tracking.** Does your landing page have an Eskimi tracking code? It is not mandatory, but it will help your campaign reaching better results.

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

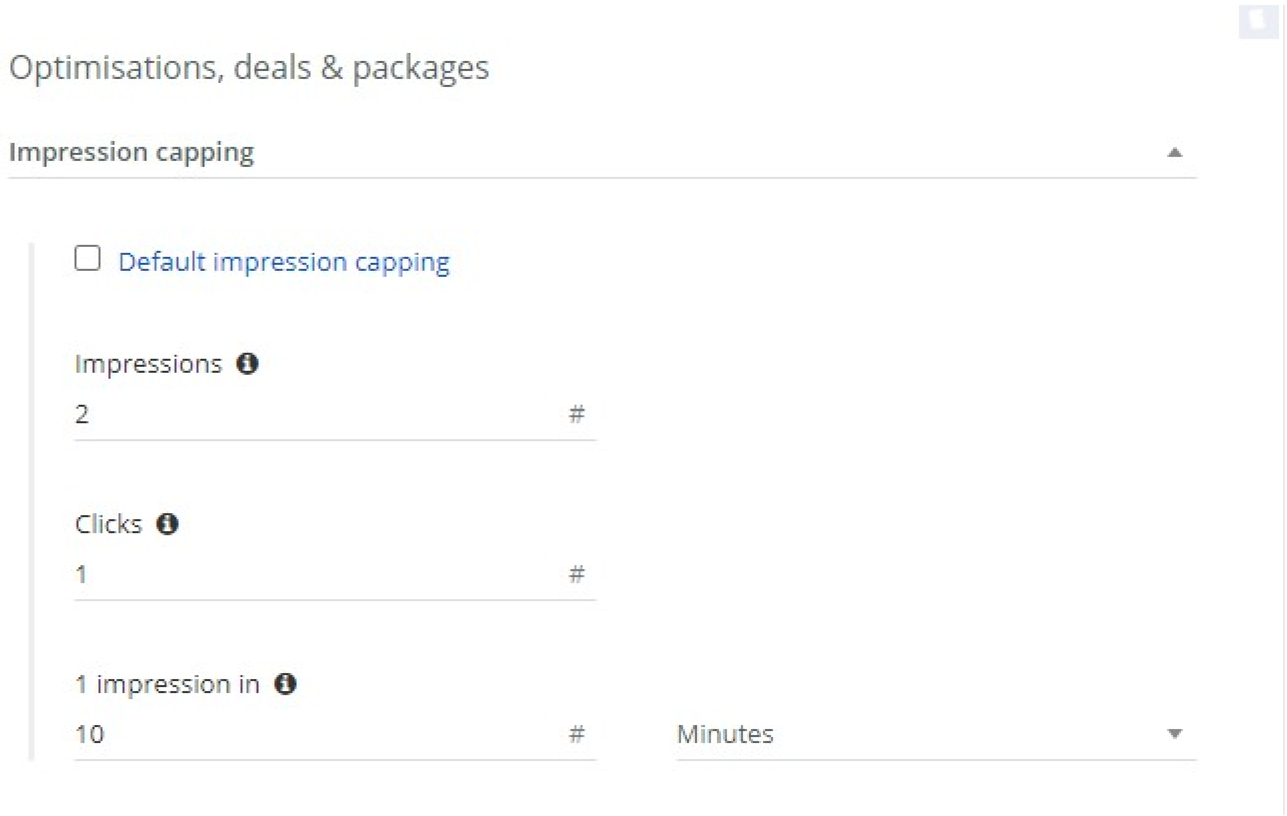
CLICK URL: Here you can choose the destination of where the user lands once he or she clicks on your banner.

- 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#).

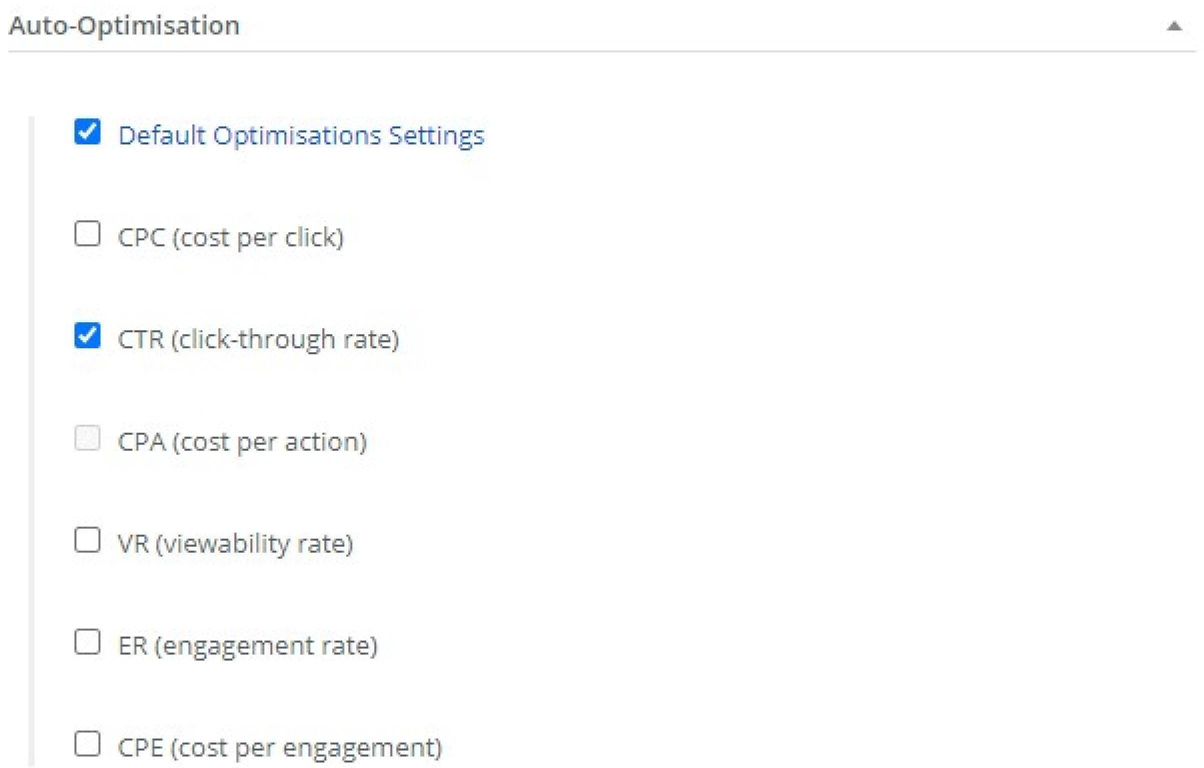
i5.png
Image not found or type unknown

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

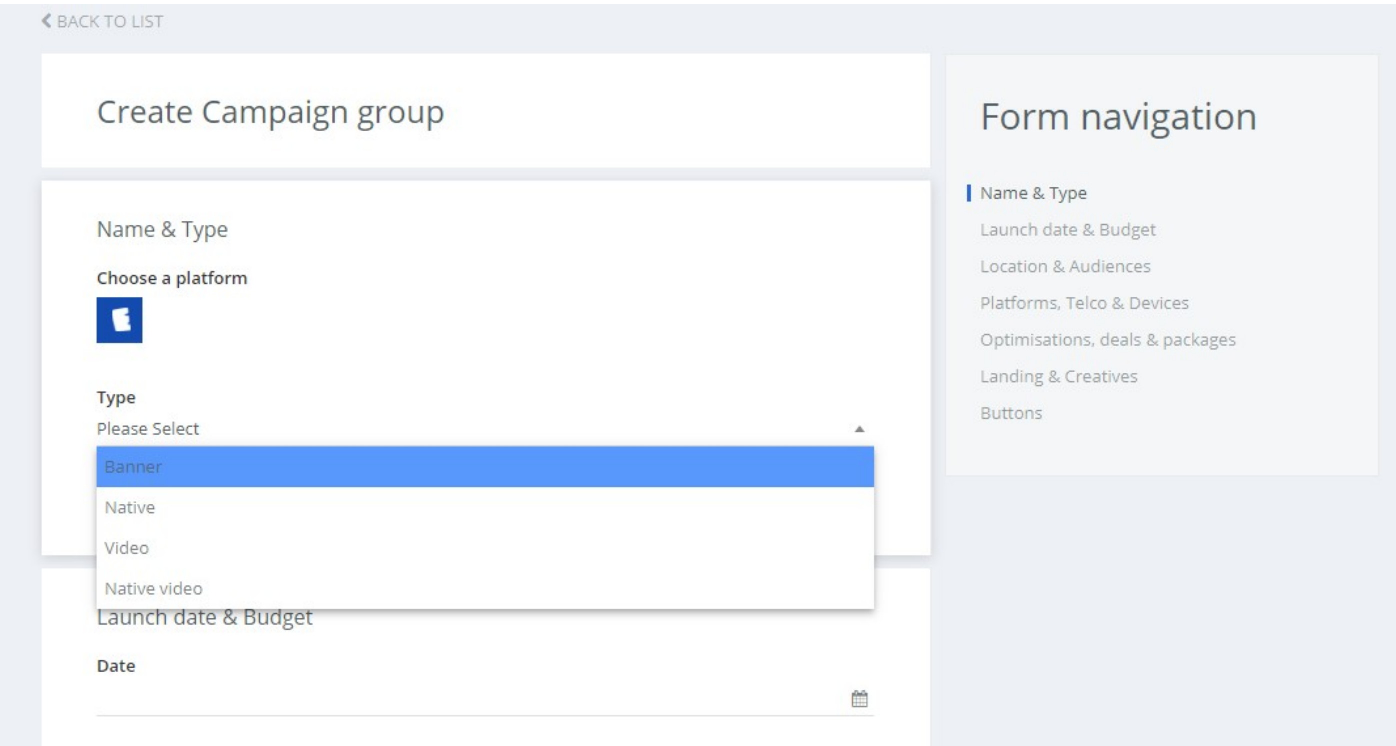
Launching campaigns on Eskimi DSP can be a bit tricky, so here you can learn how to set up a new banner ad campaign in 7 easy steps.

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.

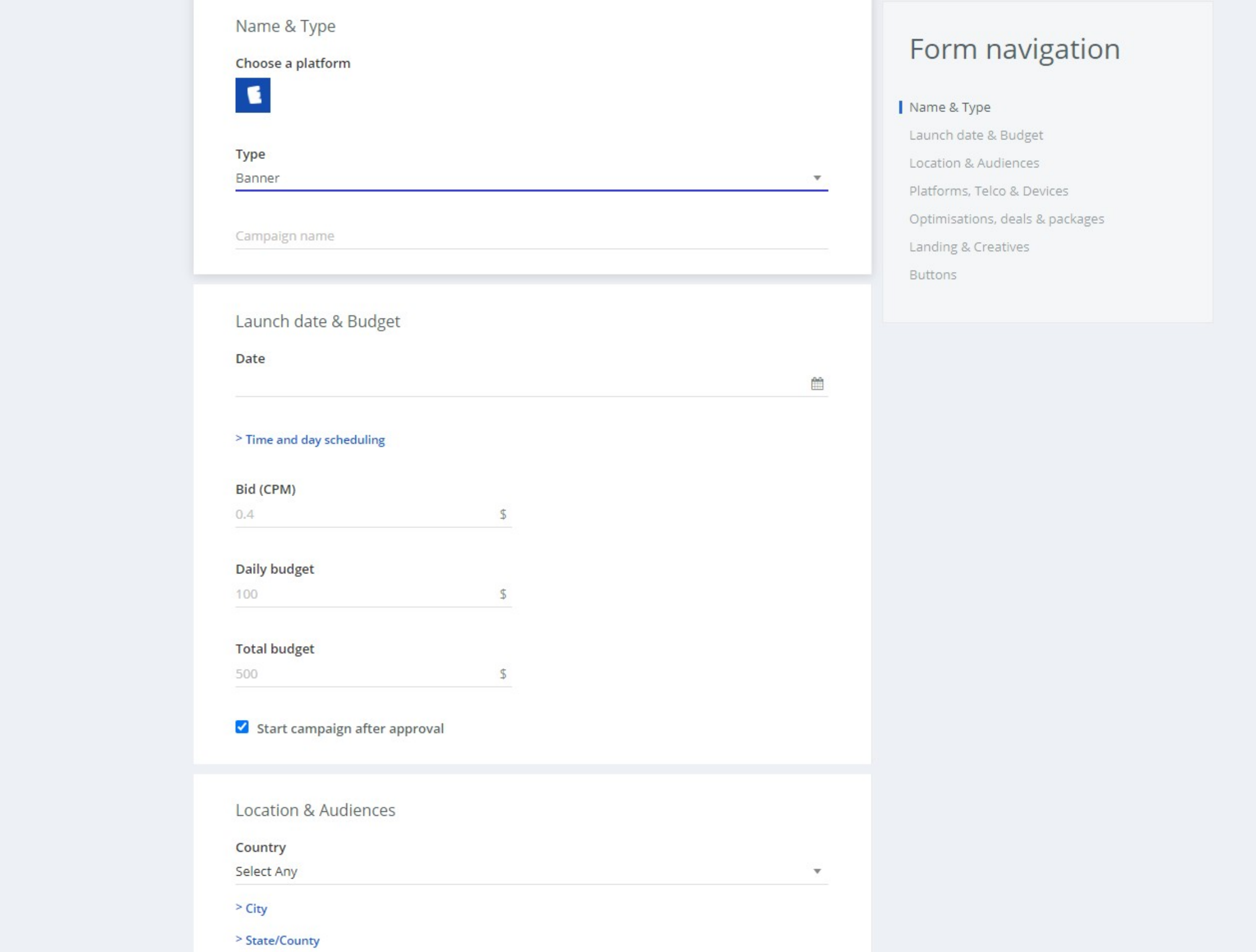
Step 1: Log in to your DSP account, select Campaigns, and click " New campaign group ".

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.

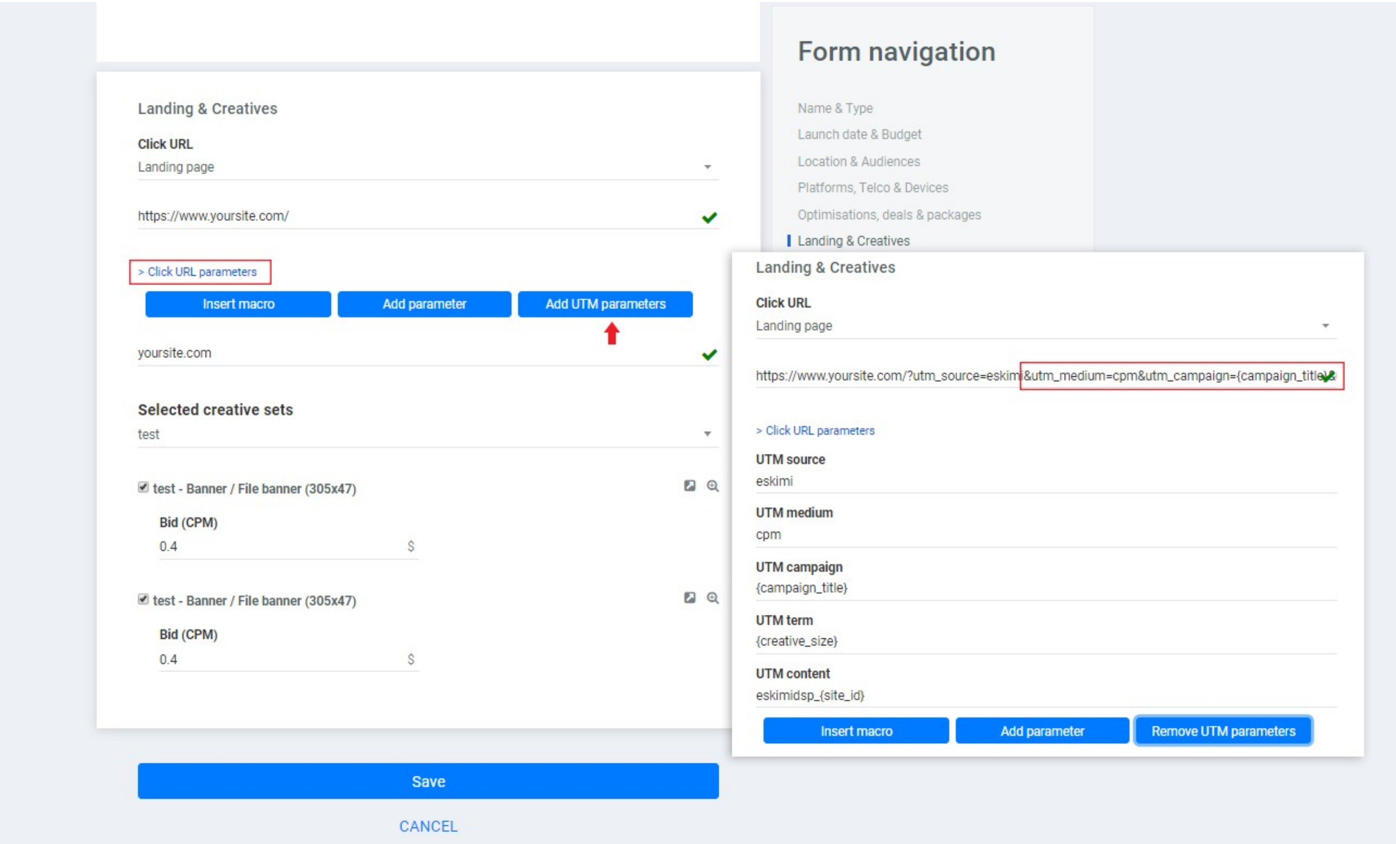
- *Impression capping* means the number of impressions and clicks that a user can see in a given time frame. In the example photo below we see that the user can view your ad a maximum of 3 times per 24 hours and will be able to click on it once, each impression will be shown not often than 1 impression 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).
- 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 USSD code (eg. *999*1#).

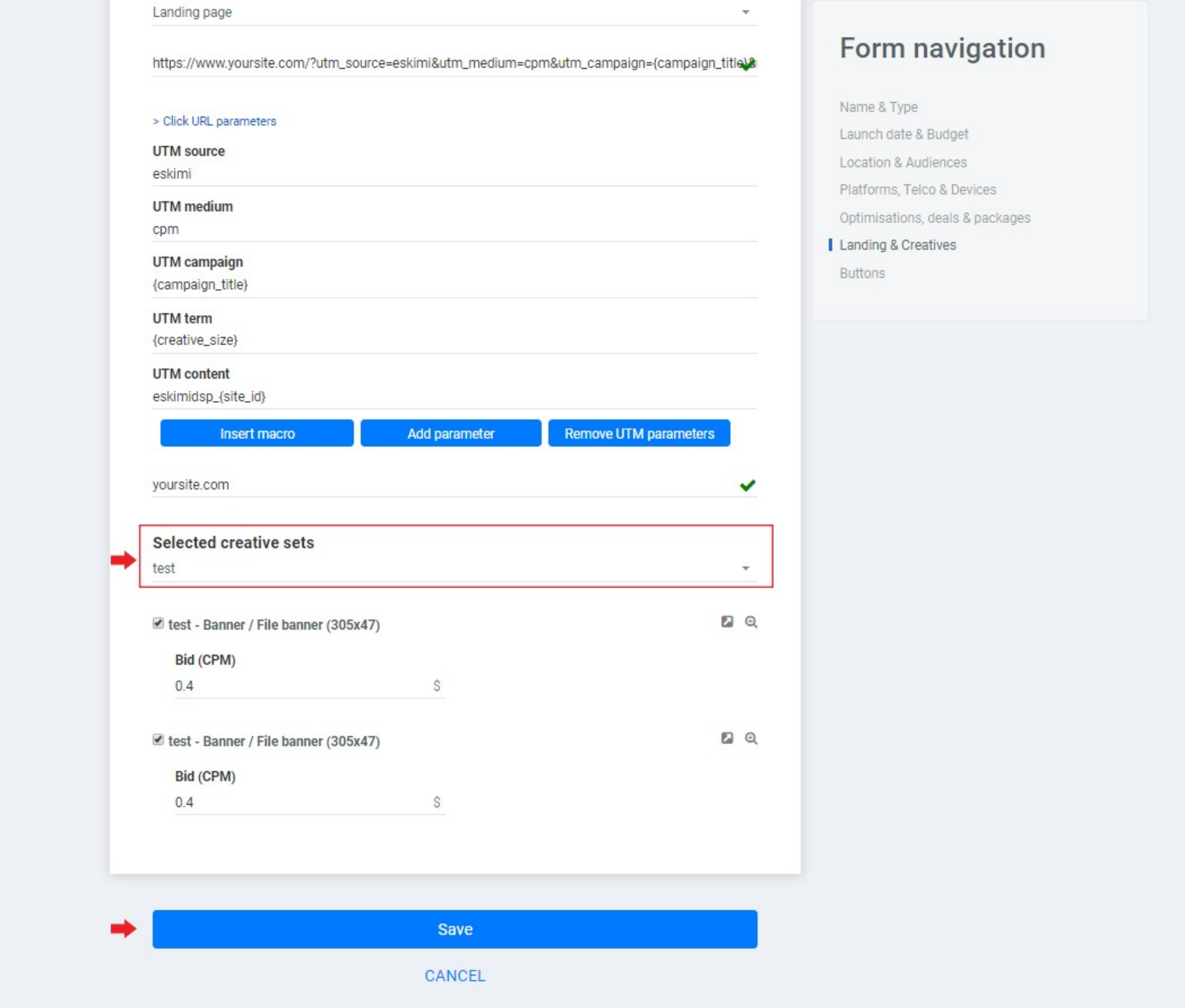
Also, don’t forget to enter an ad domain that is related to your site URL.



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

- **Pending** campaigns are ready to be launched, they just need to be approved by administrators.
- **The daily cap** means the campaign has already used up all of its daily budget and is now paused until the next day.
- **Live** campaigns are currently running.
- **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.
- **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.
- Expired campaigns are the ones that have already ended.
- **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 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.

Steps to follow:

➜ Click on the three dot menu at the very right side of the campaign in the Dashboard.
➜ Click on "**Edit**".
➜ When the page is fully loaded, scroll down to the bottom.
➜ Click on the "**Publish and request for approval**" button.
➜ An auto generated campaign approval request ticket will be submitted. The campaign will be approved and set live after reviewing by Ad Operations Specialists.

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

Notes:

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

Campaign Optimisation

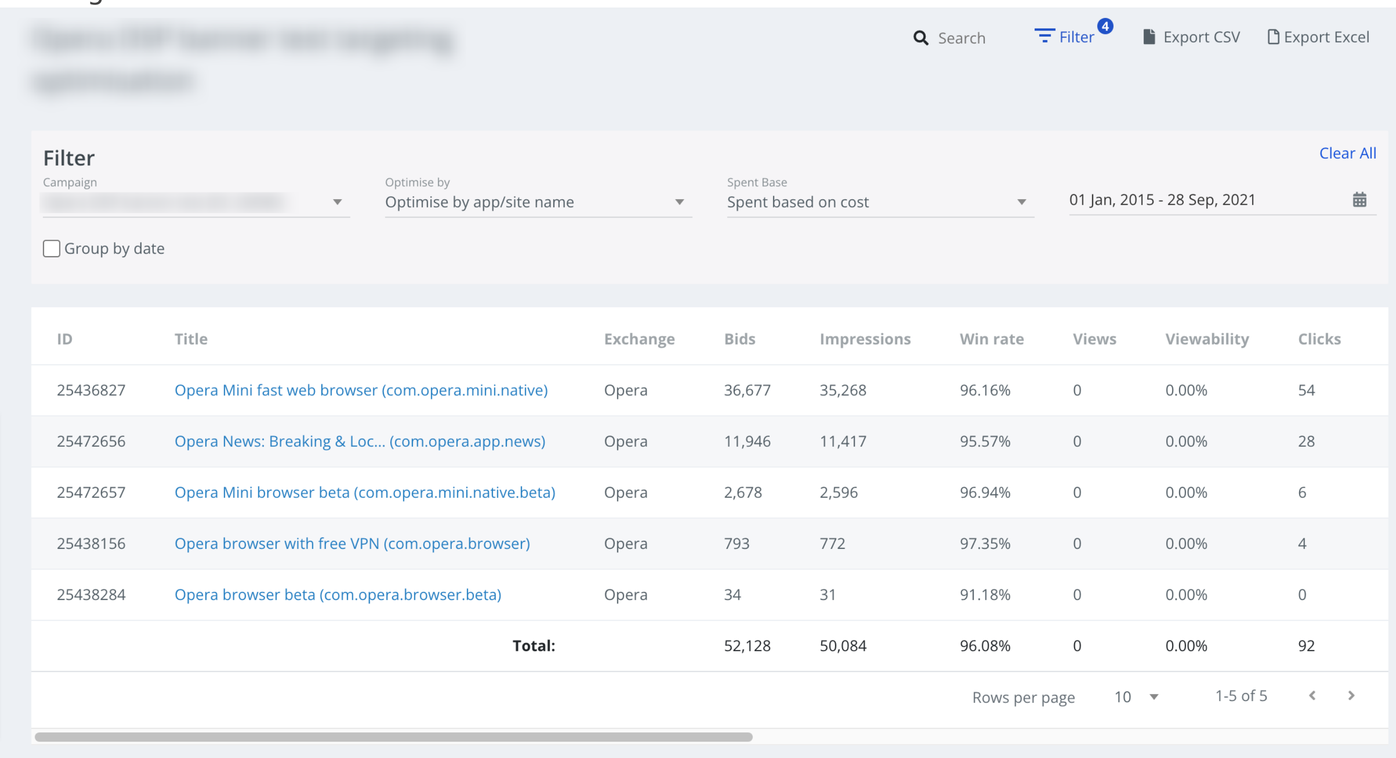
Basic campaign optimisation flow

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