

# 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 an upper funnel platform with strong focus on awareness, traffic, engagement objectives, variety of different creative formats and different audience targeting capabilities. Eskimi is connected to the main ad exchanges, this gives wide traffic and reach opportunities.

Use these questions when planning

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).

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