What is rich media?

Rich media is an ad format that includes advanced features like video, audio, animations or other elements that allows users to interact, touch, drag, scratch, play a mini game and more. It encourages users to engage with the content. While text ads sell with words, and display ads sell with pictures, rich media ads offer more ways to involve an audience with an ad.
100% VISIBILITY

Visibility can be achieved with formats like floating banner.

15x TIMES

Higher engagement
RICH MEDIA ENVIRONMENT

REPUTABLE INVENTORY

Yahoo! DailyMail msn news24 Gismeteo
B SkyStar BBC true
Forbes Mirror Opera News IMO Spotify

AUTHENTICATION AND SAFE ENVIRONMENT

BRAND SAFETY

Proprietary Keyword Blocker - Domain, URL, Content & Brand Safety Tools

MOAT VIDEO SCORE

PLACEMENT EXAMPLES

IAB International Standard

Optimised for Local Technological Capacities

Mobile and Desktop Traffic
Leverage a set of business rules to create audience segments based on factual data and not predictive algorithms. Create relevant data stories for high-demand brands to pitch the upper-funnel story.

TRADITIONAL TARGETING
- Male
- Lives in Myanmar
- Age 29-34

ESKIMI DMP TARGETING
- Parent
- Recently visited hospital
- Interested in health
- Multi-SIM
- Sports fan
- High data cons.
- $750 device
- Travels
- Uses Zain
- Has a car
- Lives in Naypyidaw city
- Fiber at home
Our enriched user data will give you more opportunities to segment users and will meet your direct needs. You'll create and store different audiences with different interests and attributes (age, gender, interest, location etc.). Stored audiences can be re-used for future campaigns.

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<th>01. Behavioural</th>
<th>02. Placement</th>
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<td>Socio-economic Class.</td>
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<td>&amp; other data points.</td>
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</table>
Eskimi provides 20 standard templates of unique, interactive ads, and we can also create custom rich media formats on request. Our rich media formats generate average engagement rates of 3-15%, which means high audience interaction and ad recall for brands.
Self-service creative builder

Easy to use
Just upload your banners in the right formats - that's all!

Free templated designs
No extra costs for templated designs.
Popular sizes

Sites:
- 300x250
- 320x50
- 300x100
- 320x100
- 300x50
- 300x100
- 728x90
- 300x250

Apps:
- 320x480
- 320x100
- 320x50
- 300x100
- 320x50
- 300x250

Online advertisement
Eskimi DSP

Eskimi DSP advertisement platform for your reach and data-driven campaigns worldwide

Drink Water
Tips
200ml approximately equals the capacity of a Coke

FULL STACK
PROGRAMMATIC PLATFORM
WITH GLOBAL REACH, LOCAL DATA & ENGAGING CREATIVES

LEARN MORE

OPEN
Templated rich media

Templated Rich Media
Interactive, simple do-it-yourself rich media ads, easily adaptable. At no extra cost.

Brands like to use it for awareness campaigns, product launches and mores
Deck of cards

Deck of cards layout consists of multiple images (up to 6) layered on top of each other. Swiping causes the top “card” to transition to the bottom of the deck, in effect, the next card is revealed.

- Great for displaying multiple offers in a single placement
- Can also be used to tell a story from page to page

Required Files

Accepted Files For Frames: .jpg, .png, .svg, .gif, .mp4, .mov;

Required Size: Assets must be twice the size of the ad (ie if you want to run 300x250 Rich Media Ads the assets must be in 600x500 size).

Brands like to use it for awareness campaigns, discount offers and more
Flip book

Flipbook layout consists of multiple media (up to 5) layered on top of each other. Swipe across the page to view the new image beneath. A real-time page turning animation follows the touch - point until the page below is revealed.

Required Files

- Accepted Files For Frames: .jpg, .png, .svg, .gif, .mp4, .mov;
- Required Size: Assets must be twice the size of the ad (i.e., if you want to run 300x250 Rich Media Ads, the assets must be in 600x500 size).

Brands like to use it to attract attention and increase engagement.

• Great for displaying multiple offers in a single placement
• Can also be used to tell a story from page to page

NO MINIMUM SPEND
Custom rich media

We make your idea come true! If it's a game, drag & drop concept or other fully custom html5 banner, we can make it.

Brands like to use it to connect with their target audience and attract attention with unique and fun ads.
Custom Rich Media

Touch on an element to learn more.

Venture into a world that you helped to make better.

Match numbers logic game.

Make a drink.

Eat ice-cream.
Rich media campaigns are fully adapted for mobile devices. Banners can be animated or interactive and come in the most popular mobile formats and sizes. Eskimi provides creative and tech support for execution; we track all campaign metrics and banner events tracking for interactive RM.
Video + Rich media

Combined format
This banner allows to show static banner or rich media banner together with video and sound if unmuted.

Brands like to use it for awareness and audience education campaigns.
Dynamic rich media

Powerful ads that automatically change based on chosen factors and API integration.

Brands like to use it to attract attention and offer benefit to the audience.

- Weather ads
- Live score ads
- Scheduled TV programme ad
Calculators & estimators

Calculator ads
User can check the price estimates and advertiser can collect data and understand the user's needs better.

Brands like to use it to attract attention and offer benefit to the audience.

- Insurance calculator
- Currency converter

STARTING BUDGET REQUIRED
Data collection banners

Data Collection Rich Media
Ads that can collect user’s data for lead generation or better understanding of user’s behaviour. In-banner forms for user opinion collection will later be analysed and presented.

Brands like to use it to generate leads

STARTING BUDGET REQUIRED

See full gallery
**Dynamic ads** (also known as dynamic creatives) are banners which are automatically generated using content from your website. These ads keep your banners content relevant and saves your time.

Brands like to use it to showcase their offers and products.
Interstitial ads are interactive, full-screen ads that cover the interface of their host mobile app or site. These ads appear between content by taking over the screen. User has the option to turn off the ad and continue browsing the content.
Sticky footer ads

Footer sticky ads are present at the bottom of the webpage. It stays visible on the page while the user scrolls through the content of the website.

See all formats
Showcase new offers in a unique way!

Floating ad + screen takeover

PREMIUM RICH MEDIA

ENGAGING CREATIVES

SEE LIVE

$5000 minimum spend
User can enter his/hers and friend’s email address. The banner will automatically send out an email to the entered address. Moreover, data will be collected.
Delivering the highest CTR!

Floating banners

Floating ads stay fixed on top of the content while scrolling.

Animated basket
Casino coins & classic button
Bubbles
Eskimi DSP helps brands to feel safe about where their ads will be placed. By default for all campaigns, all sensitive IAB categories such as Adult, Betting, etc. are excluded from the inventory.

**Safe Environment**

**Viewability**

Is a key metric for Eskimi DSP. Therefore, we provide standard IAB viewability tracking while we ensure machine learning and manual optimisation, which is done by the Ad Operations team.

**Fraud Detection**

Eskimi DSP goes further for brands that are looking for fraud detection solutions. We can exclude fake clickers, high page-view exclusion and many more. This allows brands to reach real people.
CONTACT US

sales@eskimi.com