

Tech ticket creation workflow

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Tech ticket creation workflow for AdOps

Ticket creation process

AdOps can create new ticket by pressing "+ Add" button in top left corner

If you have multiple tickets open, the "+ Add" button will shift to the right but will remain at the top regardless.

The screenshot displays the AdOps interface for managing tech tickets. On the left, a sidebar lists various views: 'Your tickets' (30), 'New & Open' (1), 'Pending' (14), 'Tech tickets' (197), 'JIRA' (63), 'On-hold' (7), 'Solved' (1K), 'Recently updated' (263), 'Open (assigned)' (30), 'IAS reports' (34), 'Signed IOs' (176), 'DSP Tech - Povilas' (33), 'DSP Tech - Arvydas' (164), and 'DSP Tech - Karolis' (8). The 'Tech tickets' view is selected. The main area shows a table of 197 tickets (Page 1 of 7). The table has columns for 'Ticket status', 'Subject', 'Assignee', 'Requester', 'Requested', and 'Ticket Tier'. The status category is 'Solved'. The table lists several tickets, all marked as 'Solved', with subjects ranging from 'Technical Finance Issue - Wrong Amount - Mondelez - December 2024 In...' to 'Technical Issue - Google/Facebook - [Write the title]'. The assignee for most tickets is 'DSP Tech - Arvydas', while one is assigned to 'DSP Tech - Karolis'. The requester names include 'Yegor Larchenko', 'Auguste Petraityte', 'Eskimi - Valentyn', 'Meda Leskauskaitė', 'Asif | Eskimi', 'Agumennyi', 'Justina Rutkauskaitė', and 'Asif | Eskimi'. The requested dates are mostly from December 2024, and the ticket tiers are 'Tier 1', 'Tier 2', 'Tier 3', and 'Internal'.

Ticket status	Subject	Assignee	Requester	Requested	Ticket Tier
Solved	Technical Finance Issue - Wrong Amount - Mondelez - December 2024 In...	DSP Tech - Karolis	Yegor Larchenko	Yesterday 14:28	Tier 1
Solved	Technical Issue - change a user type to Admin	DSP Tech - Arvydas	Auguste Petraityte	Friday 14:47	
Solved	Technical Issue - Not working previews	DSP Tech - Arvydas	Eskimi - Valentyn	Thursday 12:45	Tier 1
Solved	The IOS app isn't generating clicks	DSP Tech - Arvydas	Meda Leskauskaitė	Dec 30, 2024	Tier 2
Solved	Technical Issue - Spent based on revenue with margin	DSP Tech - Arvydas	Asif Eskimi	Dec 27, 2024	Tier 3
Solved	Play Media Serbia - conversion events	DSP Tech - Arvydas	Yegor Larchenko	Dec 27, 2024	Tier 2
Solved	BidSwitch: an Access for the API user	DSP Tech - Arvydas	Agumennyi	Dec 24, 2024	Unknown
Solved	Technical Issue - [Click url macros is missing in JS tag]	DSP Tech - Arvydas	Justina Rutkauskaitė	Dec 23, 2024	Tier 3
Solved	Technical Issue - Queries on Brand Safety Policy	DSP Tech - Karolis	Asif Eskimi	Dec 23, 2024	Internal
Solved	Technical Issue - Google/Facebook - [Write the title]	DSP Tech - Arvydas	Auguste Petraityte	Dec 23, 2024	Tier 1

Filling ticket data

In the picture below you can see the steps of filling the ticket data.

Ticket statuses and **templates** are covered more in-depth below.

The screenshot shows the 'New Ticket' form in Zendesk. The form is titled 'Technical Issue - [Campaign is not spending]'. The left sidebar contains various filters and settings. The main form area has fields for Requester, Assignee, Tags, Type, Priority, Ticket Tier, Ticket Category*, Branding, and Additional Information. The right sidebar shows a list of ticket statuses: New, Open, Pending, JIRA, On-hold, Solved, and JIRA Solved. The form is annotated with red numbers 1 through 6, indicating the steps to create a ticket.

1. Select yourself as the requester
2. Select assignee "Tech" (group)
3. Select ticket template
4. Edit title according to your raised issue
5. Use template correctly (more information below)
6. Submit ticket as "Open"

Optionally you can add tags, category and other fields related to your ticket but **most of it is automated.**

Ticket statuses

As of writing this article, our Zendesk configuration includes seven possible ticket statuses: New, Open, Pending, JIRA, On-hold, Solved, and JIRA Solved.

Tech related tickets should use only 5 of them: **Open, Pending, JIRA, Solved, JIRA Solved**


Understanding Ticket Statuses

Open – this status should be used by AdOps when creating a new ticket for Tech Support or when replying to an unresolved Tech ticket.

Pending – this status is used **only** by a Tech Support when a specialist is awaiting additional information or a response from AdOps.

JIRA – this status is used **only** by Tech Support when a bug is logged in JIRA. AdOps can view the bug status on the right panel of the ticket.

If you do not see the **JIRA** logo please press "+" sign and add it to your view


**JIRA**

Create issue

Link issue

Notify




Linked JIRA issues (1)


 **RTB-10009**

ProjectRTB

StatusTo Do

Summary[Bidder] Some VAST creatives in preview page return 503, fext





+

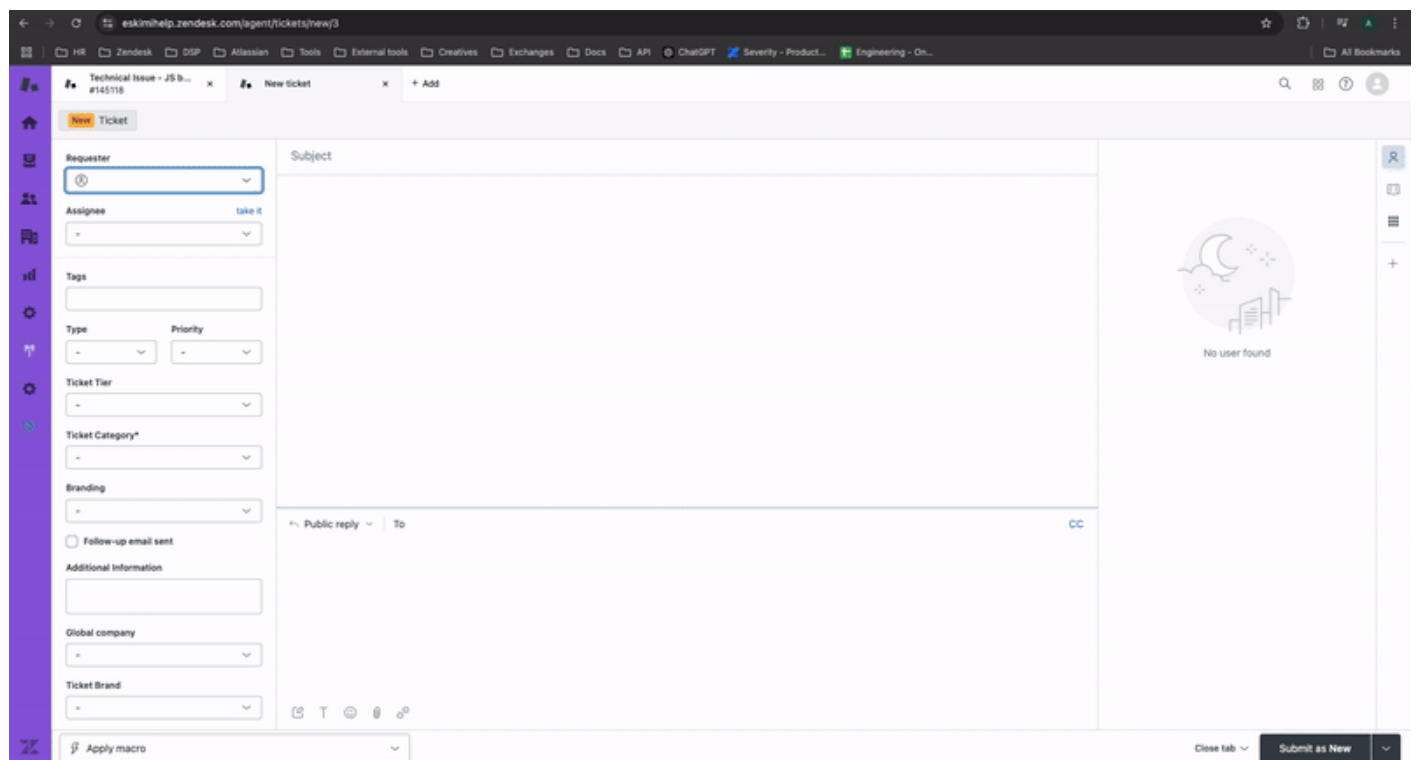
Solved – this status is used by Tech Support when the provided solution resolves the issue.

JIRA Solved - this status is used by Tech Support when the registered bug is resolved.

Ticket templates

There are templates available for tech-related tickets. The video below demonstrates how to select and complete the appropriate template. Please ensure you choose the template that corresponds to the topic of your ticket.

If you cannot find a correct template for your needs please use [Technical issues] > General - [Write the title].

A screenshot of the Zendesk 'New ticket' form interface. The browser address bar shows 'eskimhelp.zendesk.com/agent/tickets/new/3'. The page has a purple sidebar with navigation icons. The main form area is divided into a left sidebar with various dropdown menus and checkboxes, and a larger central area for the 'Subject' and 'Public reply' text. The left sidebar includes fields for 'Requester', 'Assignee', 'Tags', 'Type', 'Priority', 'Ticket Tier', 'Ticket Category*', 'Branding', 'Follow-up email sent', 'Additional information', 'Global company', and 'Ticket Brand'. The central area has a 'Subject' field and a 'Public reply' section with a 'To' field and a 'CC' field. At the bottom right, there are buttons for 'Close tab' and 'Submit as New'.

It is important that you use the templates correctly. Account names, Campaign IDs must be written under and without additional text formatting

Links are acceptable and preferable

Accounts:
Universal McCann Croatia - H&M

Campaign Ids:
221679

Correct usage of template

Steps to reproduce:
Open a preview link: <https://dsp.eskimi.com/adsPreview/45mmlqrt>

Actual Behaviour:
I cannot see video previews.

Expected behaviour:
Previews of both videos should be visible.

Creatives are remote VAST URIs, uploaded here: https://dsp.eskimi.com/admin/creatives-manage?creative_set_id=142559, but for some reason the sharable preview is not loading videos.
Tags were checked ([here](#)) and seem to be working fine.
Any setup flaw that I did not notice?

Thank you

If you believe a new template is needed or have suggestions for improving existing templates from an AdOps perspective, please reach out to a Technical Support specialist via Slack.

Follow-ups

Solved tickets will automatically close after a certain period. To create a follow-up for the same issue, navigate to the closed ticket and click on "Create Follow-up."

 This ticket is closed and cannot be edited

Create follow-up

If the ticket is marked as "Solved" but not yet closed, please reply within the same ticket and change its status to "Open."

If the issue with a "Solved" ticket is unrelated to the new issue you're reporting, please create a new ticket and set its status to "Open."

Additional notes

Please avoid adding Tech Support to the CC. Instead, provide a summary of your communication, highlighting the key issues and the specific areas where they occur.

Tech ticket creation workflow for AMs/BDMs

The common practice for **AM/BDM** is to **reach out to AdOps first**. Please contact the Tech Support Specialist directly only in exceptional cases.

Templates

Templates are **mandatory**, they reduce back and forth communication, ensures faster issue resolution time.

How to add a template

Unfortunately, Gmail has limitations on sharing templates across team accounts, so they will **need to be added manually**.

1. Copy the template from [here](#) (can be found in the Manual - General Issue)
2. Add subject and content to gmail compose tab (same as writing regular email)
3. Click **three dots** below and navigate to **Templates -> Save draft as template -> Save as new template**

The screenshot shows a web browser window displaying the 'General Issue' template form. The browser's address bar shows 'manual.esiml.com/books/tech-tickets/page/general-issue'. The page has a sidebar on the left with 'Book Navigation' including 'Tech tickets', 'Tech ticket creation workflow', 'Templates', and 'General Issue'. The main content area is titled 'General Issue' and contains several sections: 'Subject' (with a placeholder 'Technical Issue - [Write the title]'), 'Content' (with a placeholder 'Accounts: (Account names where the issue was found)'), 'Campaign title: (Campaign ids that are facing the issue)', 'Steps to reproduce: (Steps that need to be taken to reproduce the issue - if it is not possible to reproduce - no steps added)', 'Actual Behaviour: (The actual behaviour of the issue that was returned)', and 'Expected behaviour: (What is the expected outcome)'. On the right side, there is a 'Details' section showing 'Revision #4', 'Created 38 minutes ago by Anydas', and 'Updated 34 minutes ago by Anydas'. Below this is an 'Actions' section with buttons for 'Edit', 'Copy', 'Move', 'Revisions', 'Permissions', 'Delete', 'Watch', 'Favourite', and 'Export'. At the bottom left, there are 'Previous' and 'Templates' links. A purple circular icon is visible in the bottom right corner.

You can check out this [official google guide](#) for more information

How to use a template

1. Open Gmail compose, **click on three dots** below and navigate to **Templates -> Select your template**
 2. Fill in information **instead** of the text in brackets
 3. Do not forget to write an appropriate subject as well
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Contacting Tech support

Please consult with responsible AdOps before contacting Tech support

Now that you have successfully added the template to your Gmail account, you can use it to report technical issues to the Tech support team by sending a **templated email** to **tech@eskimi.com**