Various Questions & Answers

Answers to common questions and where to get more help.

- AdBlock and DSP Campaigns
- Ad Exchanges
- Real-Time Bidding (RTB)
- How to Clear the Cache
- Getting Additional Help

AdBlock and DSP Campaigns

In short, AdBlock has very little effect on Eskimi DSP campaigns. Most ad blockers stop the ad request before it reaches us, so in most cases no bid is placed and no money is spent on users with an ad blocker.

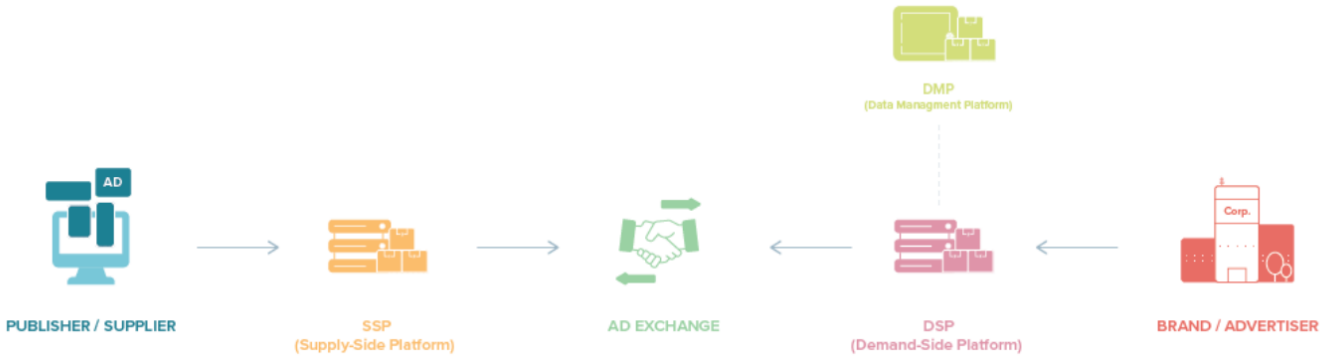
How does AdBlock work?

Almost every AdBlock is working by URL blocking technology. This means that AdBlock is going to be blocking our domain or any SSP domain that publisher is using. That means it is not possible for us or any other DSP, Exchange or SSP to see those users and target them. Therefore, since everything is being blocked by AdBlock, we are not able to reach any of those users and no campaign budget is being wasted on such audiences.

Ad Exchanges

Ad Exchange is a digital marketplace where publishers and advertisers come together to trade digital ad inventory. The Ad Exchange is an auction mediation mechanism that does not serve either the buyer or the seller side; it is an autonomous platform that facilitates programmatic ad buying.

The Ad Exchange sits in the middle of the programmatic ecosystem and is plugged into a Demand-Side Platform (DSP) on the advertiser’s side and a Supply-Side Platform (SSP) on the publisher’s side.



How does Ad Exchange Work?

- A publisher makes its inventory available on the Ad Exchange through SSP. The publisher provides full details on the inventory, such as page location, URL, audience, topics, and so forth.
- When the user enters the publisher’s website or mobile app, an ad impression automatically appears on the auction. The data about the user is collected, sent to the publisher’s server, and then transferred to the Ad Exchange.
- Then, the Ad Exchange sends a bid request to DSPs and Ad Networks. Each DSP would inspect the bid request and all information related to it (demographics, user ID, geolocation, frequency capping, and other targeting options). After inspection, the platform would decide whether the impression is of interest to the advertiser. If so, DSP would send a reply to the Ad Exchange with a maximum bid amount.
- The Ad Exchange reviews advertisers who bid on the impression. The Ad Exchange eliminates the advertisers who do not meet the publisher's requirements.
- Having gathered all data, Ad Exchange analyzes bids and sells the impression to the highest bidder.

- The winning advertising creative appears on the publisher's website in front of the user. The process does not interfere with user experience and does not decrease page loading speed.

So, Ad Exchanges allow publishers to get the best price for their ad space and advertisers to reach their target audience.

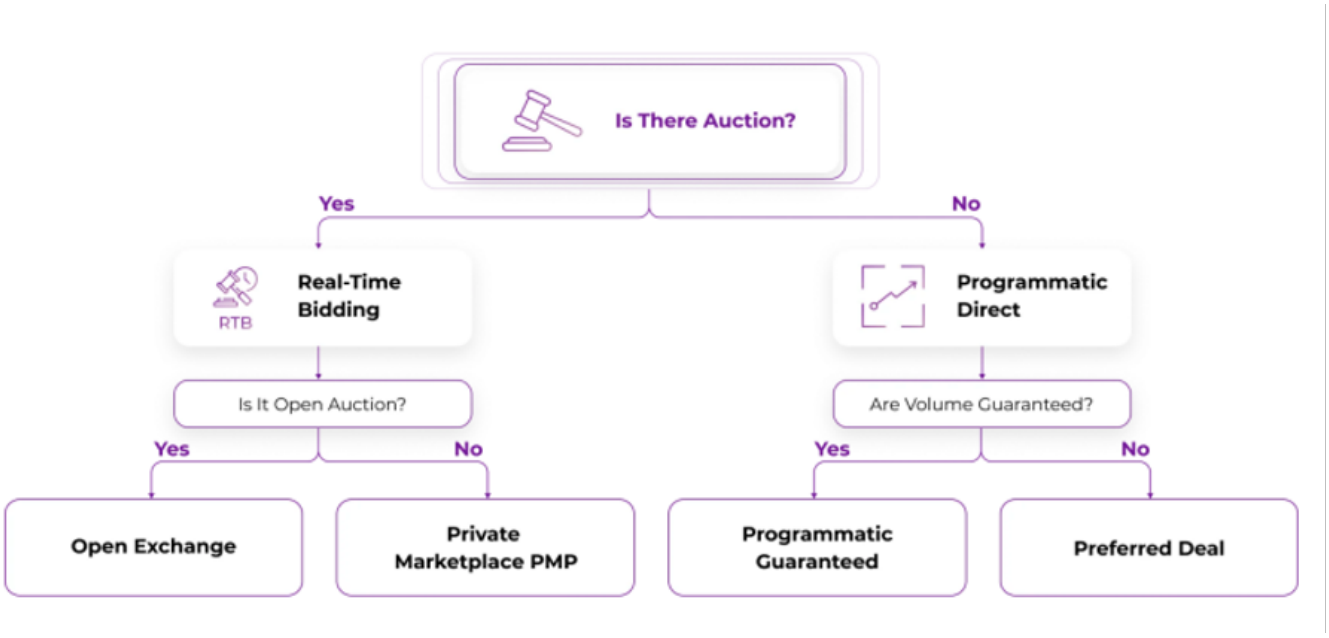
Real-Time Bidding (RTB)

RTB is a way of buying and selling ads through real-time auctions, meaning transactions are made in the time it takes to load a webpage.

RTB works like this:
As a visitor enters a website, a request is sent to an ad-exchange with information on the website along with the visitor's data. This information is then matched against available advertisers, and a real-time auction takes place between the advertisers that match the criteria.

Real-Time Bidding allows for better and quicker targeting, enabling ads to be bought and sold on a per-case basis, meaning only visitors who are in your target audience will be subjected to the ad.

Even though most of programmatic buying goes through Real-Time Bidding, there are other ways of programmatic advertising. Programmatic can still automate the targeting and other related processes, but the buying and selling of the inventory can be done directly. In other words, advertisers purchase impressions from publishers via programmatic direct deals and don’t participate in RTB auctions.



Real-Time Bidding is just one part of the programmatic advertising ecosystem. It’s a way of auctioning out ad space on a case-by-case basis rather than a carpet-bombing approach where everybody sees the same ad.

First-Price and Second-Price Auctions

It is also important to know that there are 2 main types of auctioning out ad space: First-Price and Second-Price Auctions.

Their definition is as follows:
First-Price Auction – A Digital buying model where if the advertiser's bid wins, the advertiser pays exactly what they bid.
Second-Price Auction – A Digital buying model where if the advertiser's bid wins, the advertiser pays $0.01 above the second-highest bid in the auction.

Today most exchanges, including those Eskimi buys from, run first-price auctions.

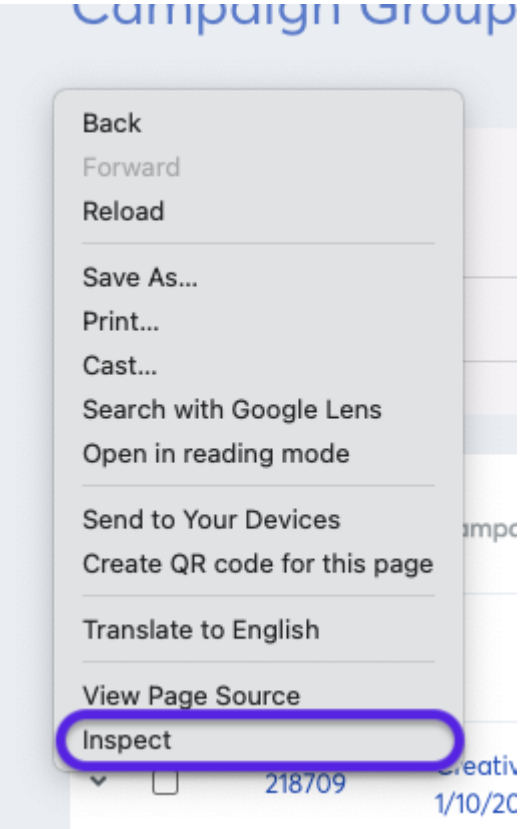
How to Clear the Cache

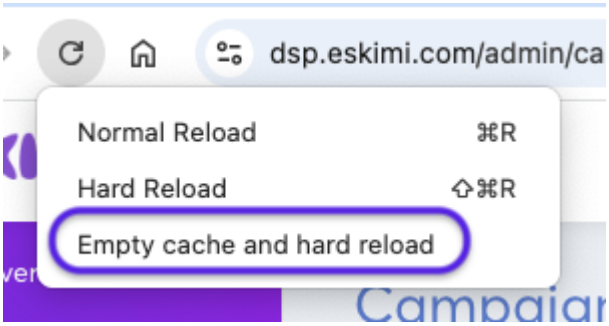
A browser **cache is a temporary storage** mechanism used by web browsers to store files, such as images, scripts, and website data, on your device (laptop or phone). This allows the browser to load websites faster and more efficiently when you visit them again, as it doesn’t need to re-download all the resources from the server.

Sometimes changes on websites cause issues with properly loading the content. This can quickly be solved:

Chrome:

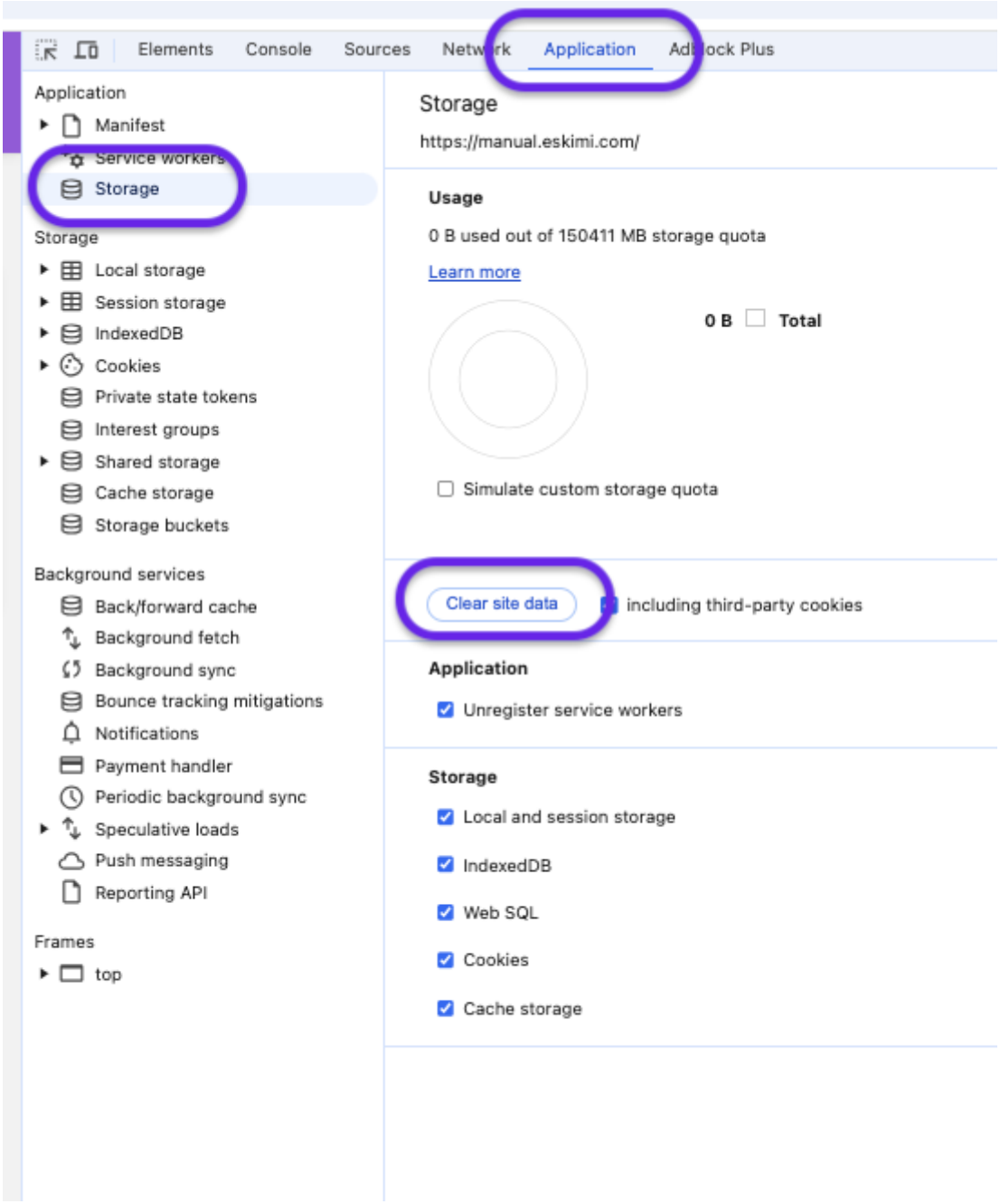
1. Open website you are trying to access. In our case, i.e., dsp.eskimi.com
2. Click right mouse button and click “**Inspect**”
3. Then, in the browser, click and **hold** the “**Refresh button**” and click “**Empty cache and hard reload**”





To clear cache and cookies:

1. Open website you are trying to access. In our case, i.e. dsp.eskimi.com
2. Click right mouse button and click “**Inspect**”
3. Then in new form click on "**Application**" and "**Storage**" (see in screenshot below)
4. And lastly, click on the button - "**Clear site data**"



For Safari browser:

- Go to **Safari > Settings > Privacy**.
- Click **Manage Website Data**.
- Search for the specific website in the search bar dsp.eskimi.com
- Select the website and click **Remove**.

Alternatively:

1. Enable the "Develop" Menu (if not already enabled):
   - Open Safari on your Mac.

- Go to **Safari > Settings** (or **Preferences**, depending on your version).
- Click on the **Advanced** tab.
- At the bottom, check the box for **"Show Develop menu in menu bar."**

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2. Clear Cache for a Specific Website:
   - Open Safari and go to the website for which you want to clear the cache.
   - In the menu bar, click on **Develop**.
   - Select **Empty Caches** from the dropdown menu.

Getting Additional Help

If you've consulted the manual and available resources but are still facing unresolved issues, help is available.

Before reaching out, please ensure you have:

- Carefully reviewed the relevant sections of this manual.
- Explored all available resources.

If your issue remains unresolved, you can contact Eskimi Tech Support for assistance.

Contact Information:
Email: adops@eskimi.com

Important:
Please contact support **only after** you have exhausted all available self-help options. This ensures faster and more efficient assistance.