

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.

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.
-

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.
-

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!

*** 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.
-

Revision #13

Created 4 March 2025 11:13:58

Updated 18 September 2025 16:30:13