

# White-label

- [White-label Requirements](#)
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# White-label Requirements

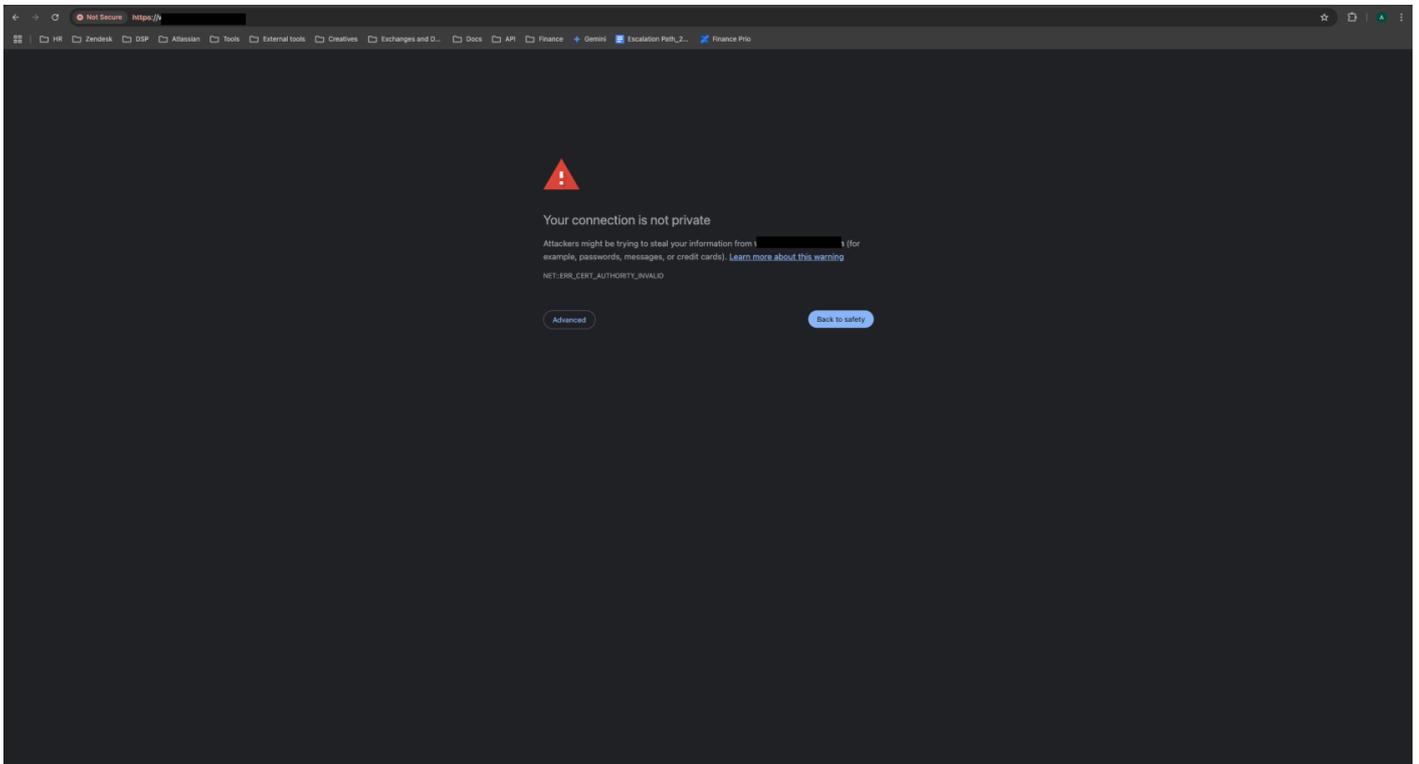
Here are the requirements for a white-label solution:

- 1) Domain/subdomain with a CNAME record pointing to **dsp-wl.eskimi.com** (managed on domain's DNS management tool on client-side).
- 2) Transparent company logo for login page, best size 400x300.
- 3) Transparent company logo for top bar header, best size 100x40.
- 4) Favicon logo (if necessary).
- 5) Background, best size 1920x1080.
- 6) Adchoice logo size should be 15x15 (non-transparent image).
- 7) Privacy Policy URL of a WL (if client wants to redirect users to their Privacy policy page)

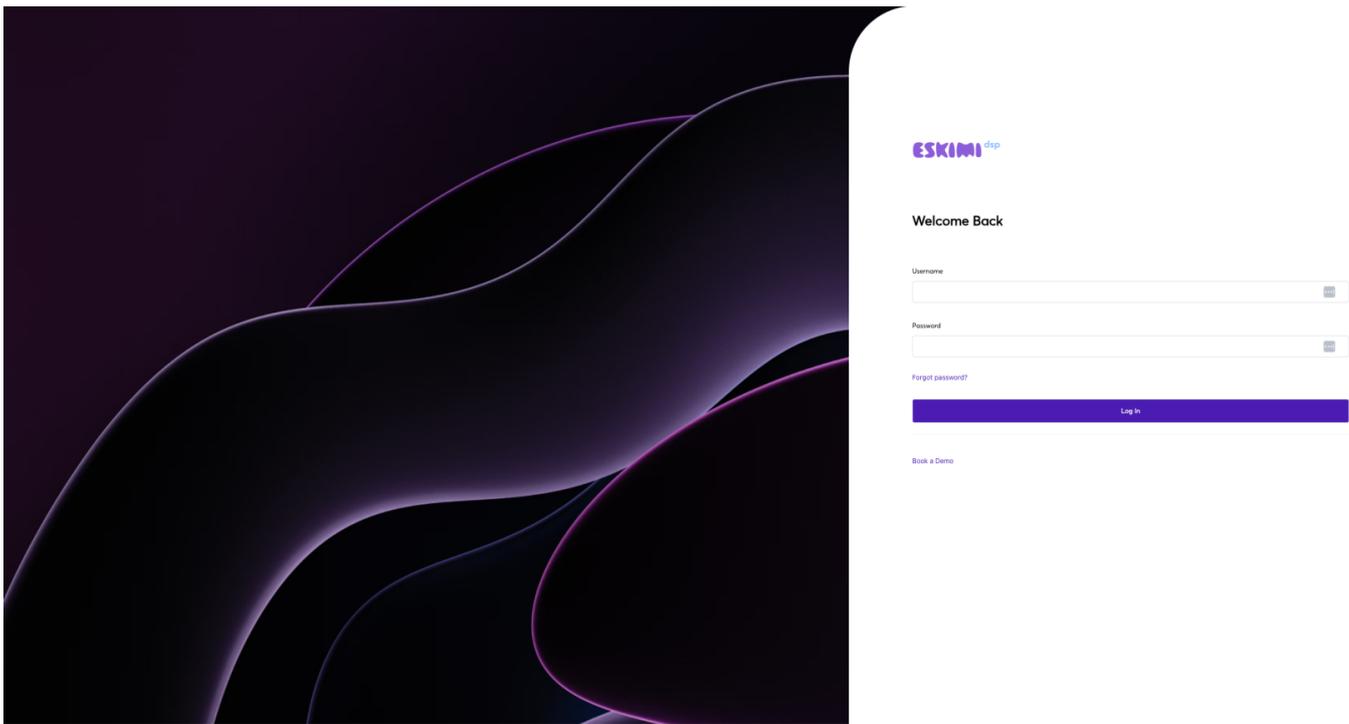
## Common mistakes

- Client white-label domain must have a valid HTTPs support.
- Eskimi can add SSL automatically but for it to be valid, domain has to have SNI support.
- DMARC record not found

**Do not** use white-labels if they are **not secure**. It will result in platform malfunction.



Please note that the **background image** complements the **right-aligned layout** of the **Log In** screen



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## F.A.Q.

**Information what is a CNAME:** <https://my.bluehost.com/hosting/help/cname>

**Method how you can set up a CNAME record for your domain:**

<https://www.namecheap.com/support/knowledgebase/article.aspx/9646/10/how-can-i-set-up-a-cname-record-for-my-domain>

# White-label (WL)

## What is White-label (WL)?

The "**White-Label (WL)**" solution enables agencies, ad networks, and businesses to offer "**Eskimi DSP**" under their own brand. This allows you to provide **a fully customized programmatic advertising platform** to your clients while preserving your company's unique branding and identity.

Essentially, it is the Eskimi DSP platform, rebranded with your agency's or business's logo, colors, and domain, providing a seamless and cohesive experience for your clients.

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## Why Choose Eskimi DSP White-Labeling?

### Key Benefits of White-Labeling Eskimi DSP

#### Branding & Customization

- Use your **own logo, color scheme, and domain name** to create a unique, professional experience for your clients.
- Customize **login pages, dashboards, and reports** to match your corporate identity.

#### Client Management & Scalability

- **Manage multiple advertisers** under a single white-label DSP.
- Scale your business by offering a **fully managed or self-serve** DSP solution.

#### Full Control Over Pricing & Margins

- Set **your own pricing models**, markups, and commissions.
- Increase **profitability** by controlling ad spend margins and service fees.

#### Advanced Reporting & Analytics

- Provide **real-time campaign performance data** under your own brand.
- Deliver **customized reports** to clients with your logo and branding.

#### Seamless Platform Experience

- Offer a **user-friendly dashboard** with all Eskimi DSP features.
- Ensure **secure logins** and access control for different clients.

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# How White-Label Works on Eskimi DSP

## 1. Branding Setup

- Customize the platform's **appearance** with your logo, brand colors, and domain.

## 2. Client & User Management

- Create and manage multiple **advertisers and user accounts**.
- Assign **permissions** for account managers and advertisers.

## 3. Campaign Management & Execution

- Clients can run **programmatic ad campaigns** just like on Eskimi DSP.
  - Use **advanced targeting, optimization, and reporting** under your brand.
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## Getting Started with White-Label on Eskimi DSP

To launch your **White-Label DSP**, contact the Eskimi team to discuss customization options, pricing, and onboarding requirements.

**White-label Requirements:** [Click here to view the full list of requirements](#) *(Ensure that your setup meets the required technical and branding guidelines before applying.)*

**Unlock the full potential of programmatic advertising under your own brand with Eskimi's White-Label DSP!**

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### \*\*\* N/B | Important Notes:

- A White-Label setup with a non-compliant domain/CNAME may lead to low bid rates and zero viewability.
  - The Initial observation/experience could be low or zero viewability showing on the report.
  - So, basically if the used domain/CNAME is not HTTPS compliant, ultimately it will impact campaign performance and delivery quality.
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