STANDING OUT WITH INNOVATION

Ad-tech | Global Reach | Local Data | Engaging Creatives
**THE MARKET OF TODAY**

- **Oversaturated** by the content
- Consumers have the ability to research, compare & review
- Digital consumers are extremely impatient
- **Instant Gratification** is becoming a key for today's consumer
In a world where average is often forgettable, it is more important than ever to keep customers by creating memorable experiences for them.
LACK OF DIFFERENTIATION

It becomes harder to reach audiences

Consumers are bombarded by different types of content & ads

A lot of brands fail to connect & establish a relationship with its customer
83% of people agree with the statement "Not all ads are bad, but I want to filter out the really obnoxious ones."
Penetrating an oversaturated market is not an easy task for a marketing professional. To differentiate your product or service in this digital landscape, focus on building strong relationships with your consumers;
HOW DO I BUILD A RELATIONSHIP?

Today’s consumer will choose a brand on thousands different unique value points.

1. Relevance
2. Consistency
3. Participation
**Consistent branding** means repeating the same message over the years and across all customer touch-points. This makes it easier for the consumers mind to retrieve the brand and make it a winner in competition with others.

- **Brand Recognition in the market**;
- **Easier to shape & reshape your brand during longer periods**;
- **Trust & loyalty comes with time**;
- **Differentiating your brand**.

**How?**

- **Always available assets**;
- **Available brandbook**;
- **Clear communication about brand image with employees**.

**Advantages**

- Your brand
There’s more content on the internet than even the most engaged and curious user could ever hope to consume. As brands compete for the attention of audiences, engaging users long-term is becoming more difficult. Participation marketing comes with a simple goal: To build relationships with consumers through ongoing experiences with brands.
Full stack Ad-Tech platform

With global reach, local data & engaging creatives; 45+ exchange sources, internal and external tech & brand safety tools, unique rich media solutions and an integrated data management platform.

Operations in 130+ countries!
DSP platform allows brands and agencies to run programmatic campaigns using display, native, video or rich media formats. You can optimise towards your marketing outcomes using automated tools powered by machine learning and algorithms.
500+ CLIENTS WORLDWIDE
2015  ESKIMI DSP

2016  ESKIMI DMP
TELCO-DASH

2018  ESKIMI

2019  Campaigns in 47 countries, offices in Vietnam, South Africa, Myanmar, UAE

2020  Entered Turkey, Russia, Kazakhstan, Greece, Poland & came back to Lithuania

"2021 VISION"
To become your trusted partner in the world of programmatic advertising and a source for knowledge.
PARTICIPATION & DSP RICH MEDIA
ALL AD TYPES

01 STATIC/ GIFs
02 NATIVE ADS
03 VIDEO ADS
04 ANIMATED ADS
05 INTERACTIVE ADS
06 DATA DRIVEN ADS
Templated rich media

Templated Rich Media
Interactive and animated rich media ads, easily adaptable.

NO MINIMUM SPEND
See full gallery
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).
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.

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Calculators & estimators

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

Insurance calculator

Currency converter
GAMIFICATION RICH MEDIA

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.

GAMIFICATION ADS

See full gallery

STARTING BUDGET REQUIRED
Unique solution

Gyro ads work by moving your phone & interacting with your phone's gyro function.
BUILDING AN EMOTIONAL CONNECTION

FIFA 2018, COCA-COLA

Choose a player!
& share a Coke with him
SUPPLY SIDE PLATFORM
Eskimi SSP (Supply Side Platform) today operates in more than 10 different markets, having established direct relations with publishers in all of them.

This solution is primarily designed to ensure good visibility in the local market and serves well for awareness & participation marketing campaigns.
Direct relationship with the Publishers allows us to launch campaigns which have little to no limitations. Usually restricted through other exchanges. SSP brings its creative portfolio - floating banner, inter-scroller, screen takeover ads and many more. With SSP only your imagination is the limit.
Eskimi DSP 2020-10-08 JamboJet (ID: 56152) campaign preview
2020-10-08 JamboJet RM (ID: 664980)
Delivering the highest CTR!

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

As the Covid-19 coronavirus spread across the globe in early 2020, Europe’s tech ecosystem was riding high — then came the shutdowns, and concerns startups globally were facing a “black swan” event.

Instead, as an annual “State of European Tech” report from venture firm Atomico, event host Shaka and law firm Orrick found, investment in European startups reached record highs in 2020 (though barely). And with a U.K. grandmother the first to receive a vaccine earlier in December, some investors and entrepreneurs are looking to the future even as they brace for short-term

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6.12% CTR!

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SCREEN TAKE-OVER AD

Easy to use

Just upload your banners in the right formats - that's all!
Market favourability survey

What is it?
Brand lift study is used for measuring your ads’ effectiveness, based on customers’ feedback. It helps in identifying favourable changes in the consumer’s journey; from awareness to perception, consideration and the likelihood of purchase after your marketing campaign.

How does it work?
Eskimi runs a poll on two same-size groups of people within a selected target audience: the first group consists of people to whom your ads were served, and the second - to whom they were not. Based on their responses, the report is generated with evaluated brand lift in percentage.
ESKIMI DSP can ensure **3 elements** of quality for brands

**Safe Environment**
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.

**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.
THANK YOU!

For all business related inquiries, please contact - sales@eskimi.com