

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](#)

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