

ESKIMI

STANDING OUT WITH INNOVATION

Ad-tech | Global Reach | Local Data | Engaging Creatives

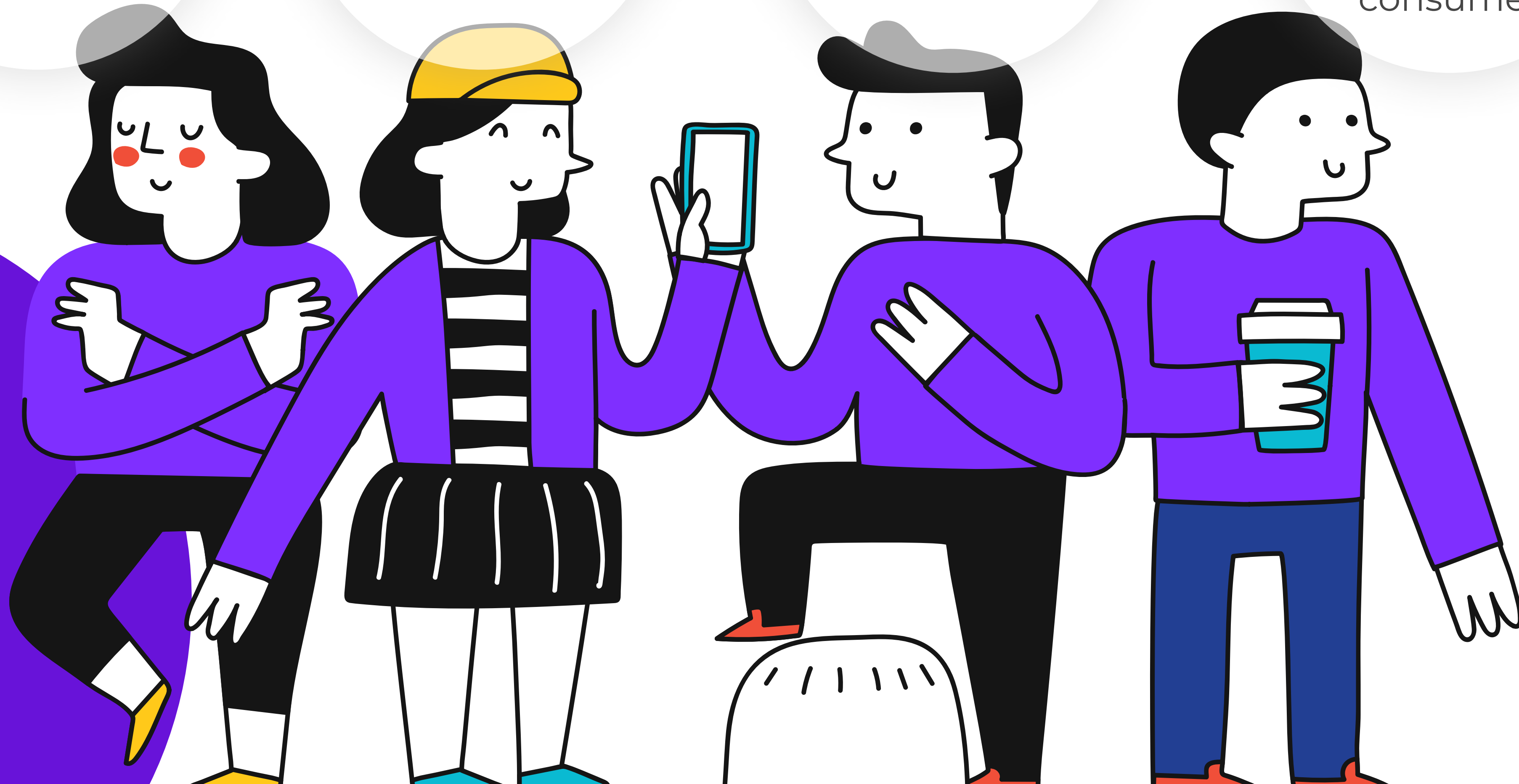


Oversaturated
by the content

Consumers have
the ability to
research,
compare &
review

Digital
consumers are
extremely
impatient

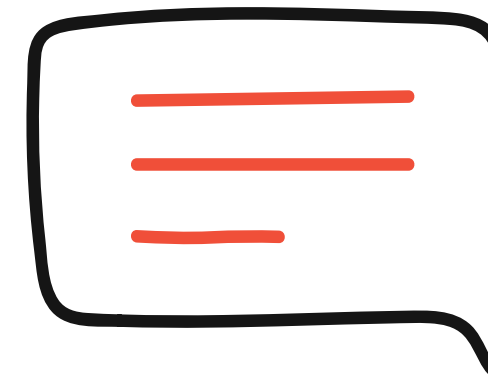
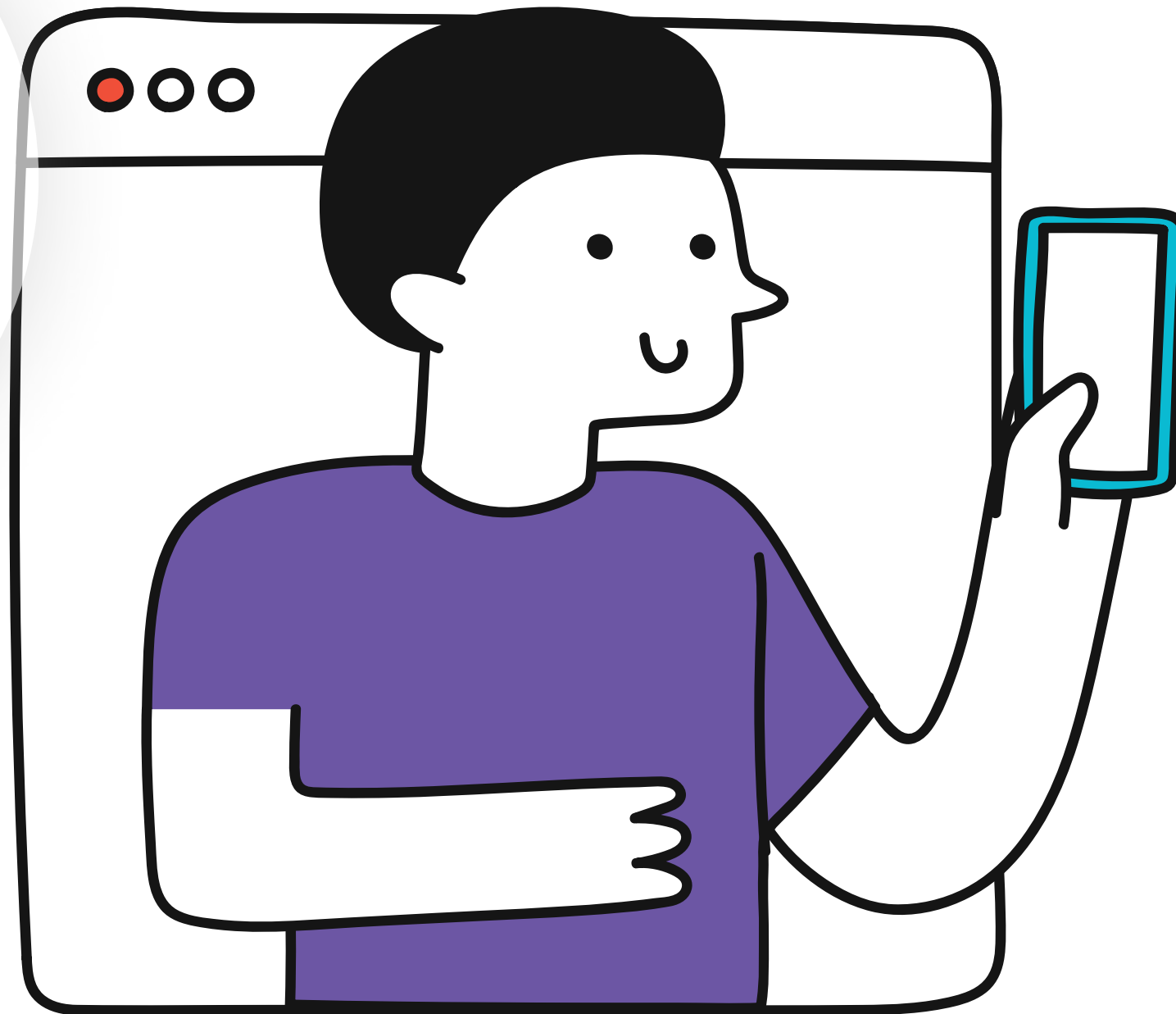
Instant
Gratification is
becoming a key
for today's
consumer





In a world where **average** is often **forgettable**, it is more important than ever to keep customers by creating **memorable experiences** for them.

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;**



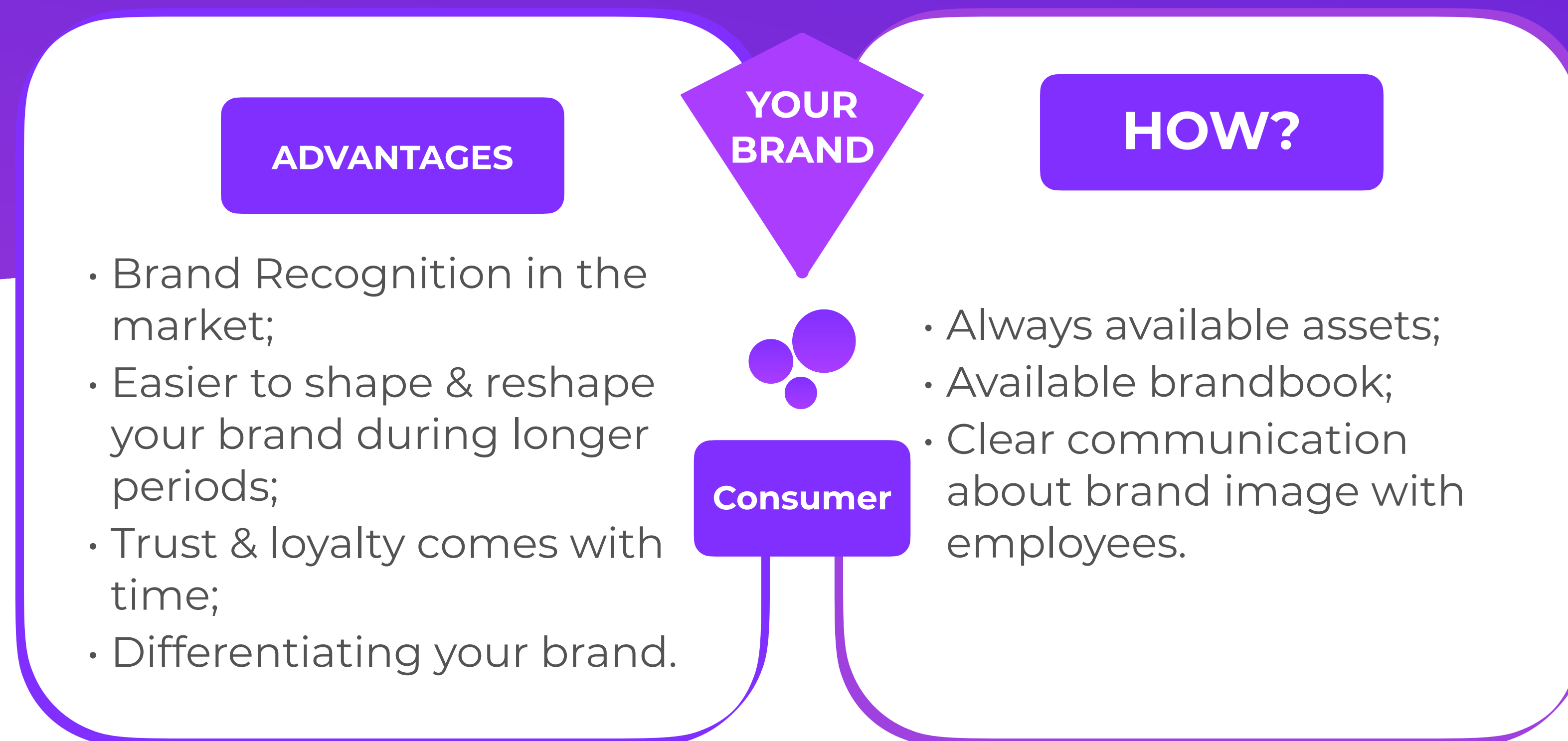
Today's consumer will choose a brand on thousands different unique value points.

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.





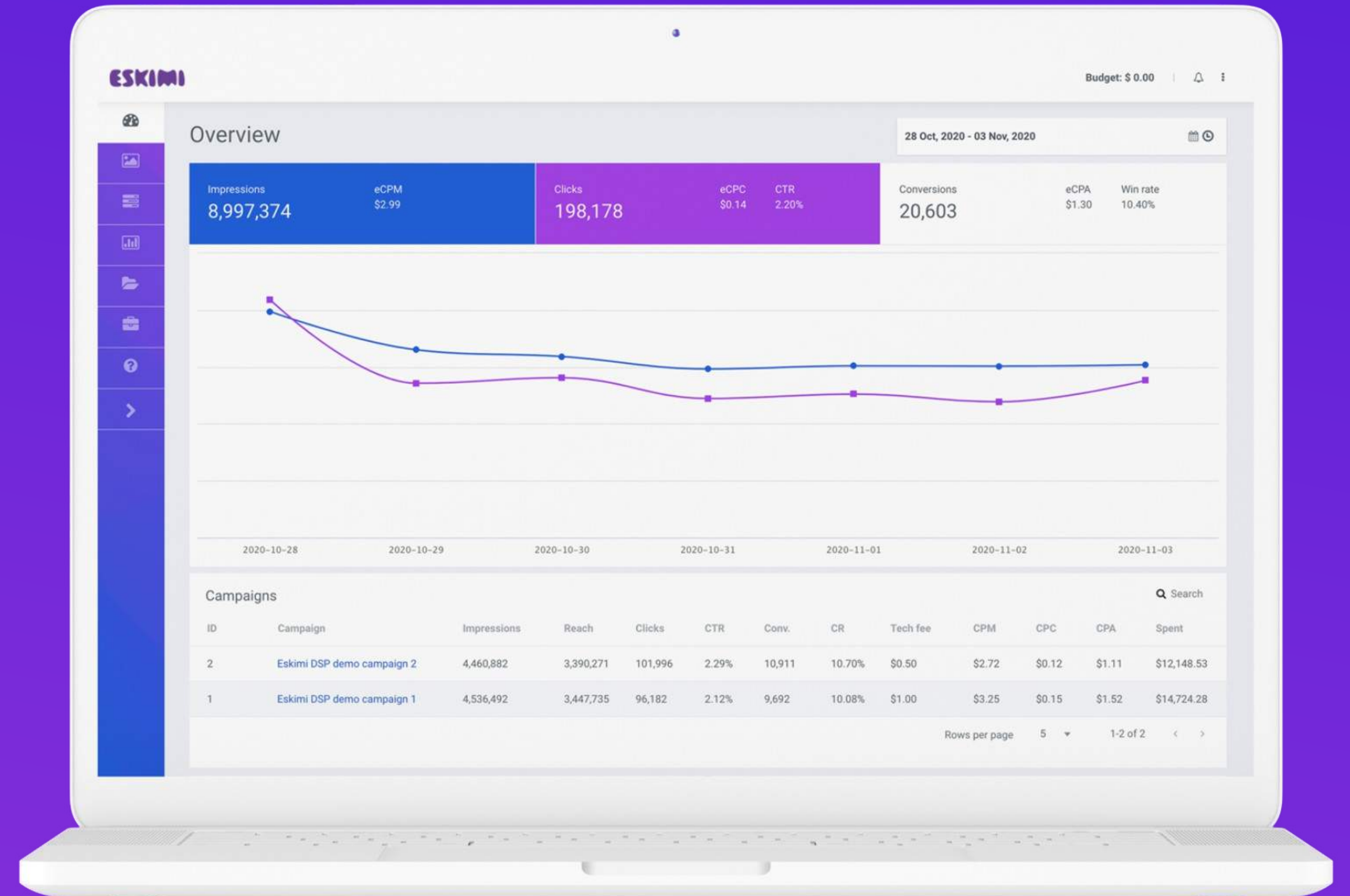
There's more content on the internet than even the most engaged and curious user could ever hope to consume. As brands compete for the attention of audiences, engaging users long-term is becoming more difficult. **Participation marketing** comes with a simple goal: To build relationships with consumers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



Full stack Ad-Tech platform

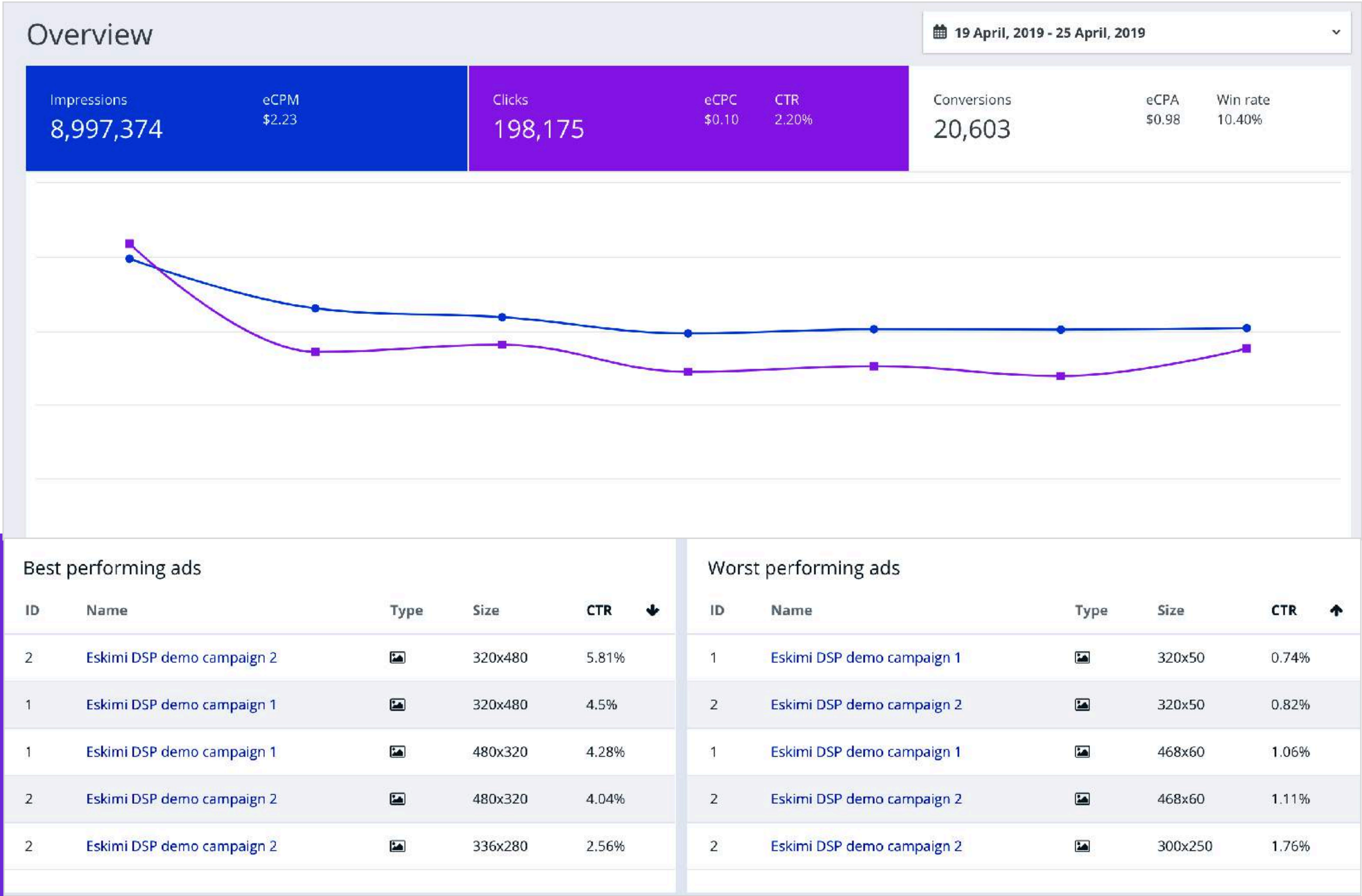
With global reach, local data & engaging creatives; 45+ exchange sources, internal and external tech & brand safety tools, unique rich media solutions and an integrated data management platform.

Operations in 130+ countries!





DEMAND SIDE PLATFORM



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.

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500+ CLIENTS WORLDWIDE



2015 ESKIMI DSP



2016 ESKIMI DMP



2018 ESKIMI TELCO-DASH



ESKIMI DSP GROWTH

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

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

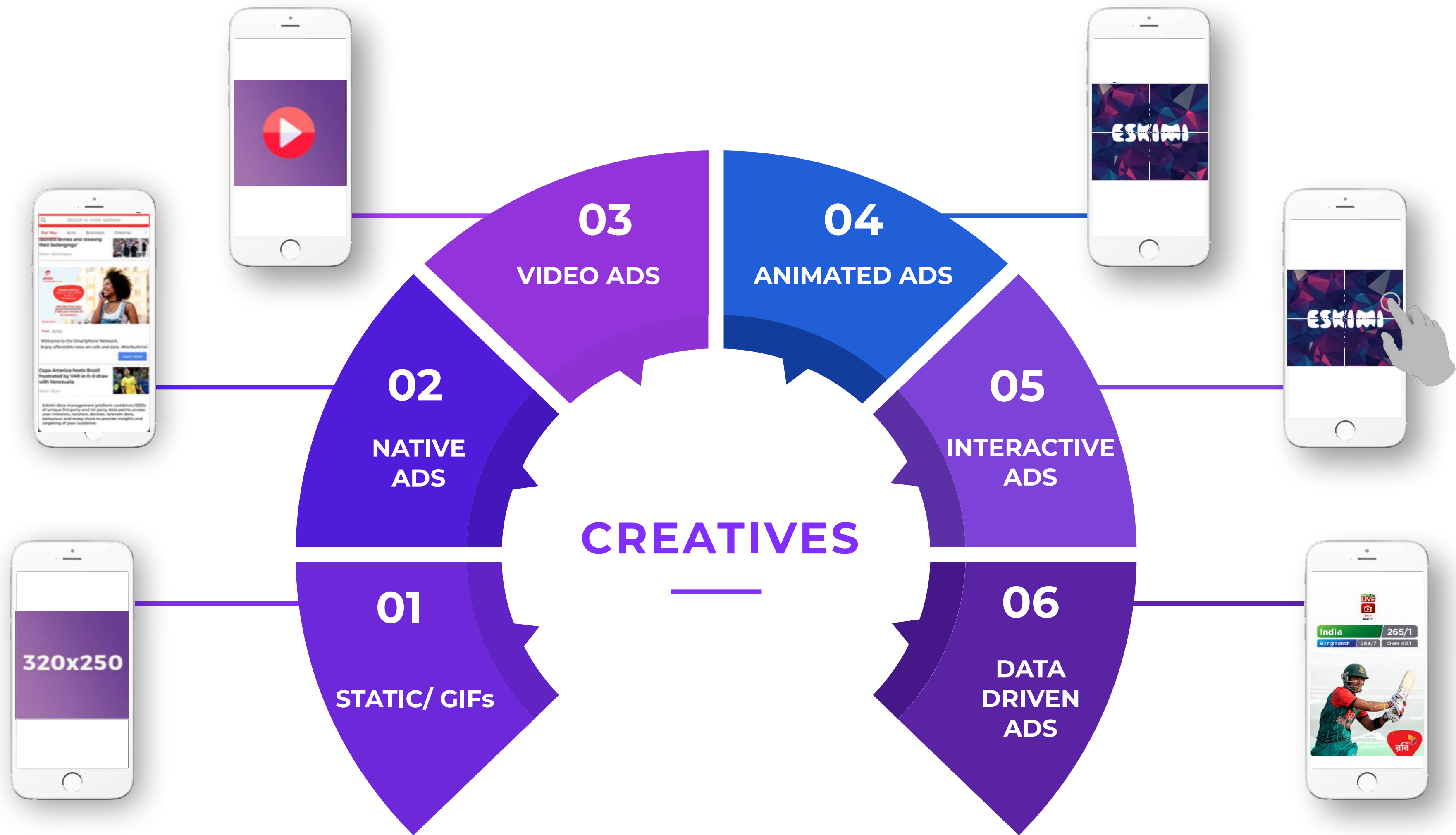
“ 2021 VISION

To become your trusted partner in the world of programmatic advertising and a source for knowledge.

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PARTICIPATION & DSP RICH MEDIA



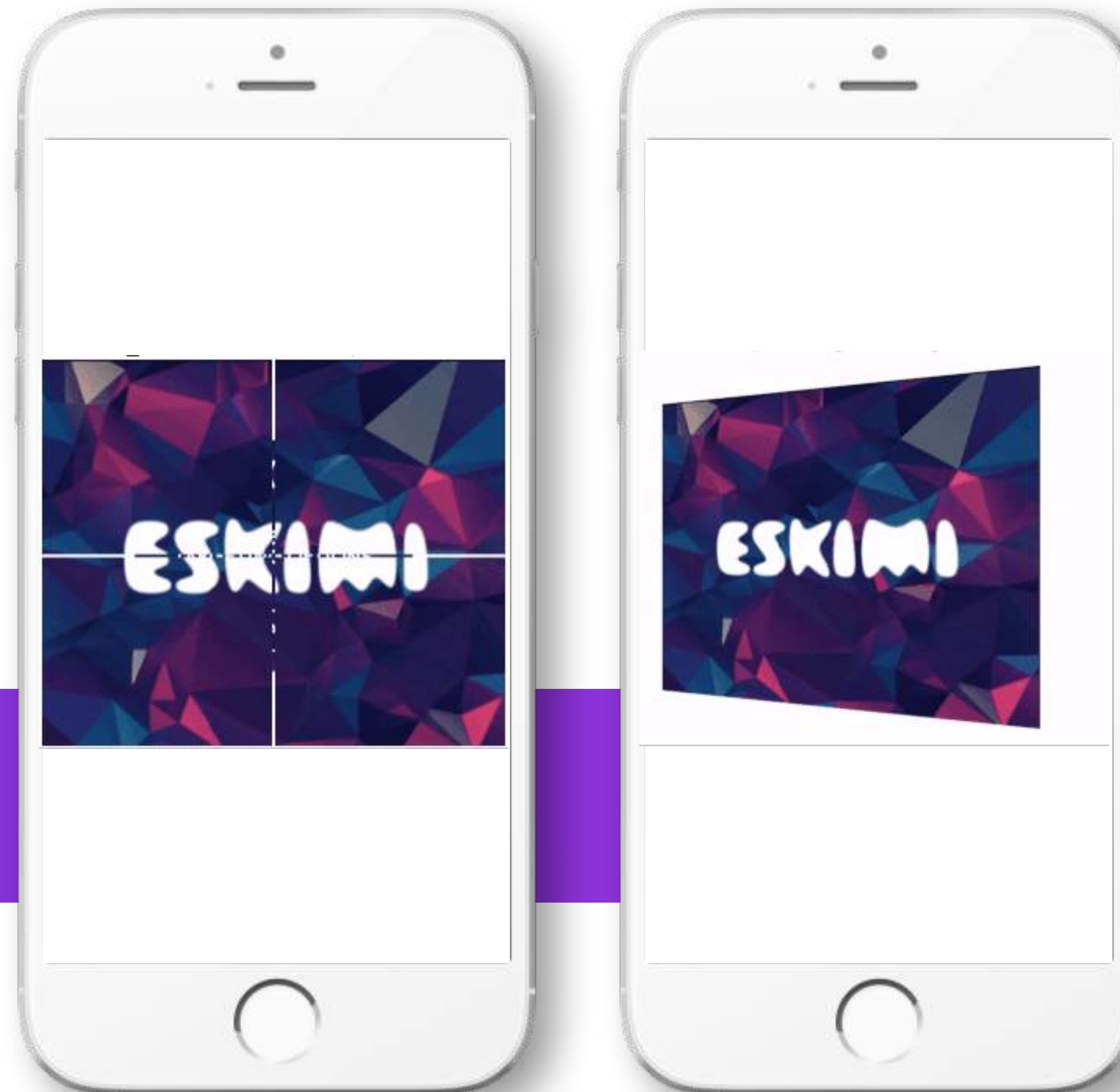
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RICH MEDIA

Templated rich media

Templated Rich Media

Interactive and animated rich media ads, easily adaptable.



[See full gallery](#)

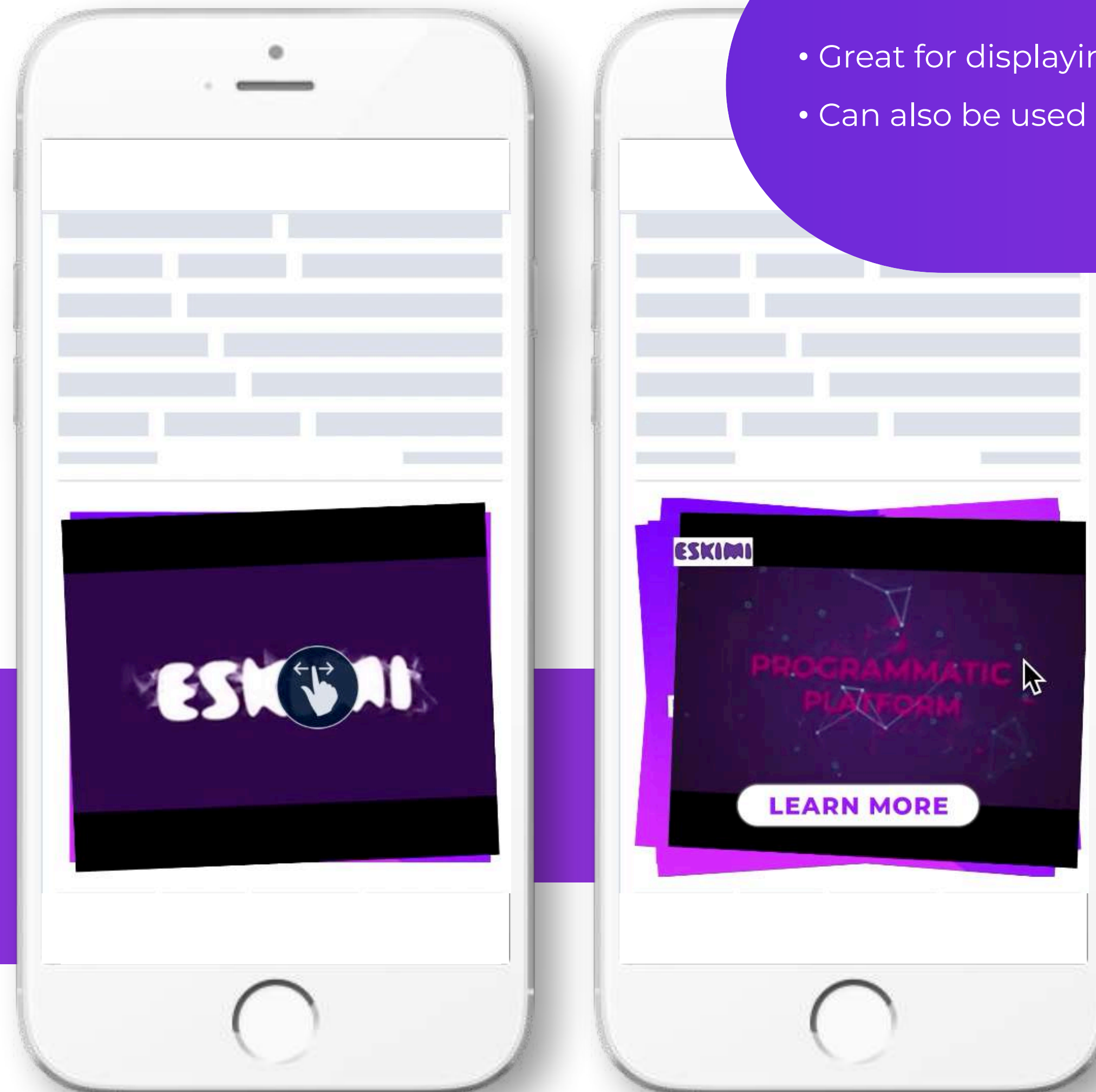
NO MINIMUM SPEND

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.

Required Files

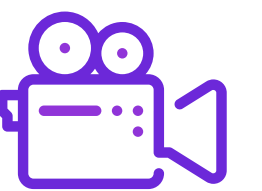
Accepted Files For Frames: .jpg, .png, .svg, .gif, mp4, .mov;
Required Size: Assets must be twice the size of the ad (ie if you want to run 300x250 Rich Media Ads the assets must be in 600x500 size).



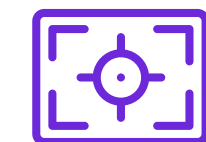
- Great for displaying multiple offers in a single placement
- Can also be used to tell a story from page to page



Image Frames



Video Frames



Responsive Ad Size



Overlay Elements

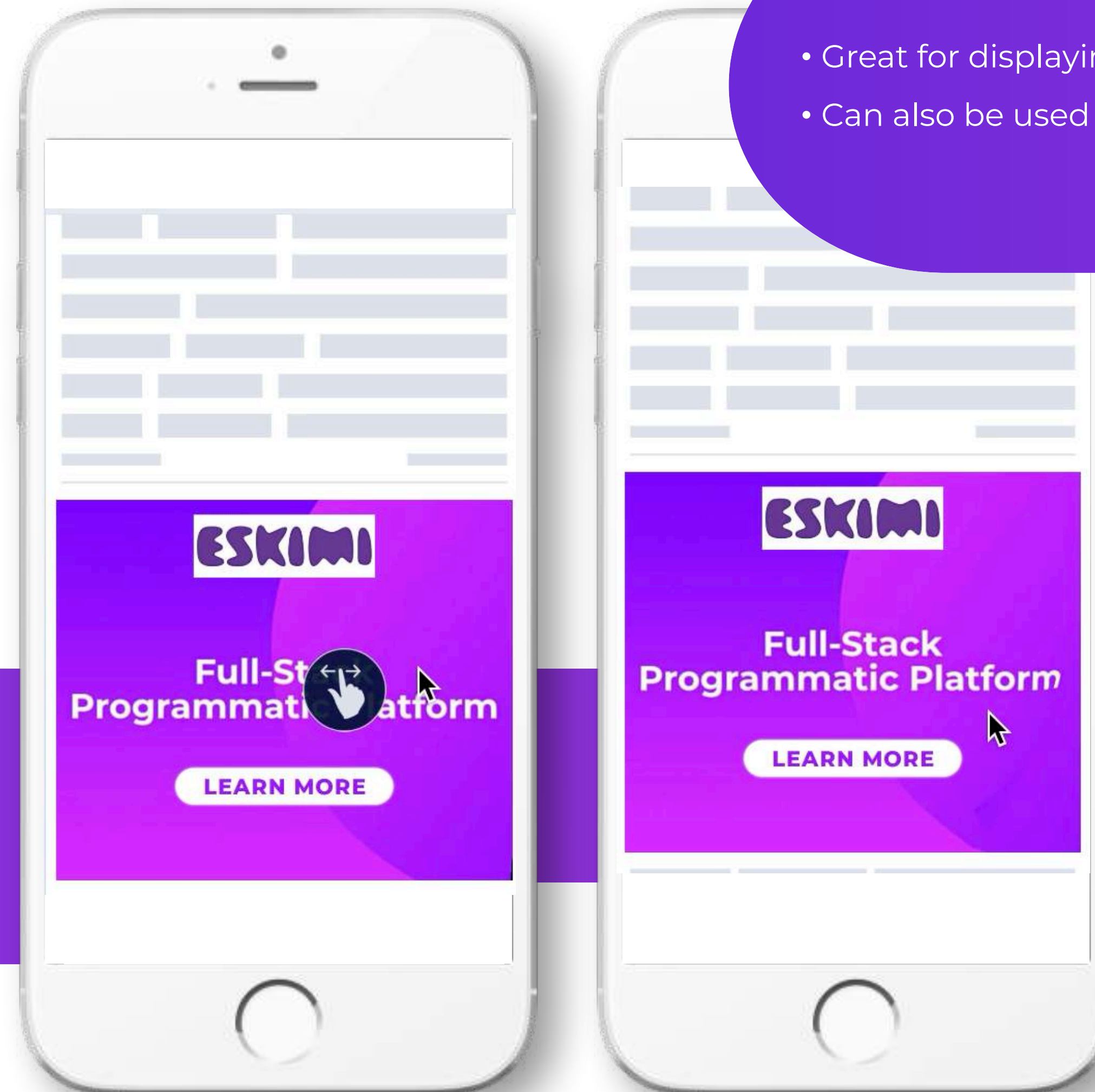
NO MINIMUM SPEND

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

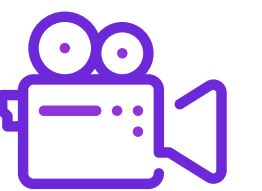
Accepted Files For Frames: .jpg, .png, .svg, .gif, mp4, .mov;
Required Size: Assets must be twice the size of the ad (ie if you want to run 300x250 Rich Media Ads the assets must be in 600x500 size).



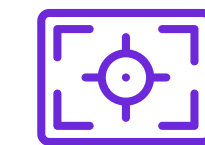
- Great for displaying multiple offers in a single placement
- Can also be used to tell a story from page to page



Image Frames



Video Frames



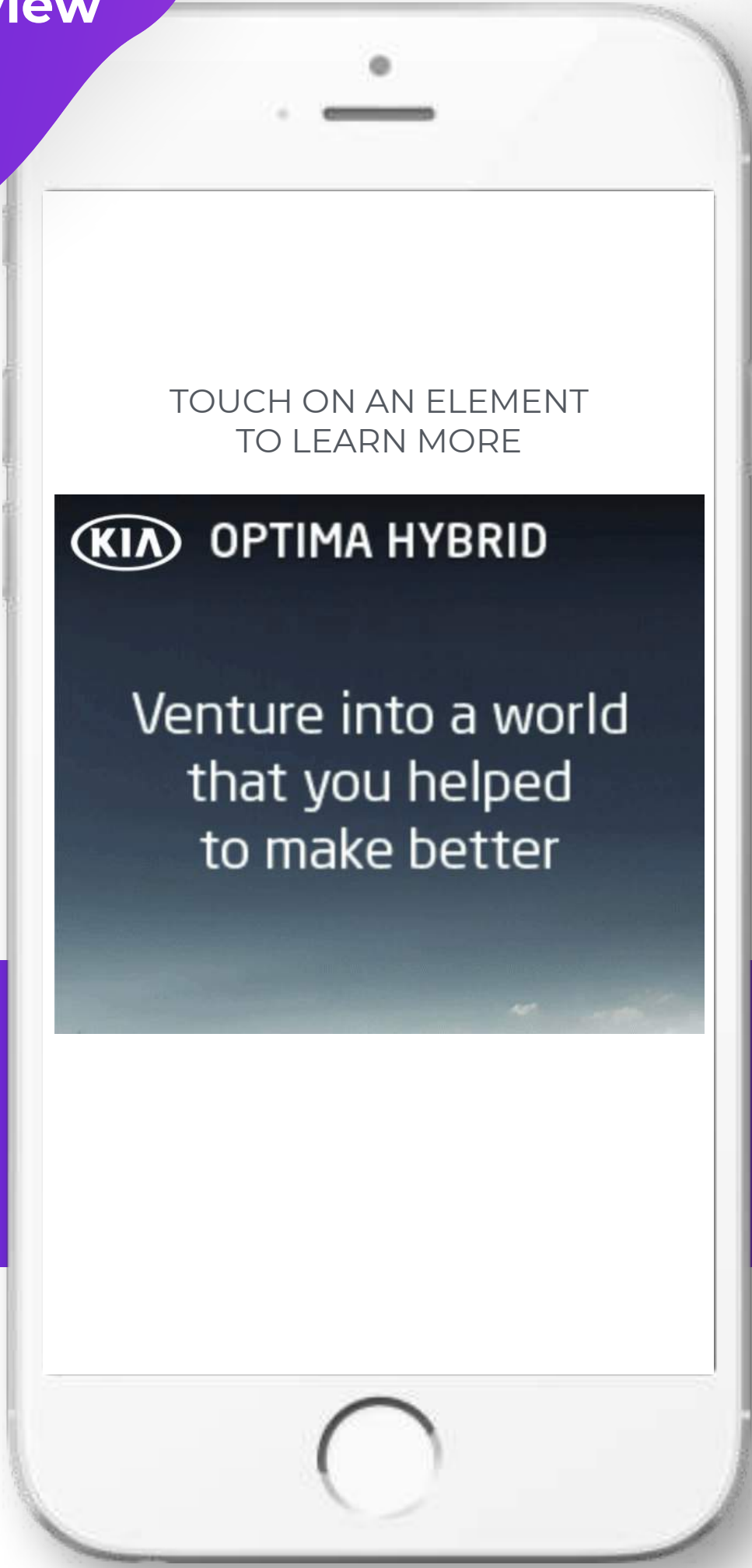
Responsive Ad Size



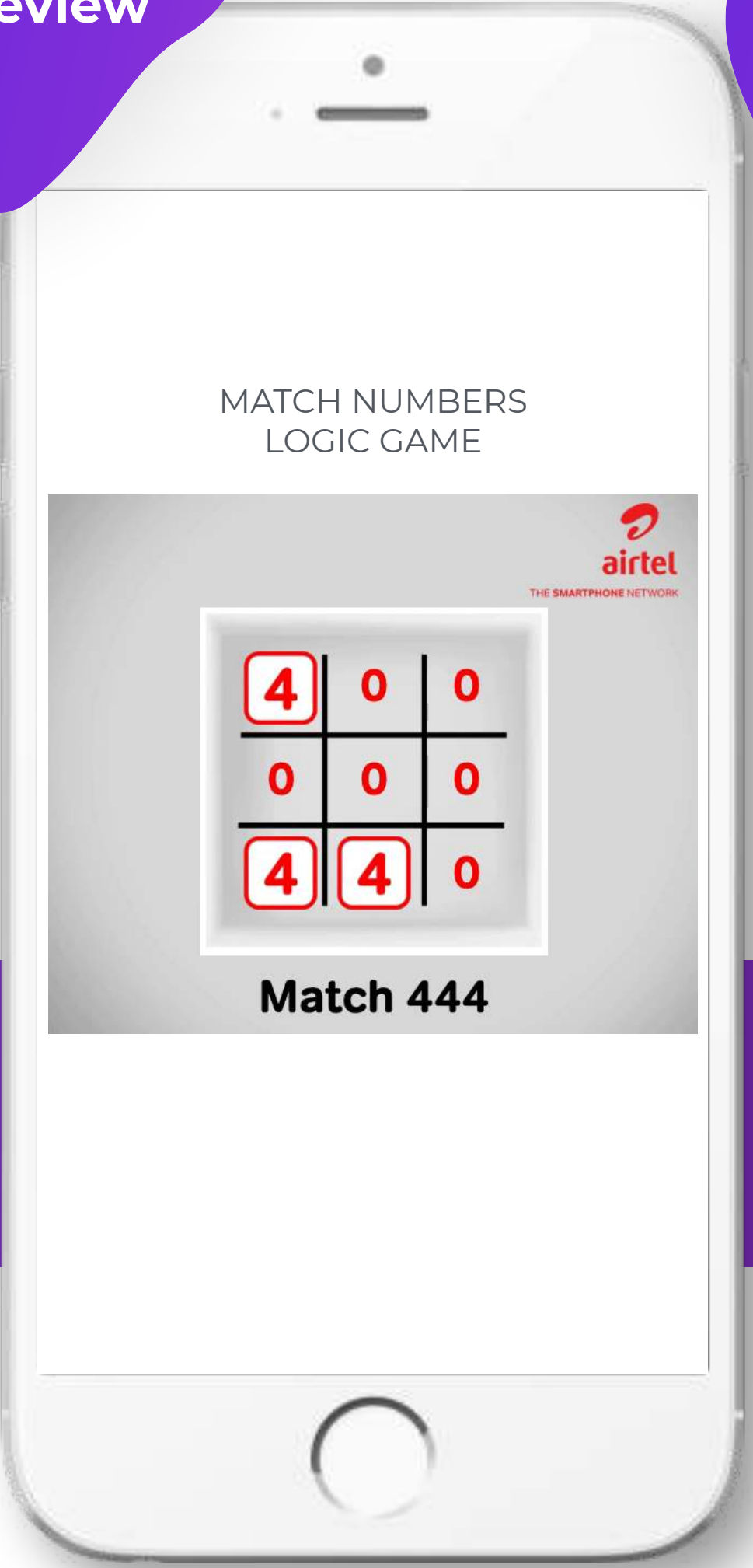
Overlay Elements

NO MINIMUM SPEND

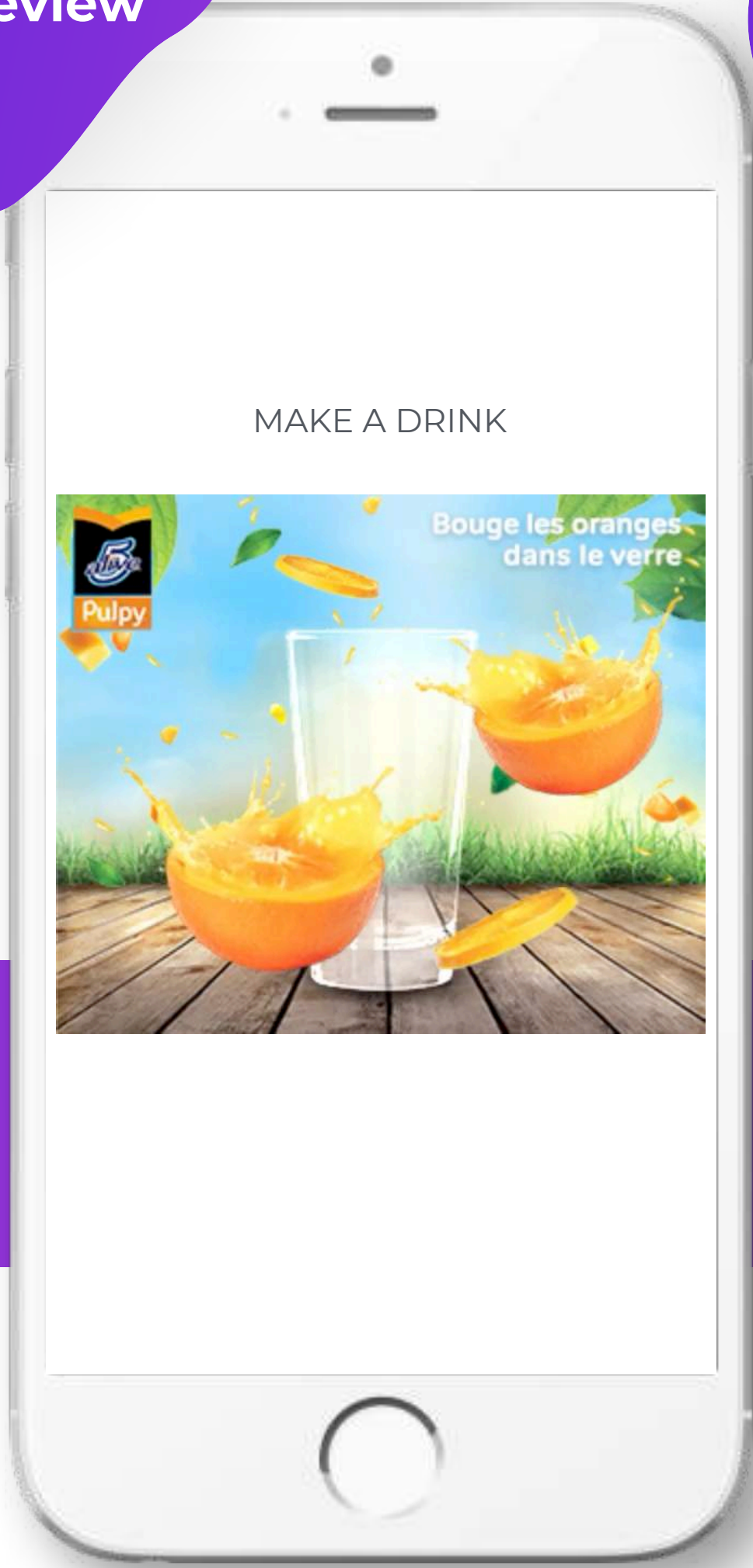
Preview



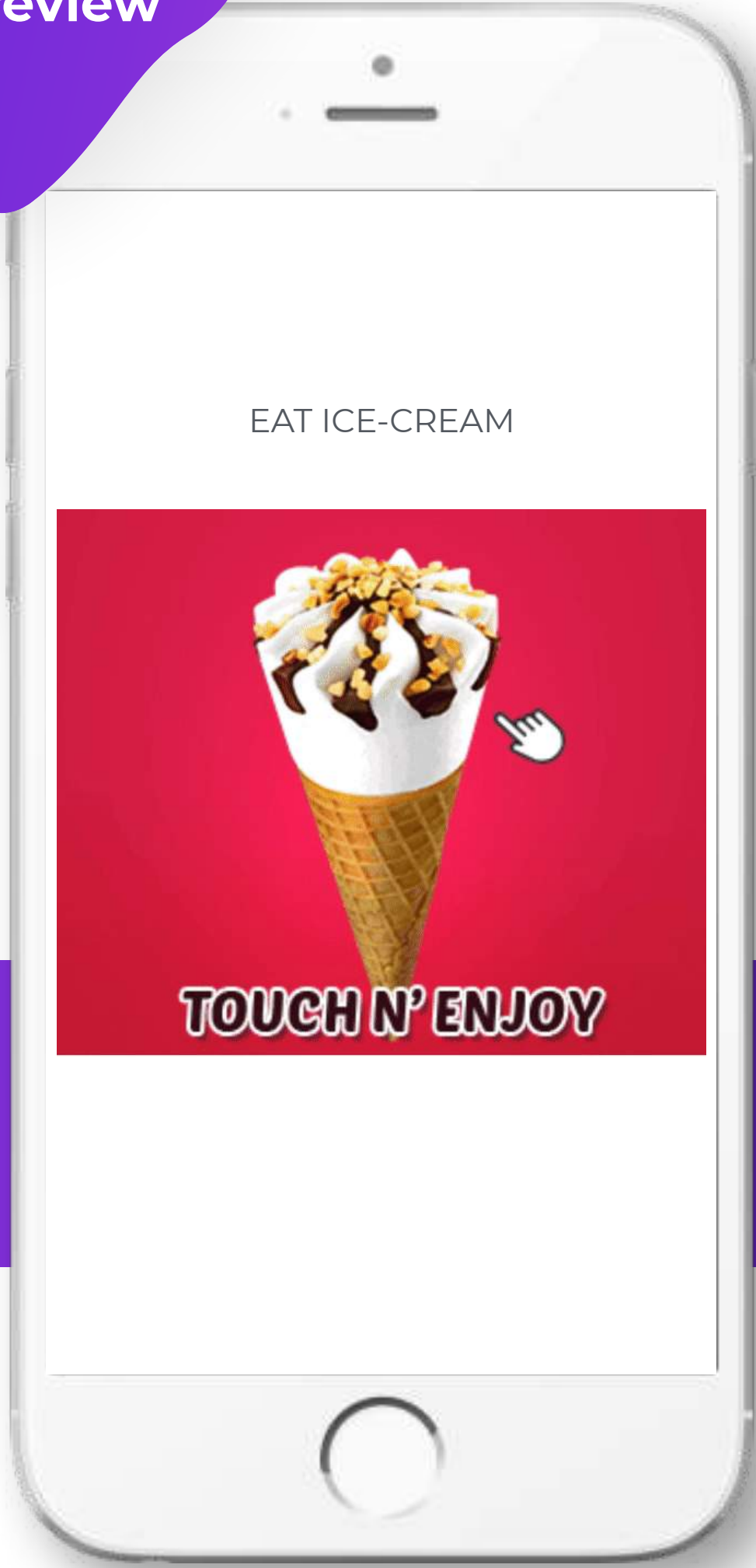
Preview



Preview



Preview

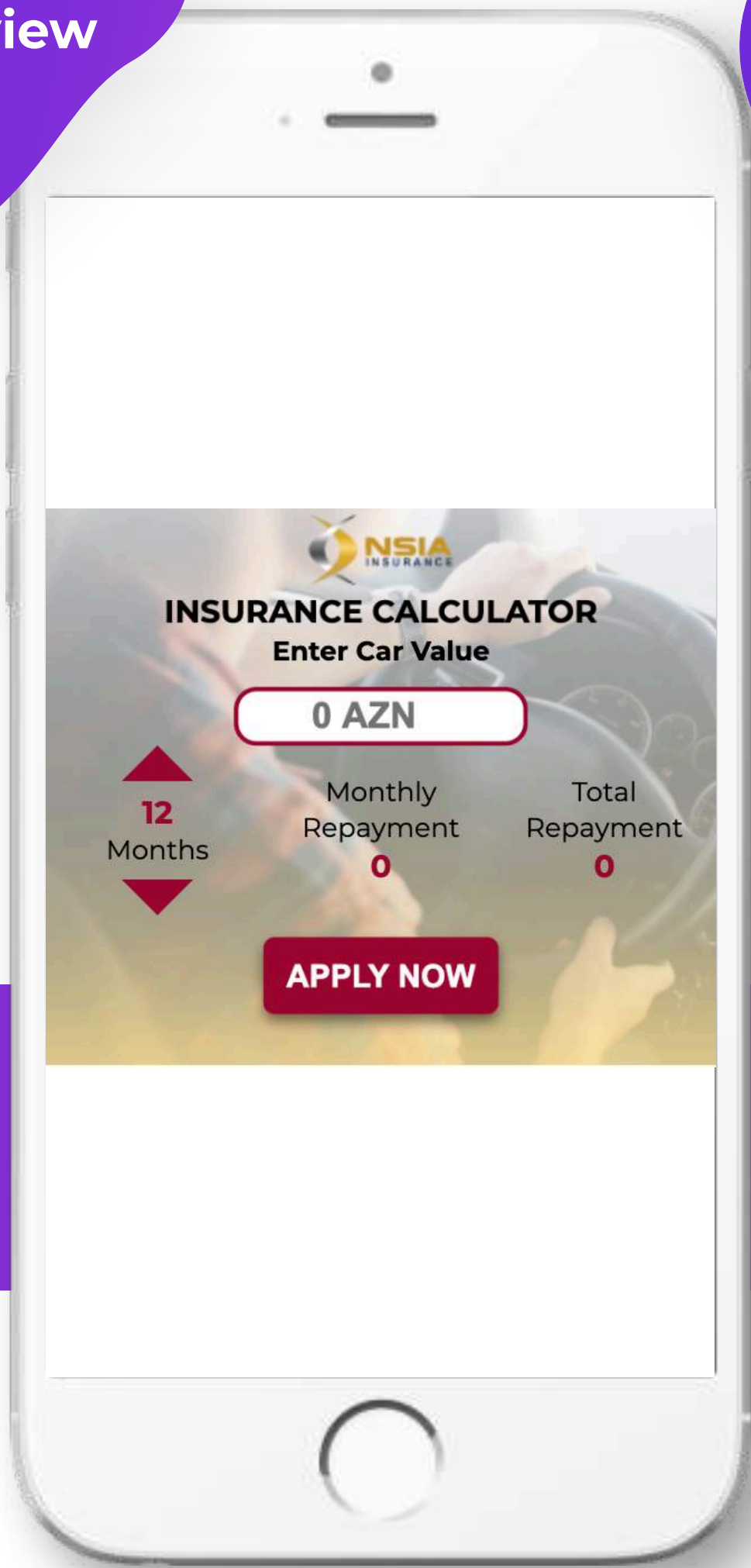


Calculators & estimators

Calculator ads

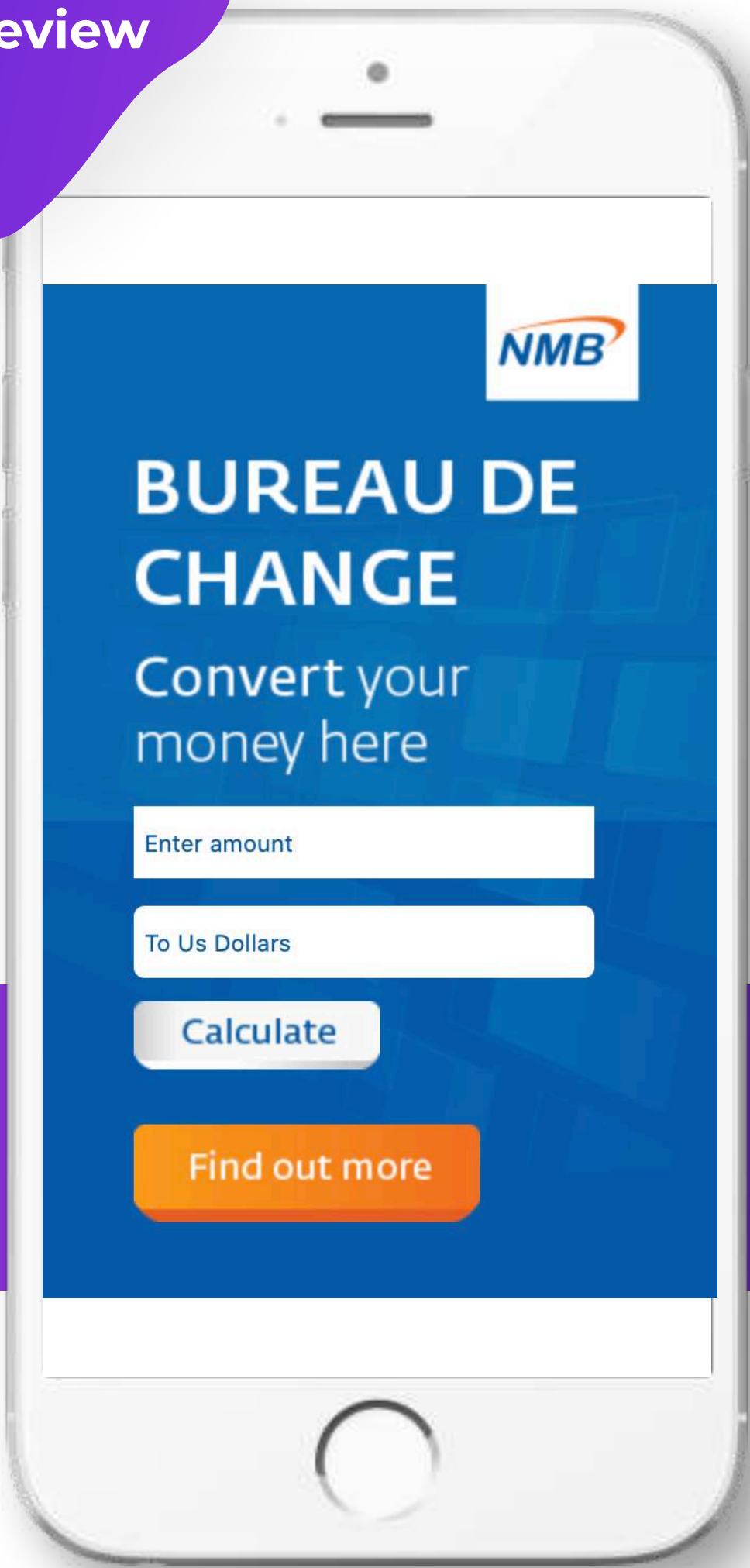
User can check the price estimates and advertiser can collect data and understand the user's needs better.

Preview



Insurance calculator

Preview



Currency converter

See full gallery

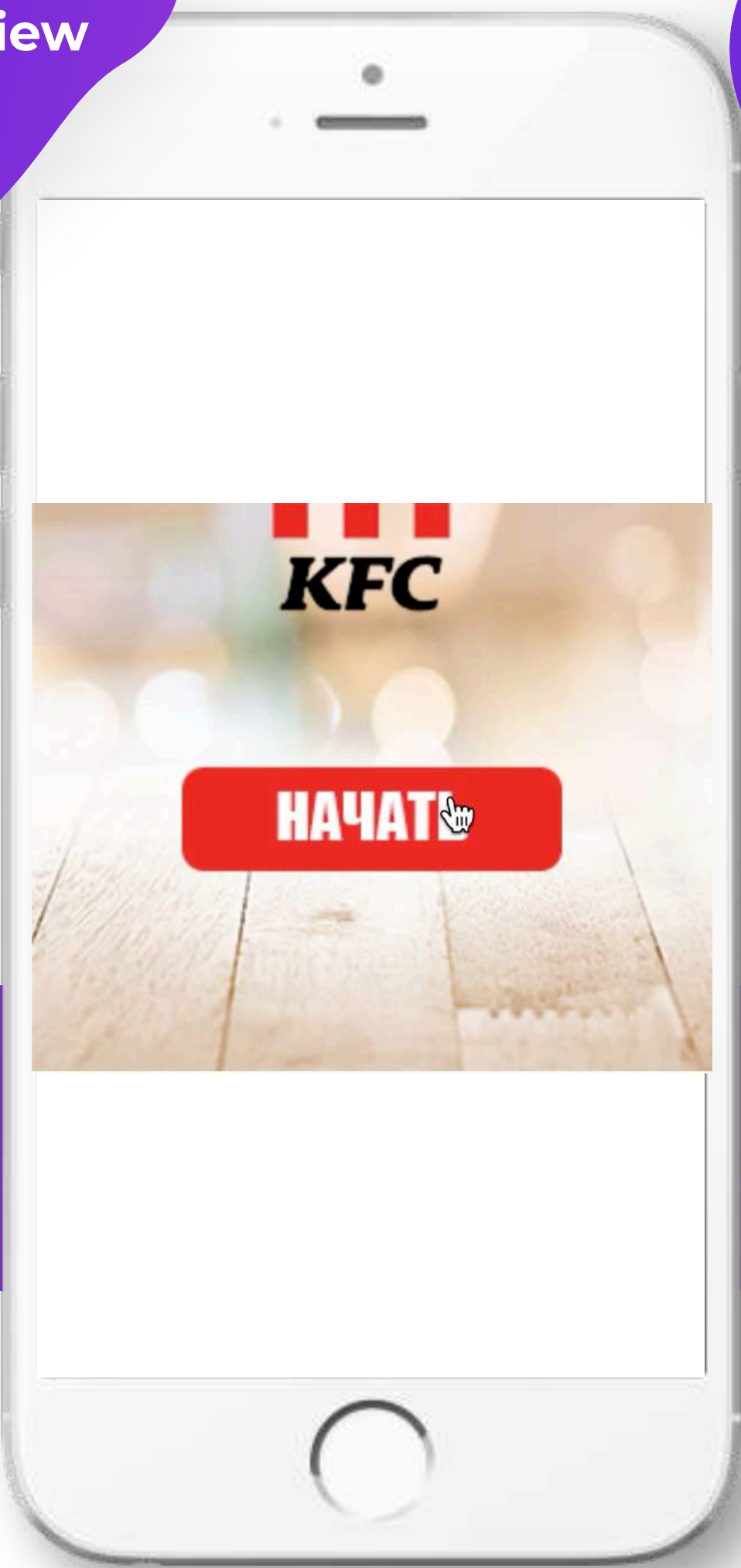
STARTING BUDGET
REQUIRED

GAMIFICATION
ADS

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.

Preview



Preview



See full gallery

STARTING BUDGET
REQUIRED

GYRO ENGAGEMENT AD

Unique solution

Gyro ads work by moving your phone & interacting with your phone's gyro function.

Shake your phone to reach the next frame



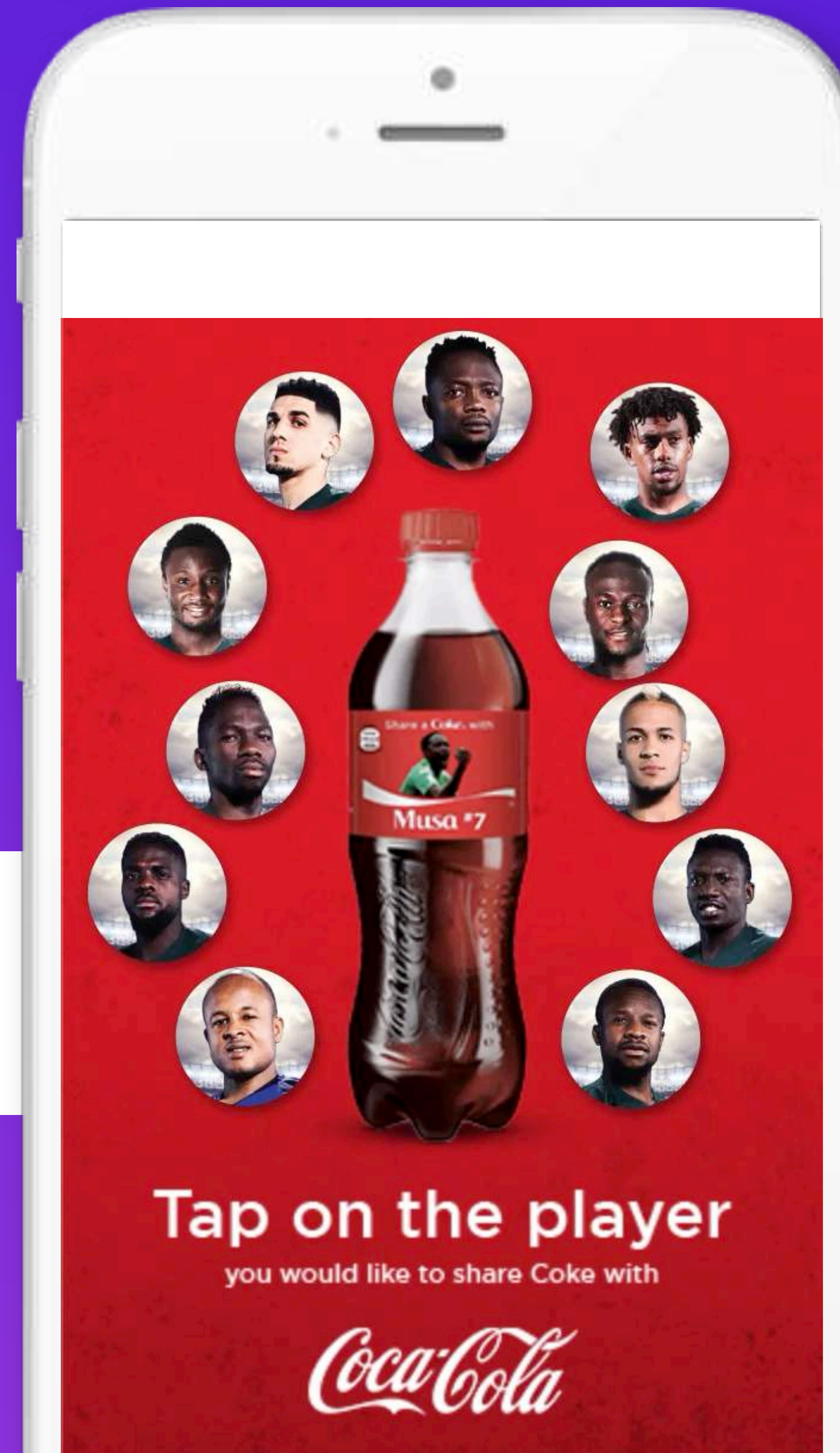
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BUILDING AN EMOTIONAL CONNECTION

FIFA 2018, COCA-COLA

Choose a player!

& share a Coke with him



ESKIMI



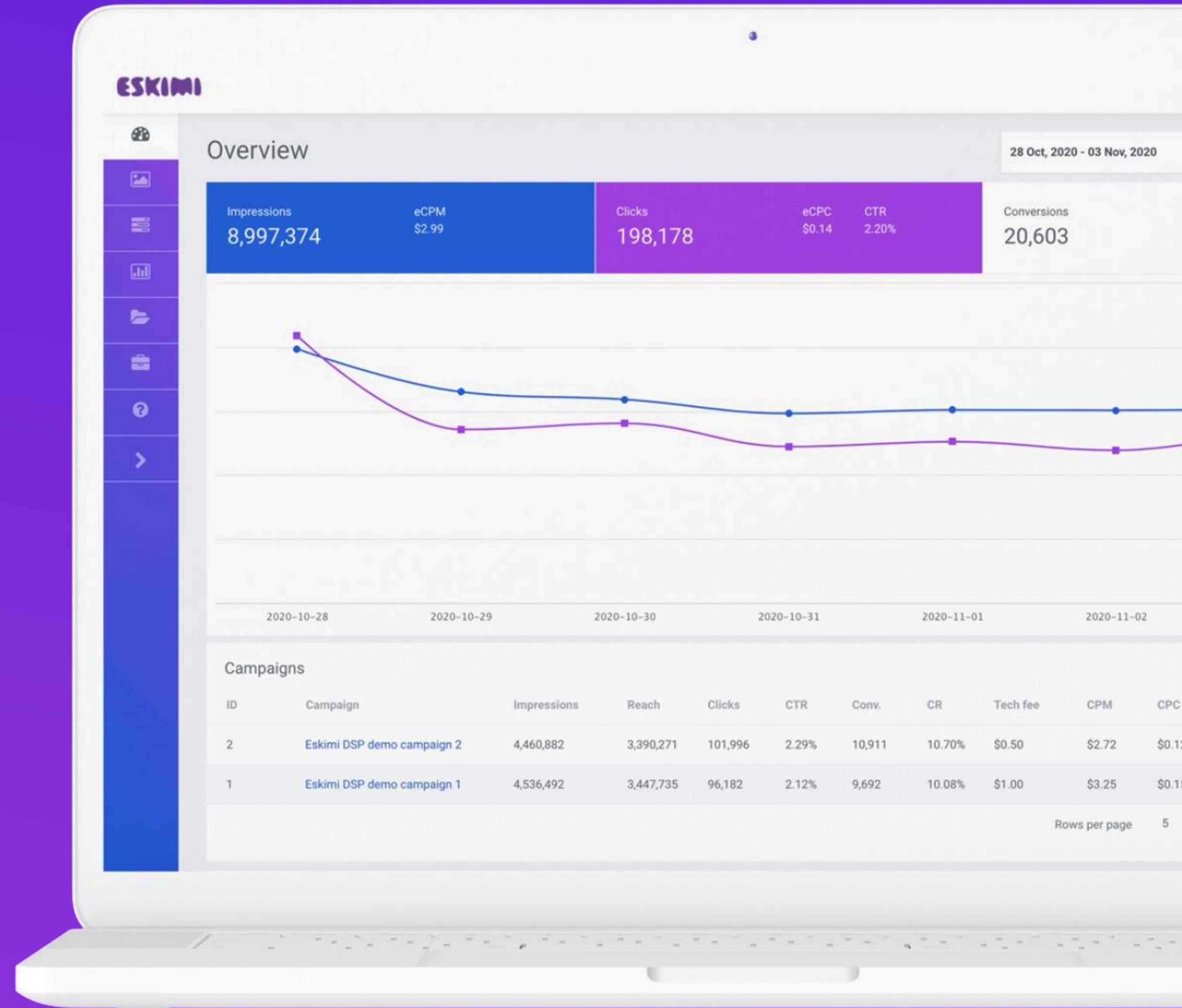
SUPPLY SIDE PLATFORM



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.**

Preview

8.66%
CTR!

Eskimi DSP KIA Floating Sticker | Nov 14-27 | SSP (ID: 60684) campaign preview

KIA - Floating Sticker - v4 - Nov 17 (ID: 678775)



Preview

7.43%
CTR!

Eskimi DSP 2020-10-08 JamboJet (ID: 56152) campaign preview

2020-10-08 JamboJet RM (ID: 664980)

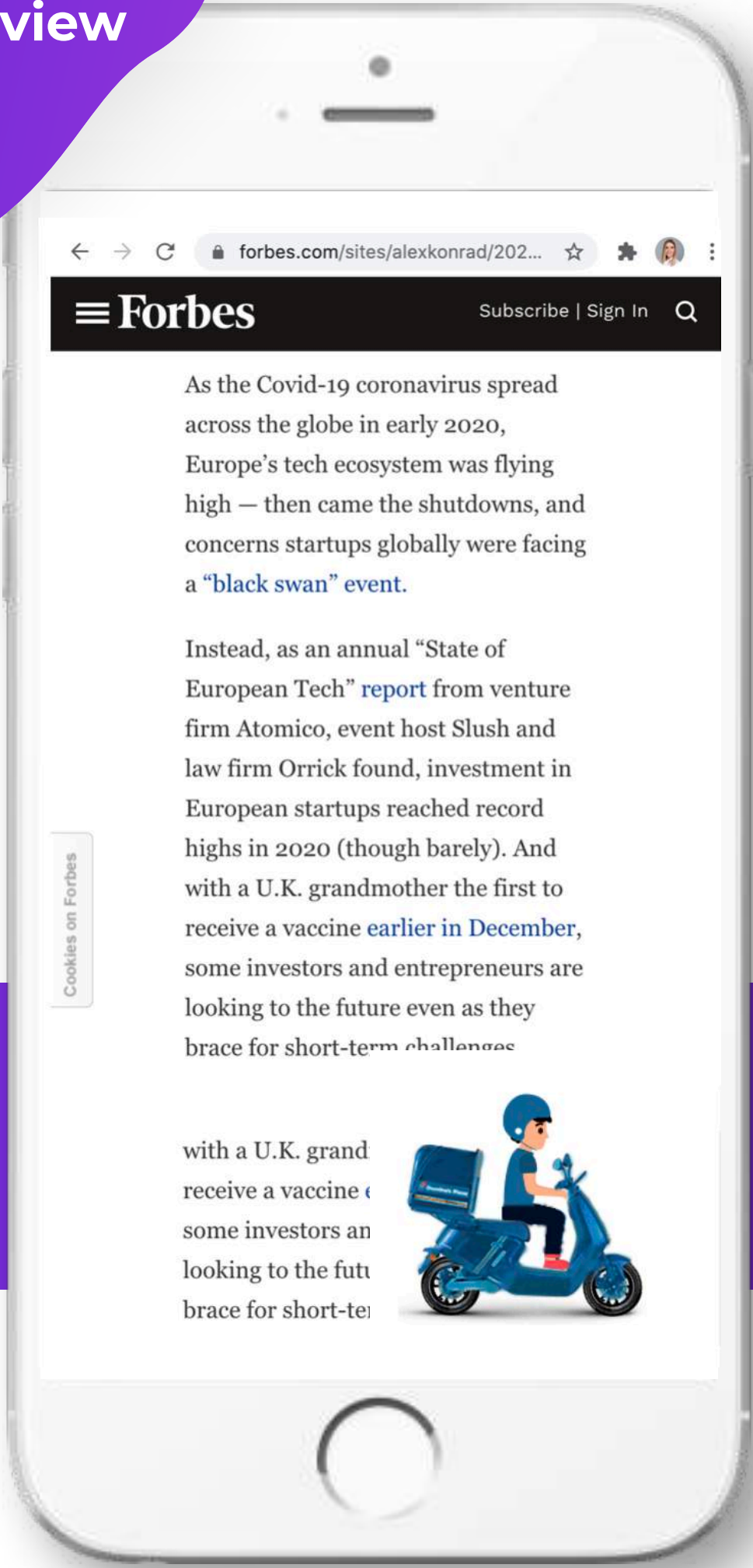


FOOD DELIVERY

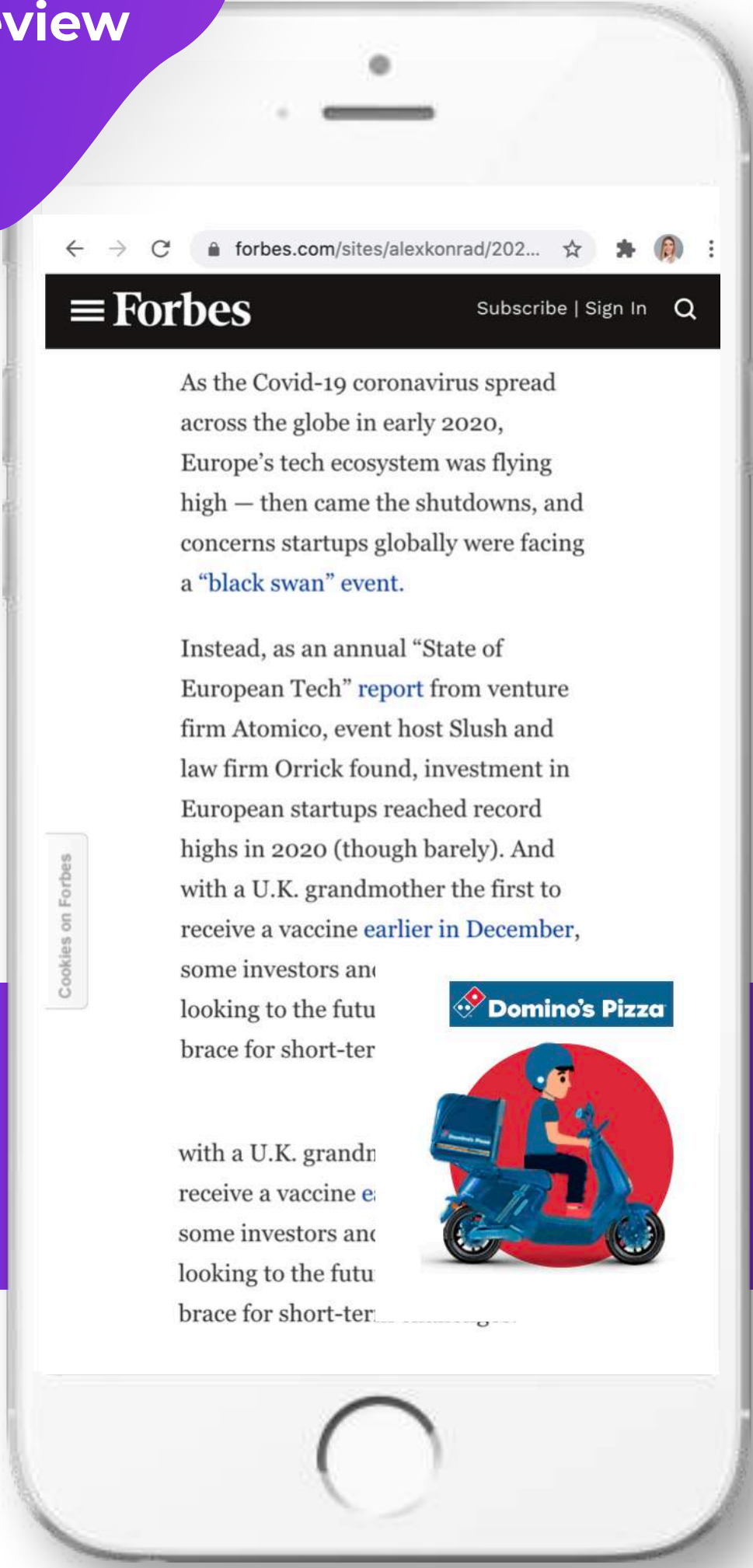
Delivering the highest CTR!

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

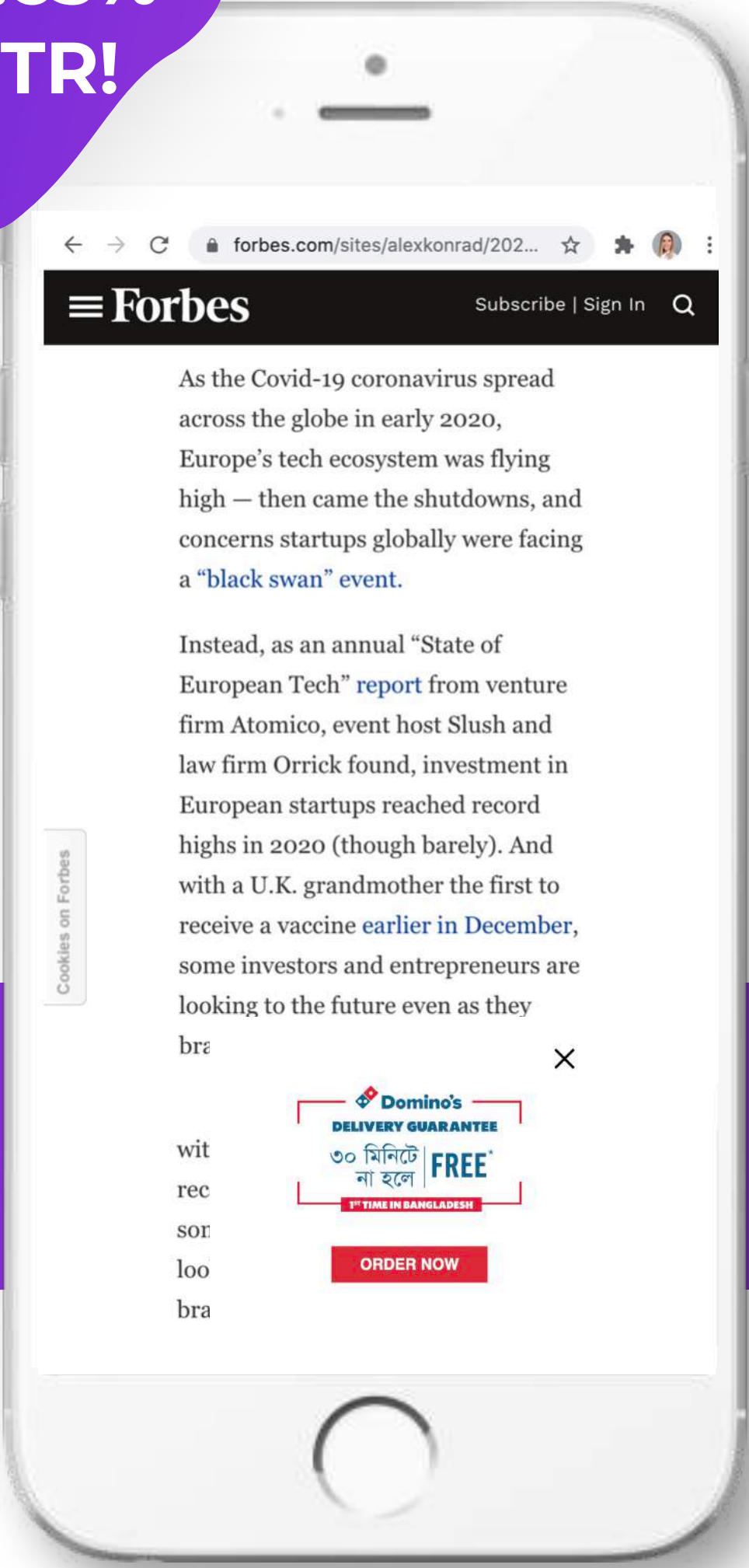
Preview



Preview



14.63% CTR!

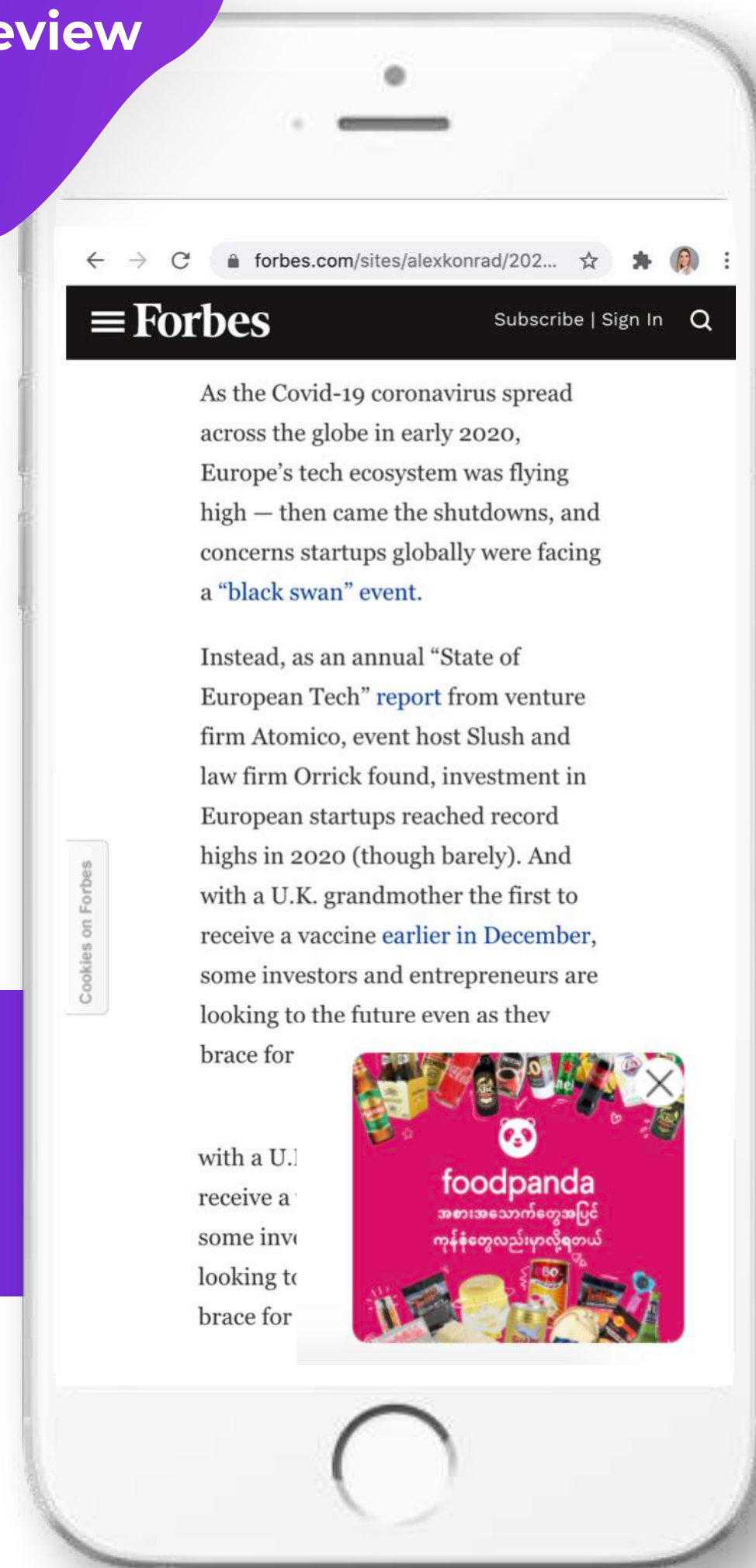


FOOD DELIVERY

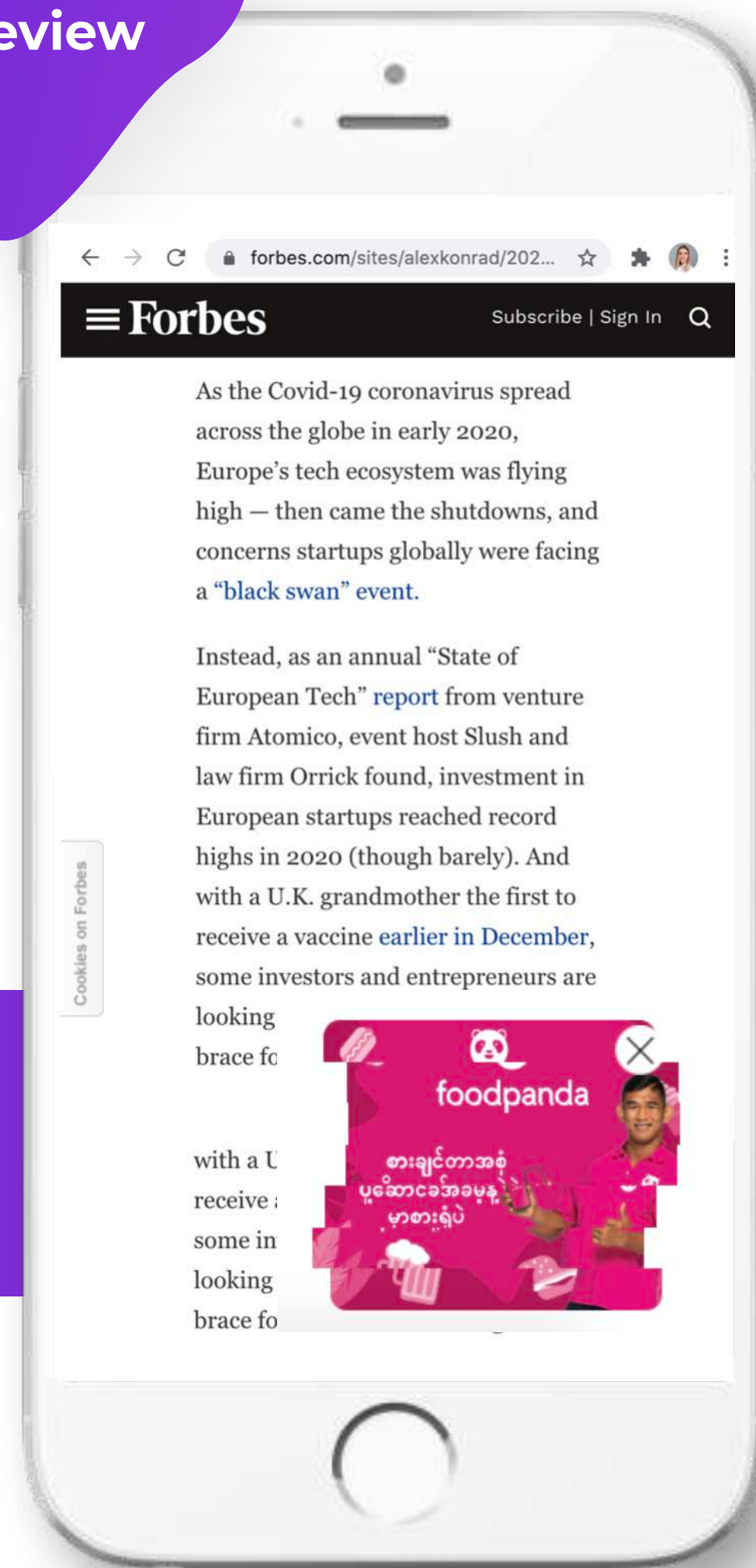
Delivering the highest CTR!

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

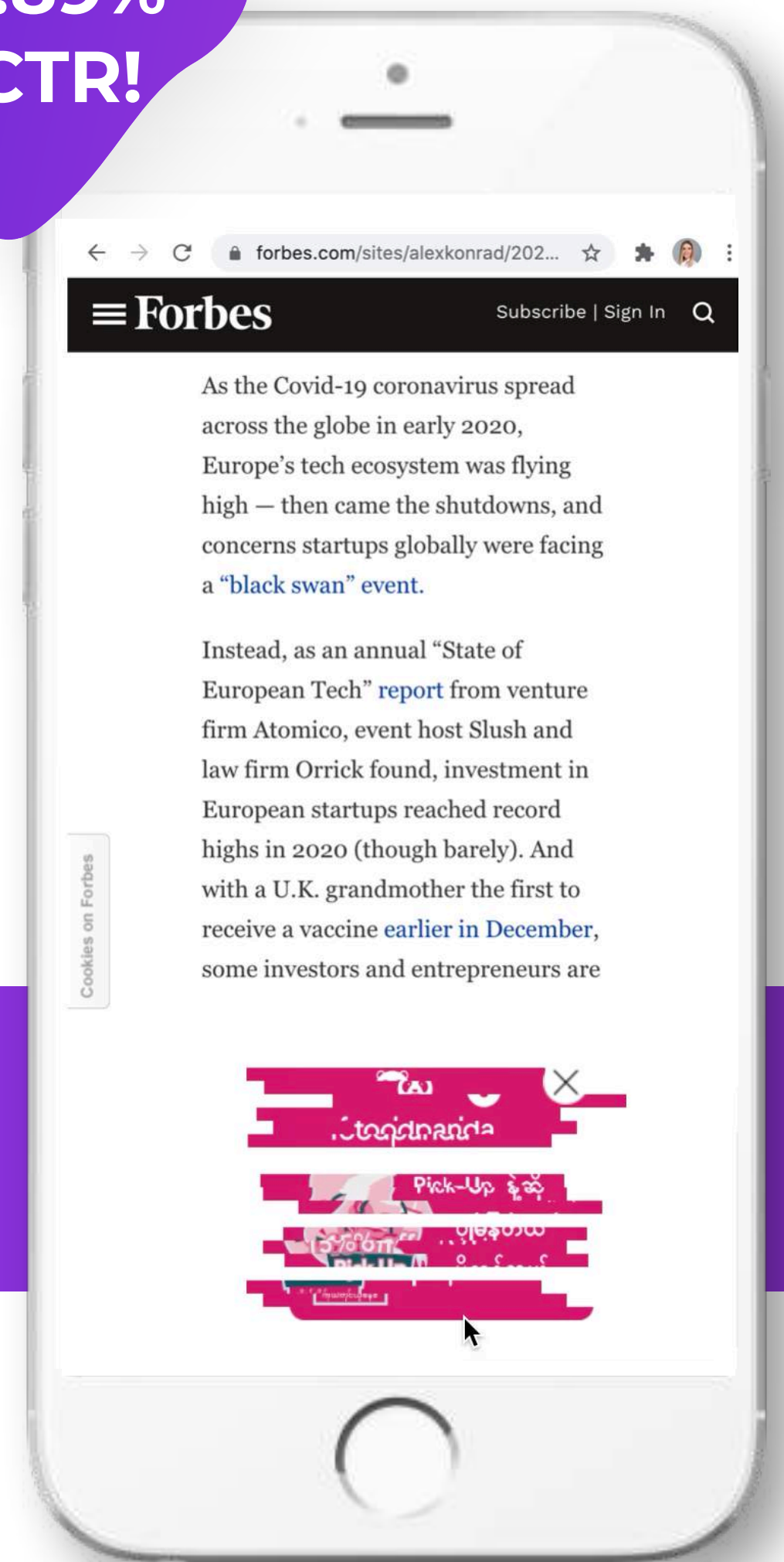
Preview



Preview



7.89% CTR!

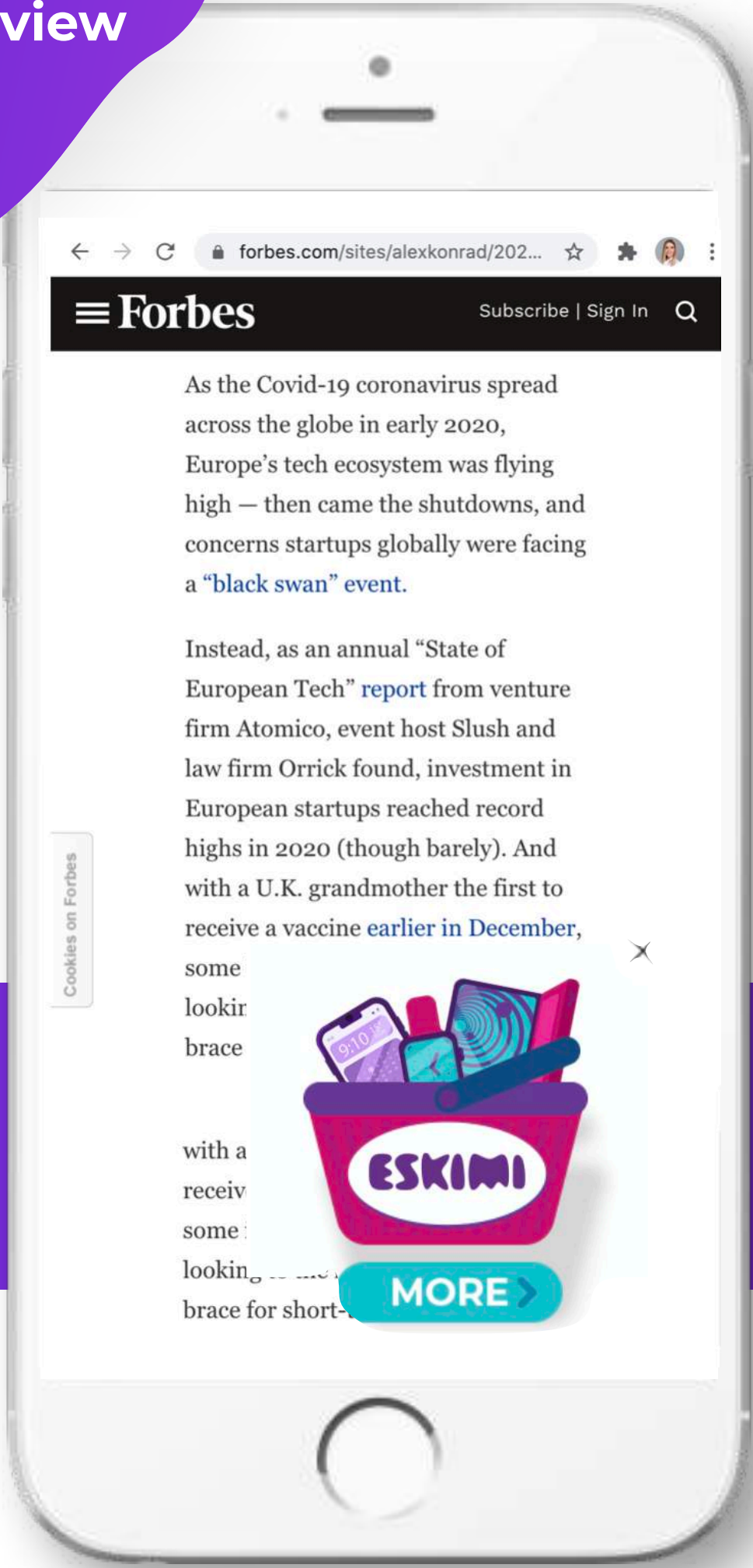


E-COMMERCE

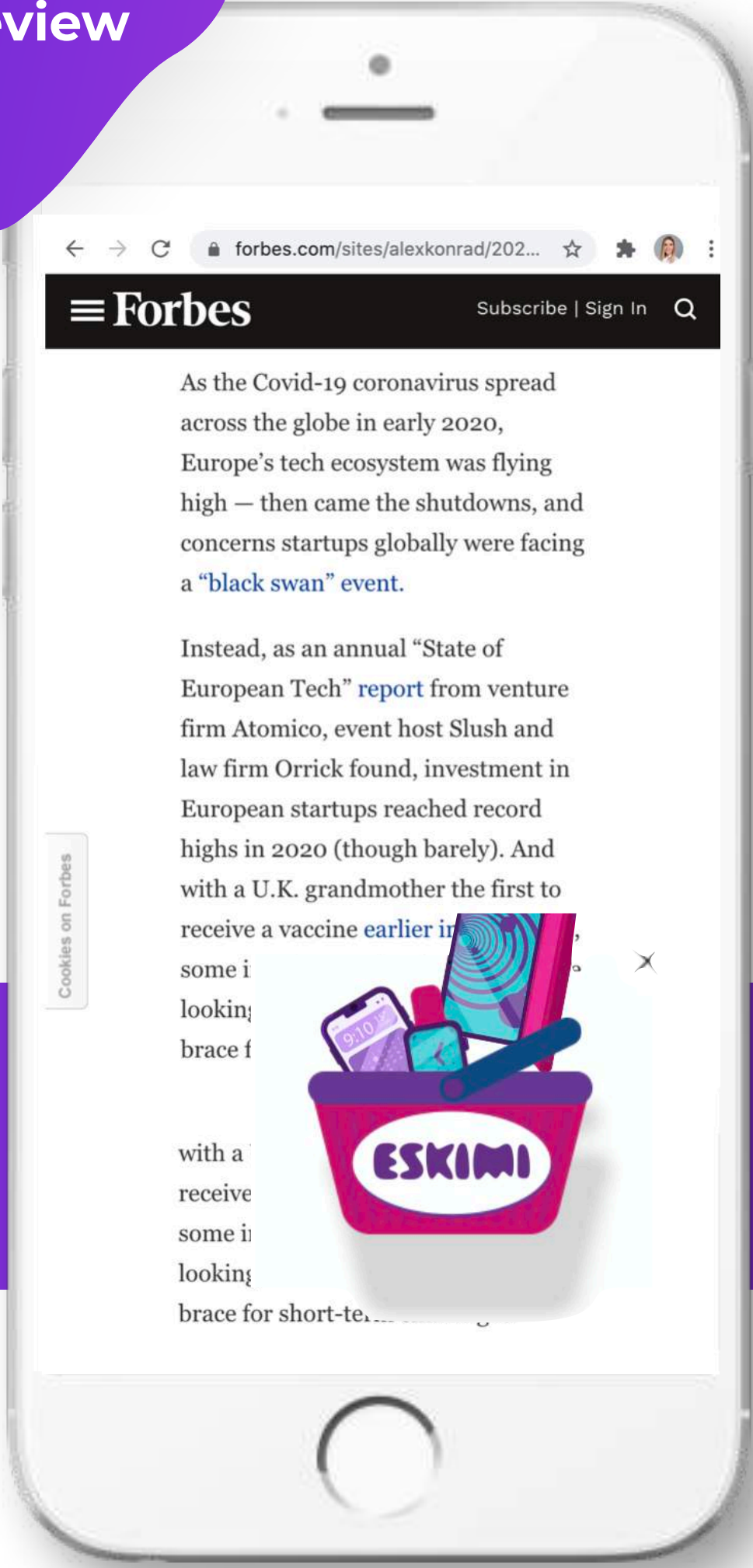
Delivering the highest CTR!

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

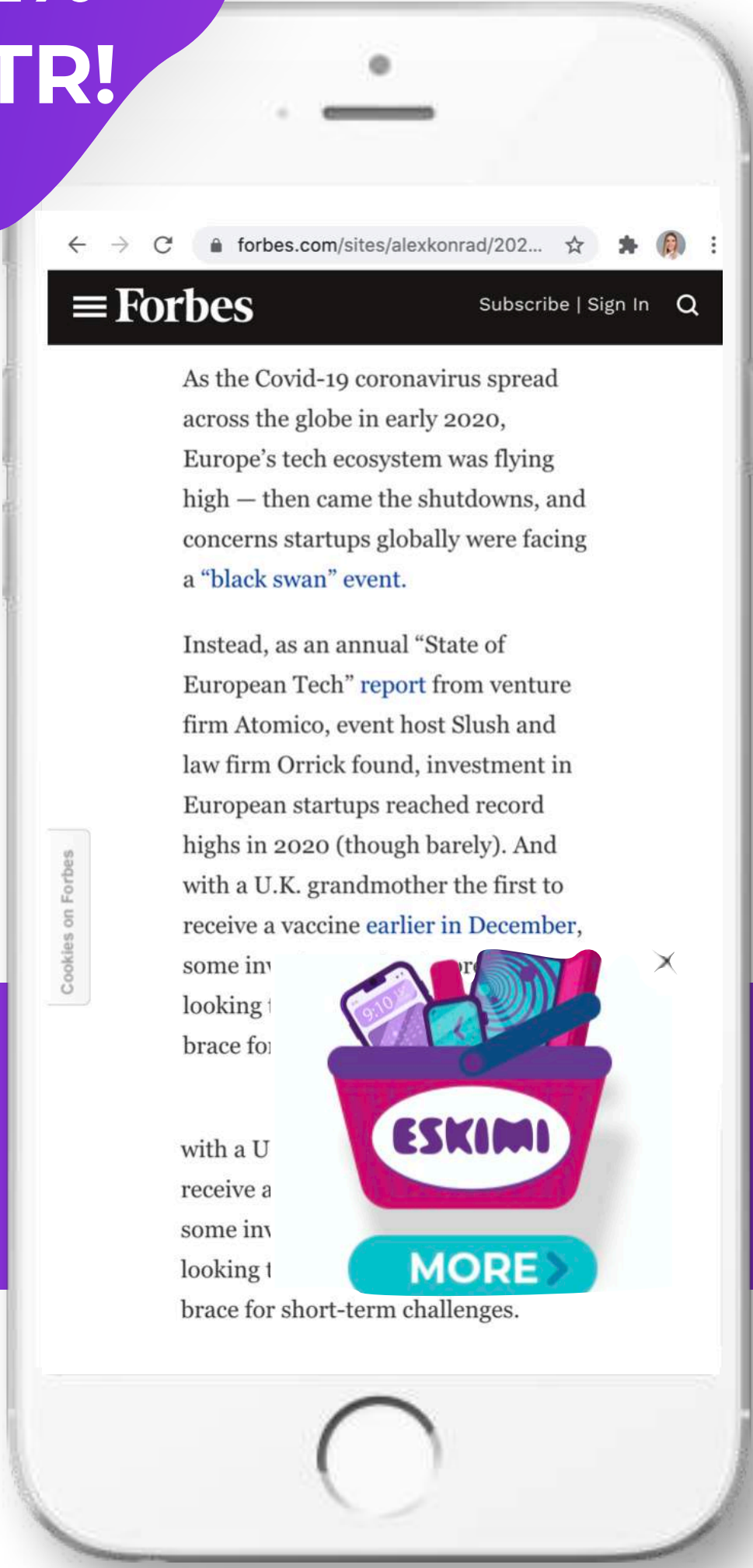
Preview



Preview



12% CTR!

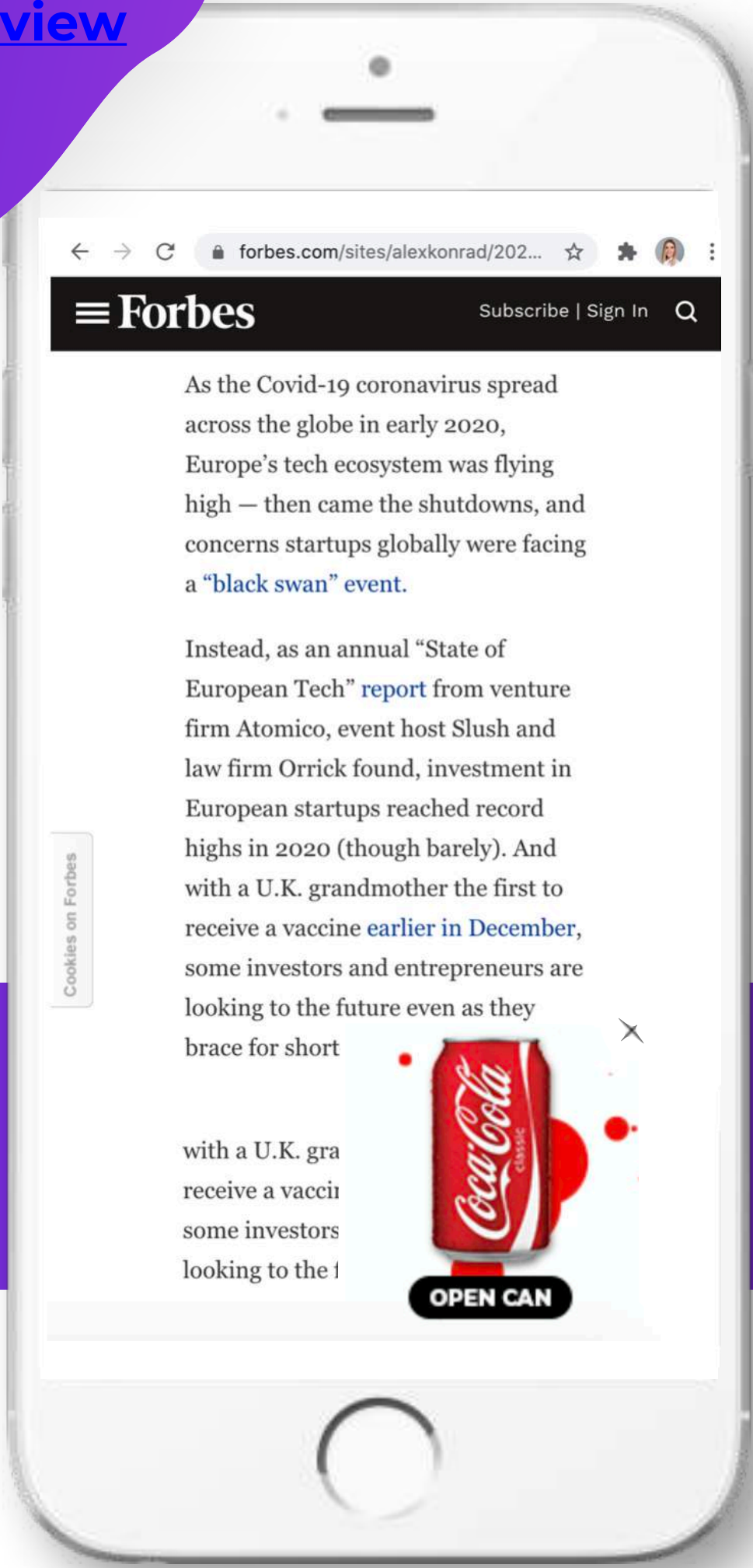


FCMG

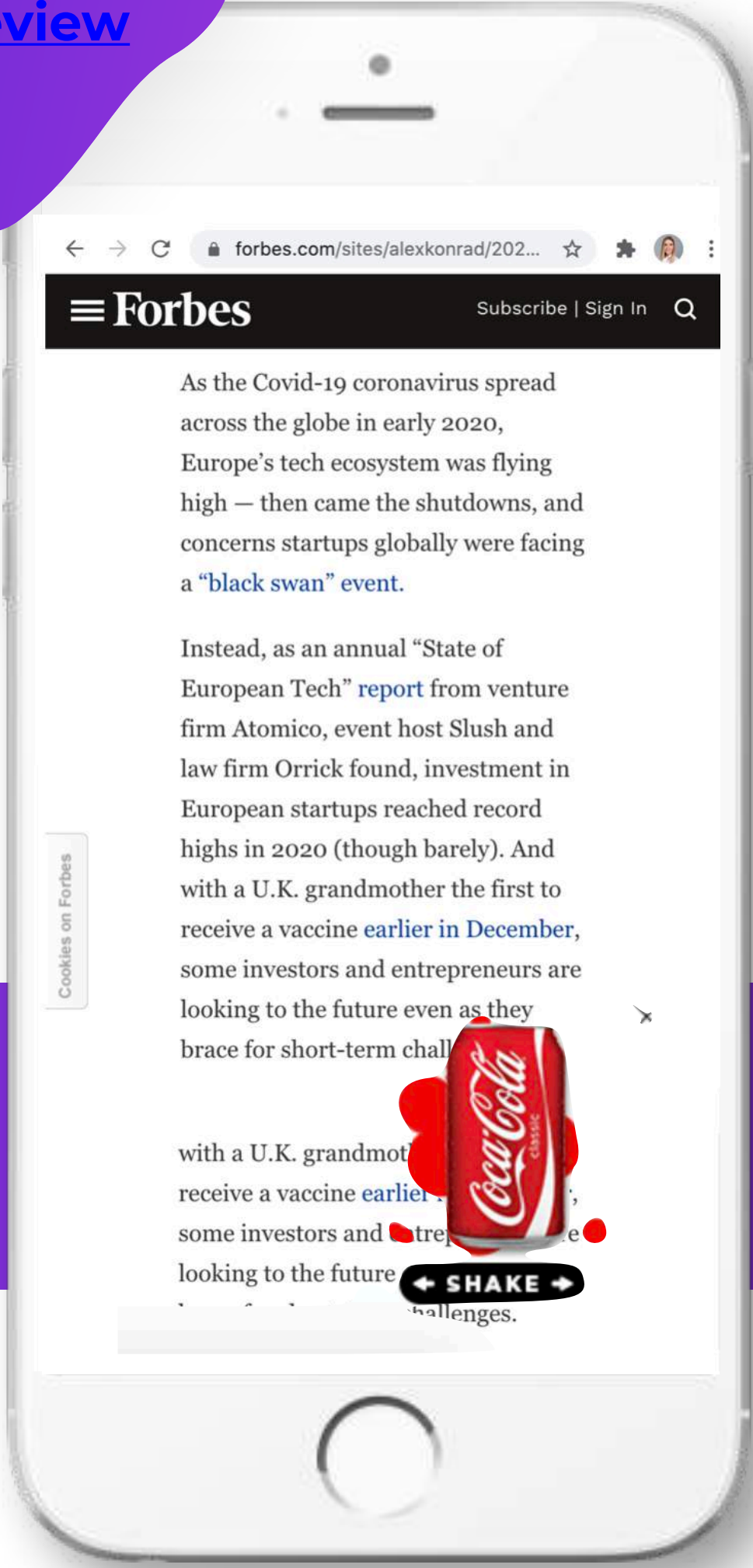
Delivering the highest CTR!

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

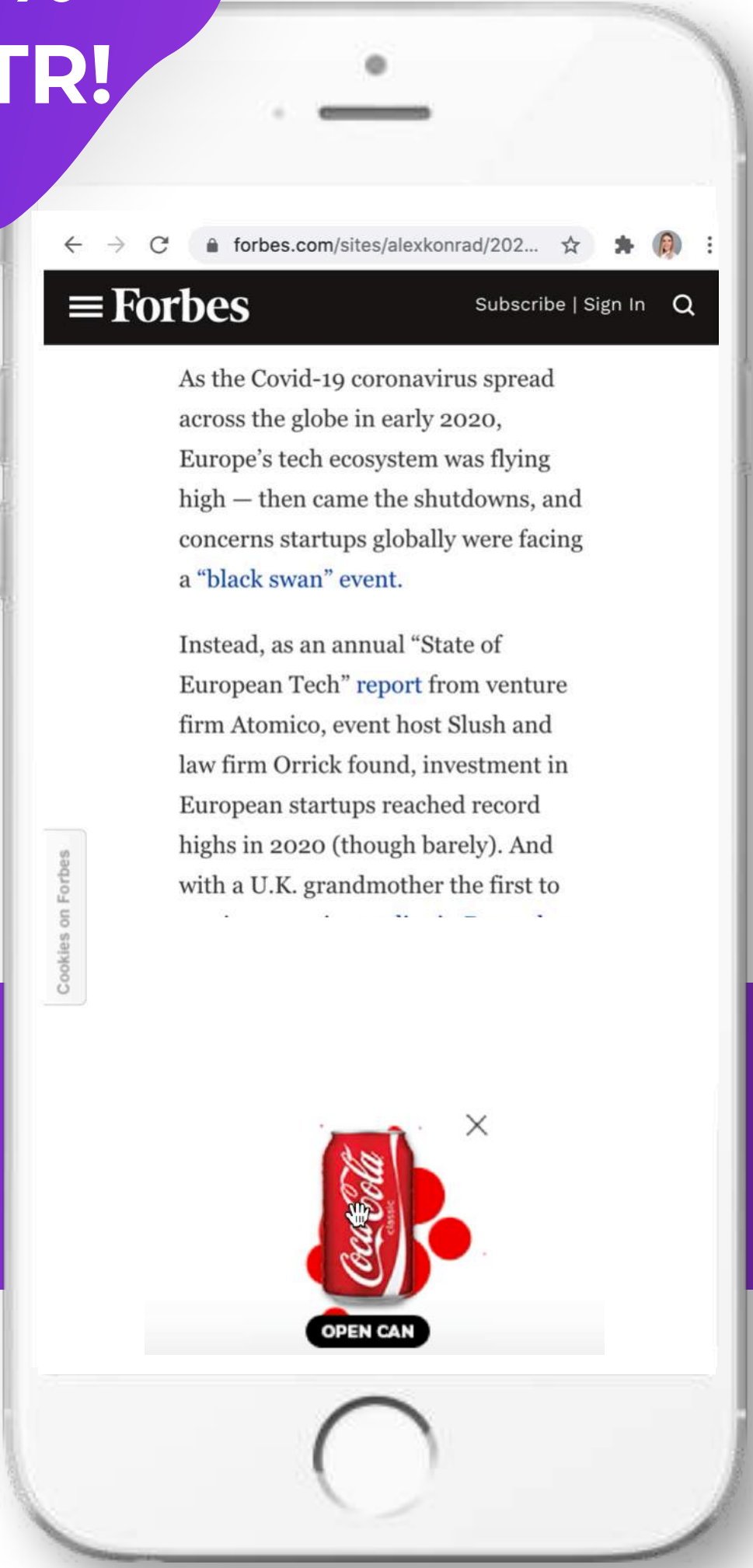
Preview



Preview



9% CTR!

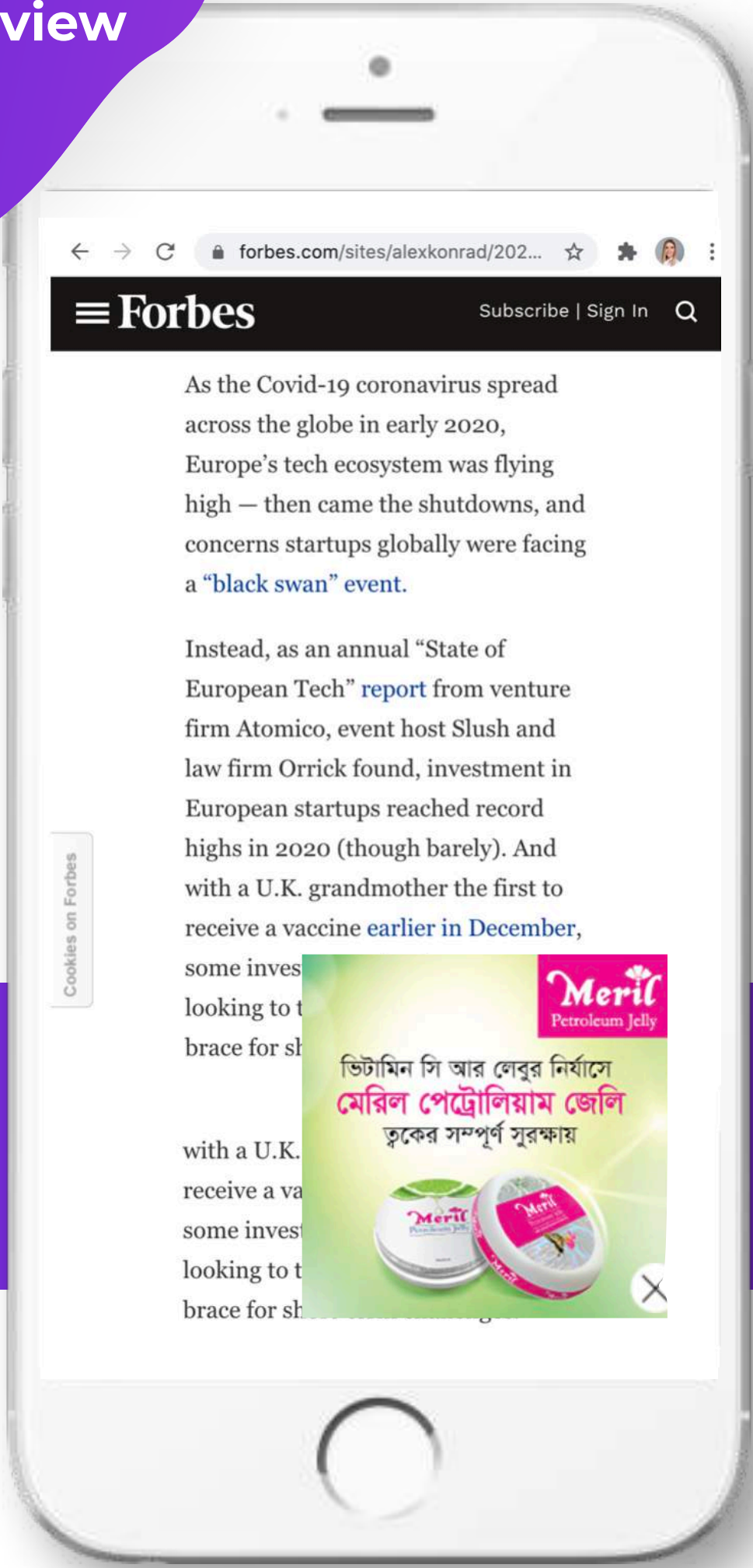


COSMETICS

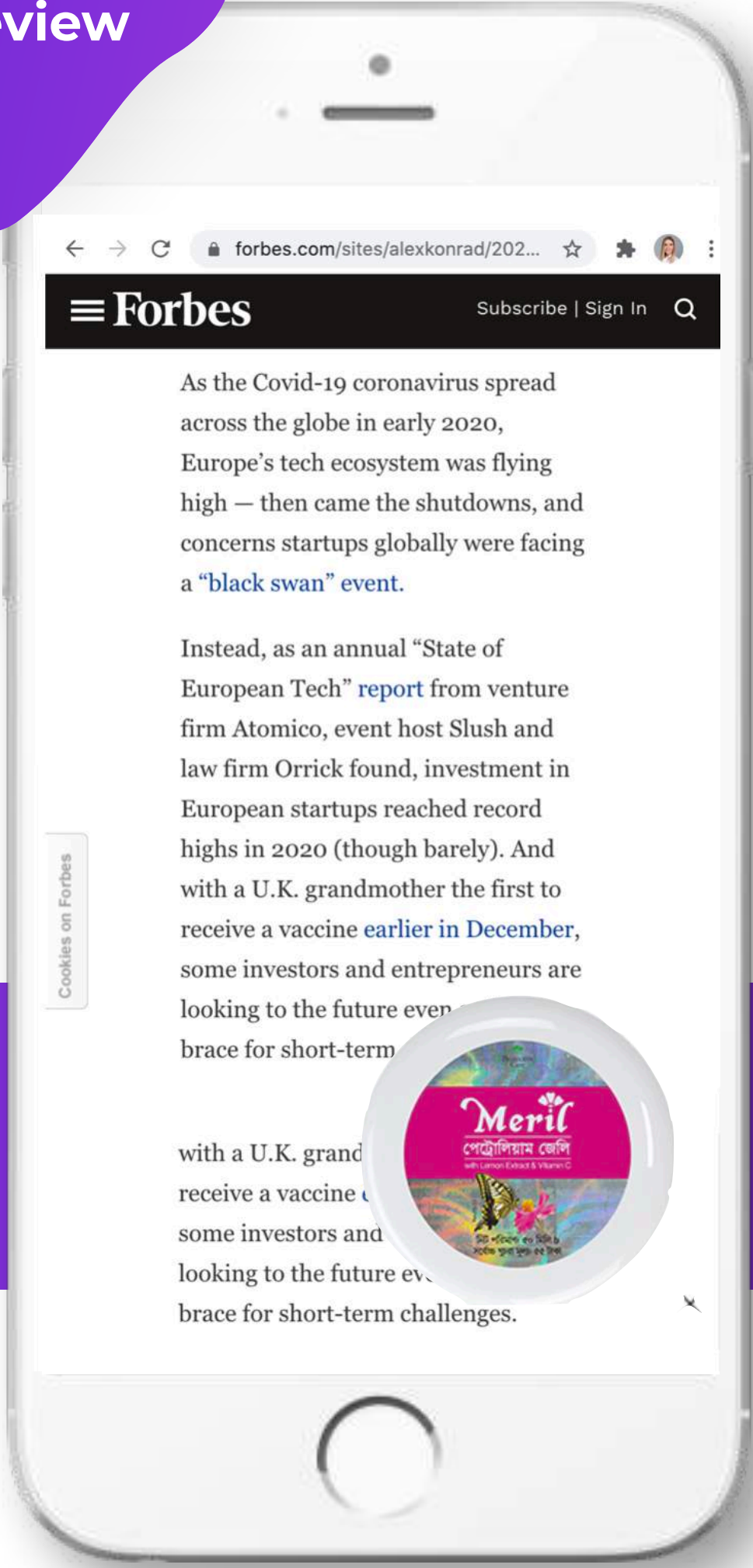
Delivering the highest CTR!

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

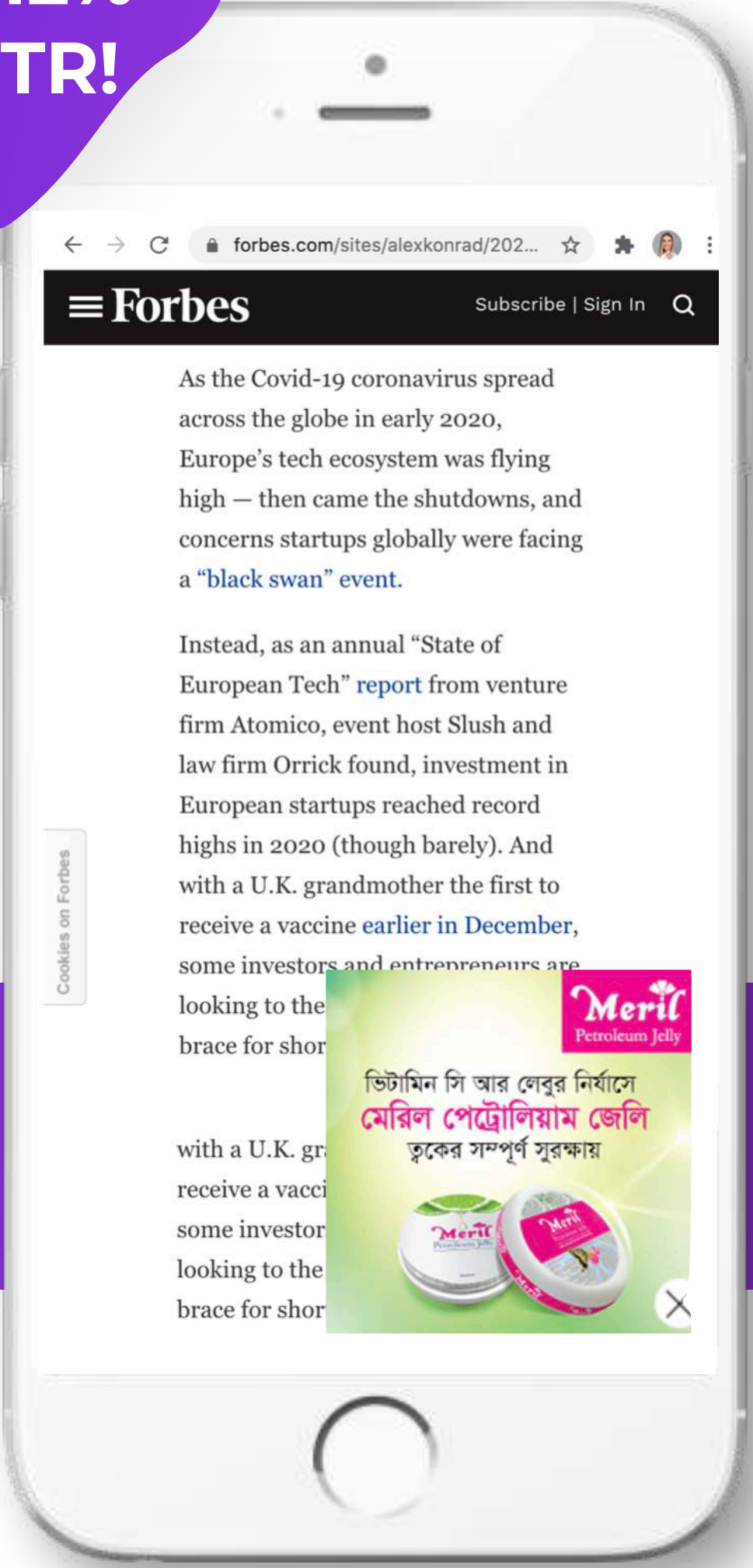
Preview



Preview



6.12% CTR!

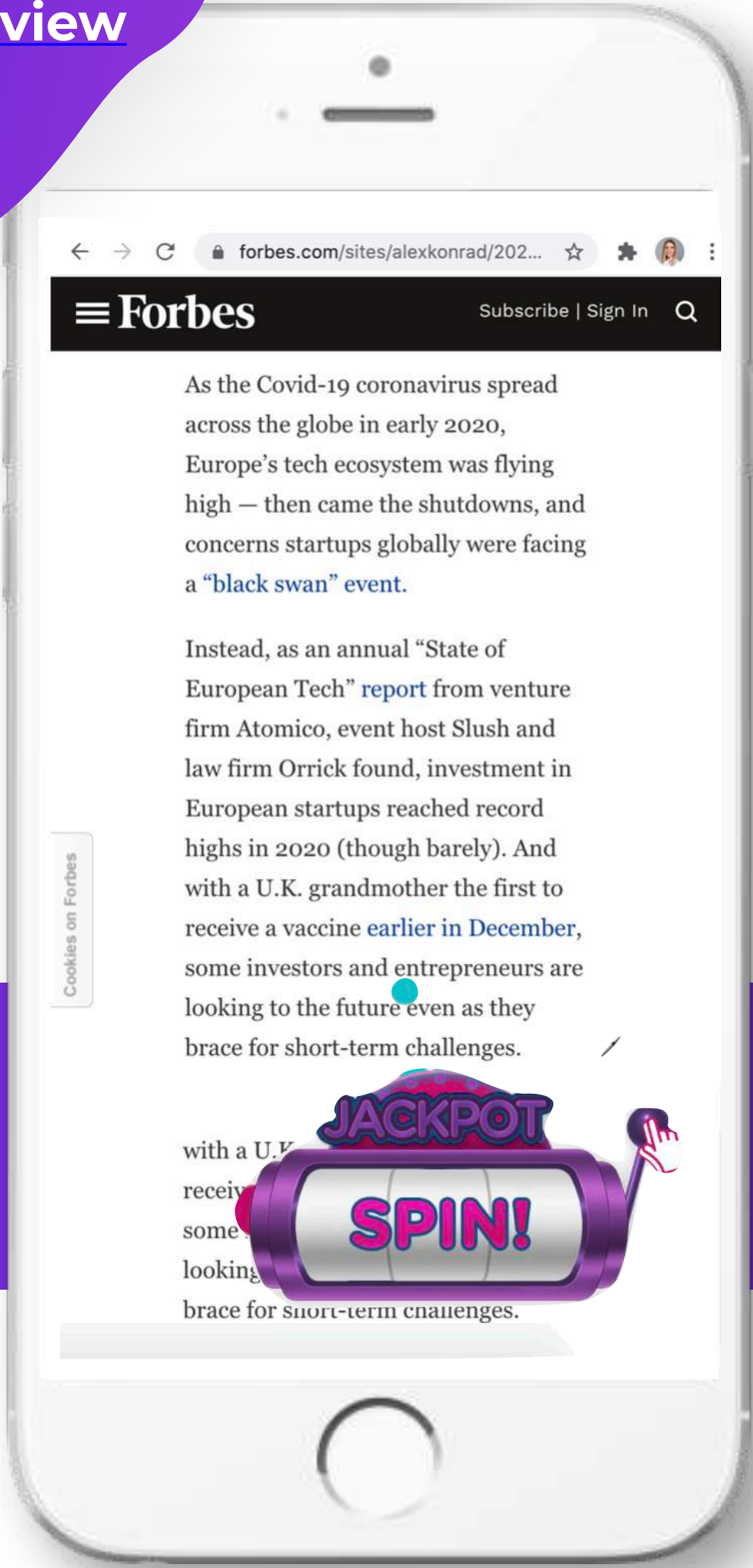


BETTING

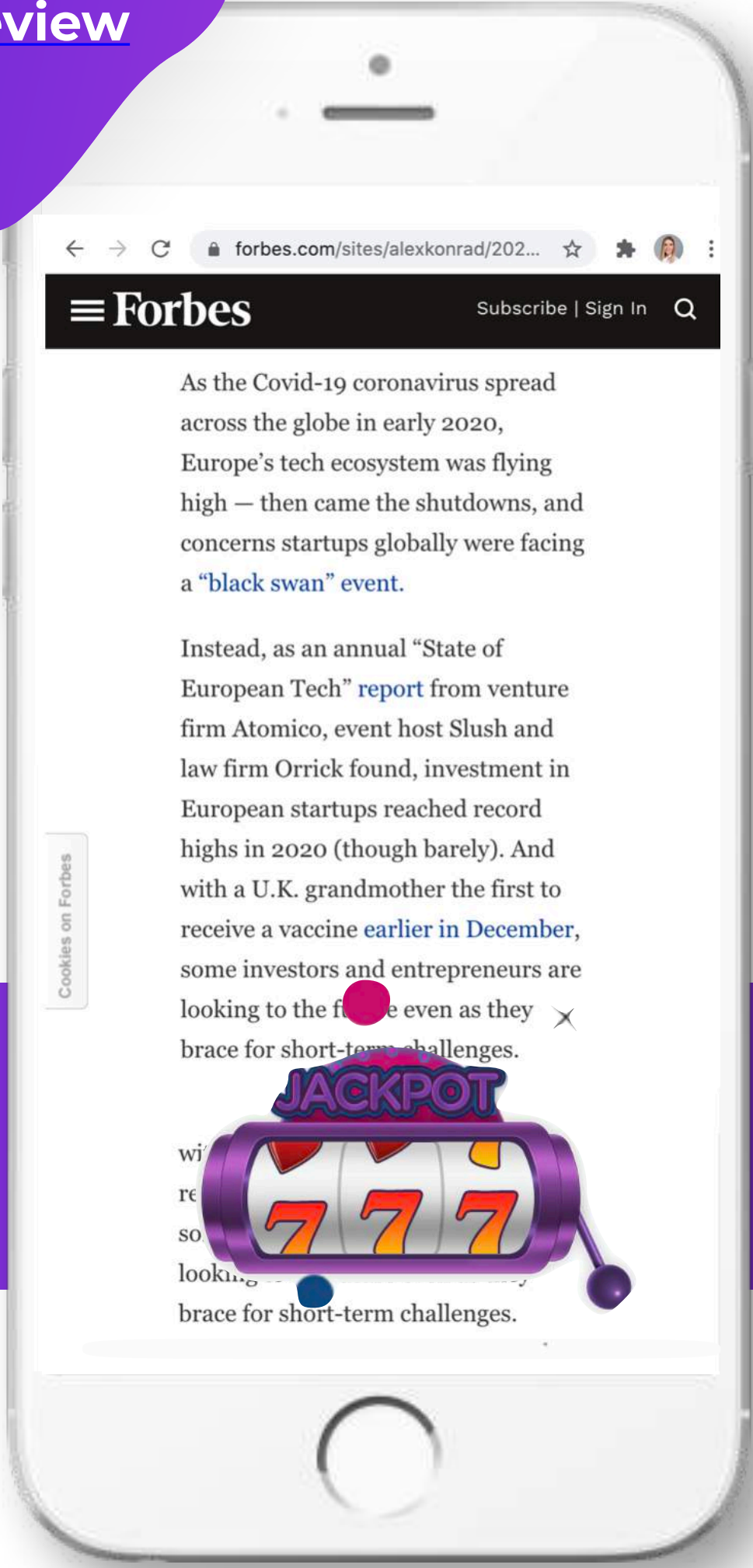
Delivering the highest CTR!

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

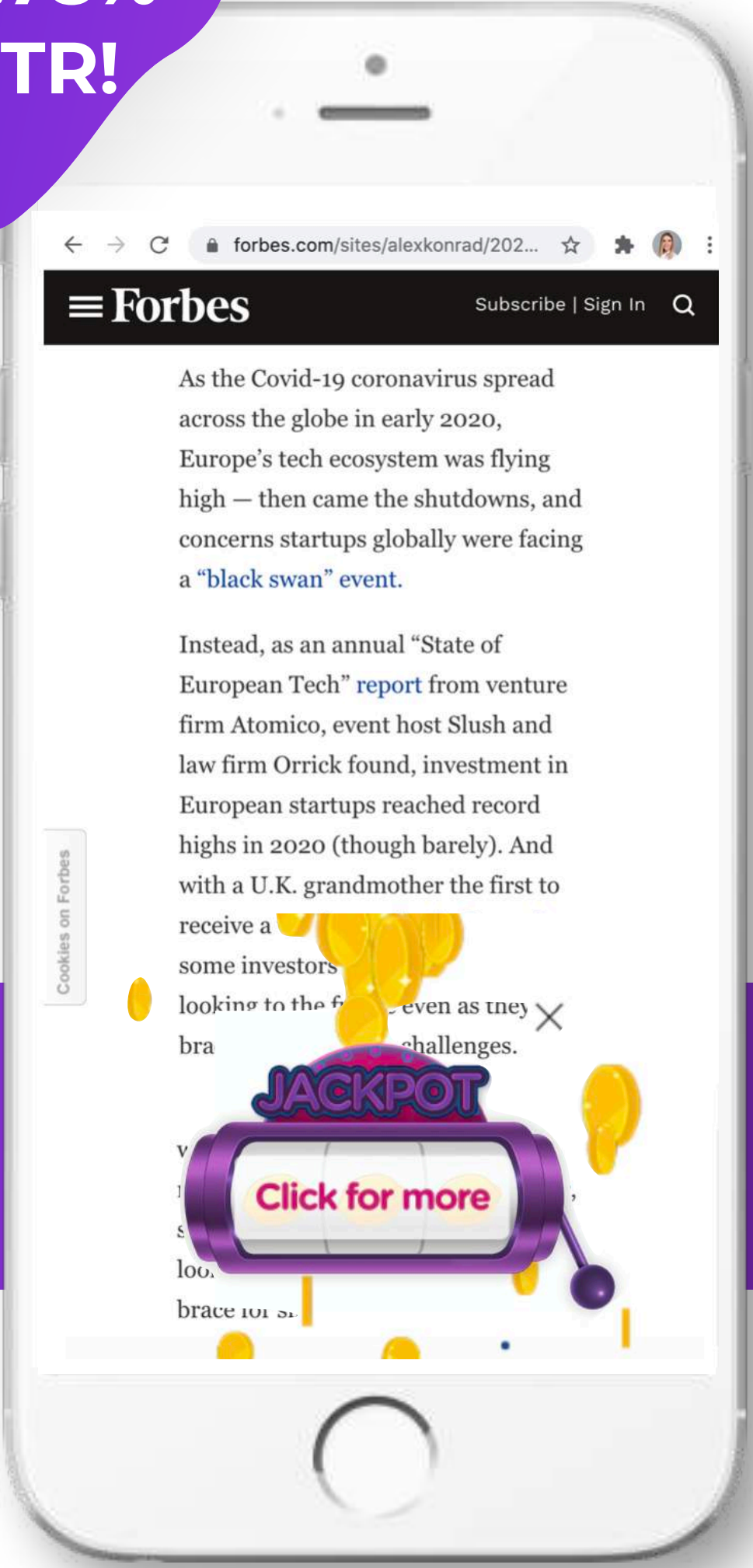
Preview



Preview



10.78% CTR!



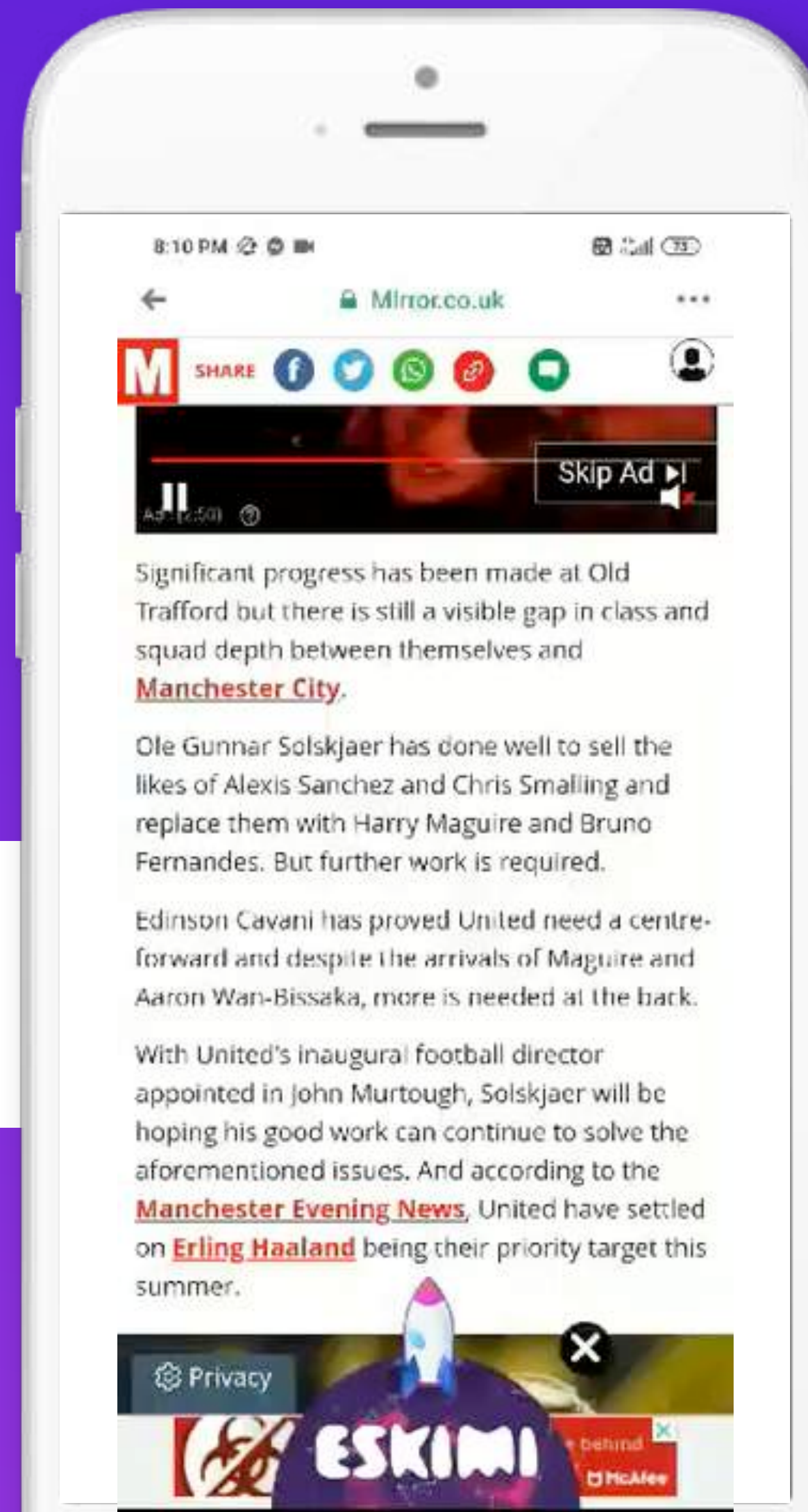
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SCREEN TAKE OVER

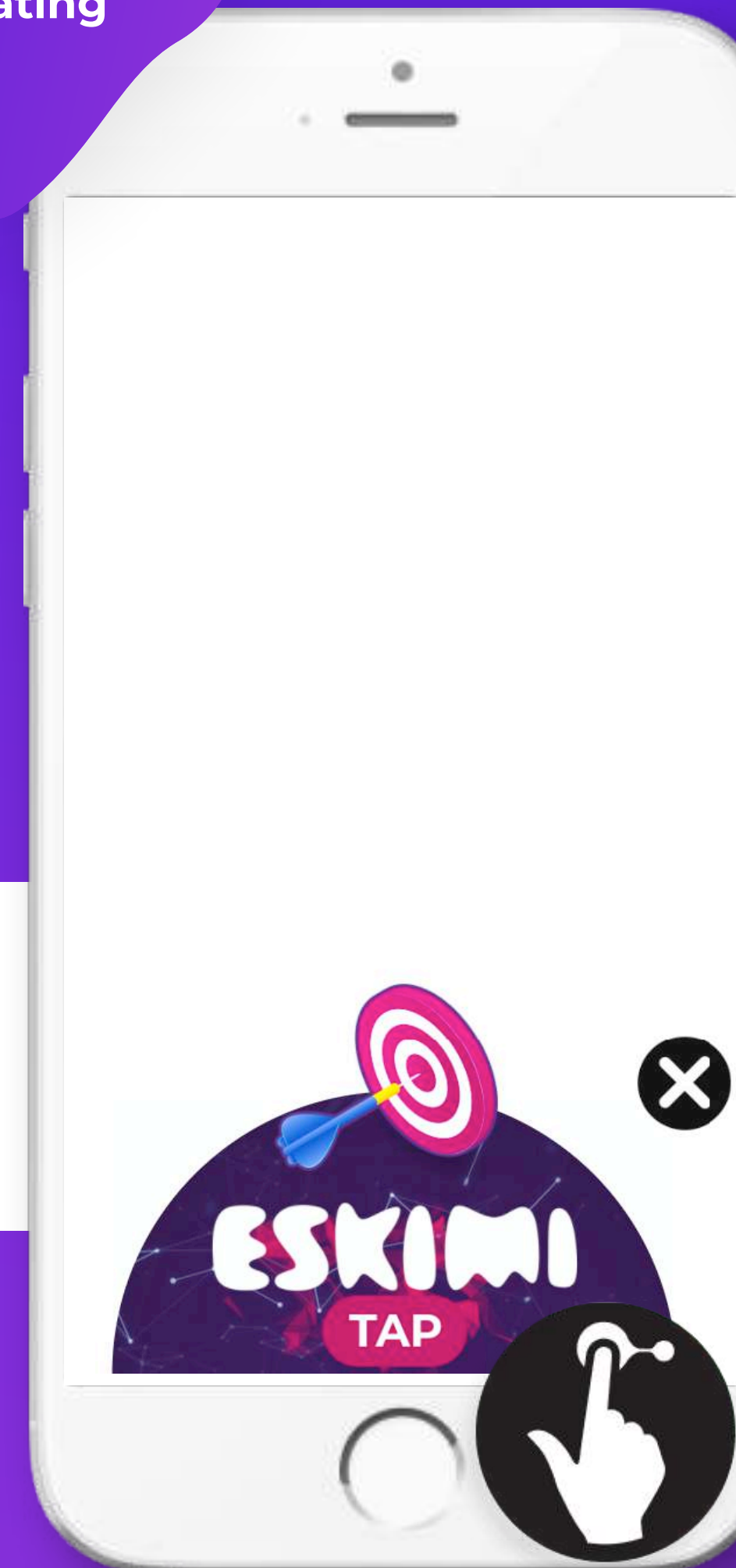
Easy to use

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

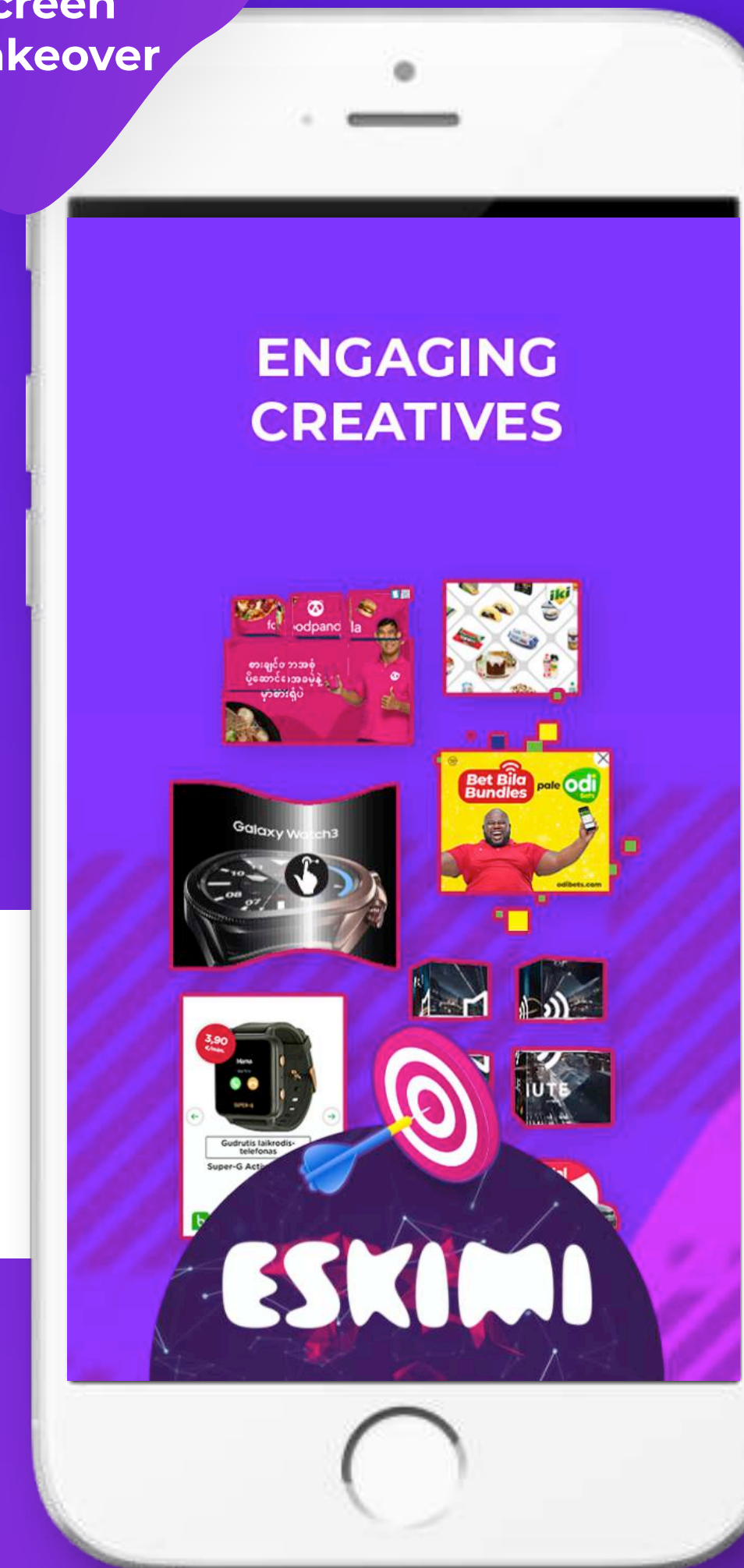
SCREEN TAKE-OVER AD



Floating
ad



Screen
takeover



Market favourability survey

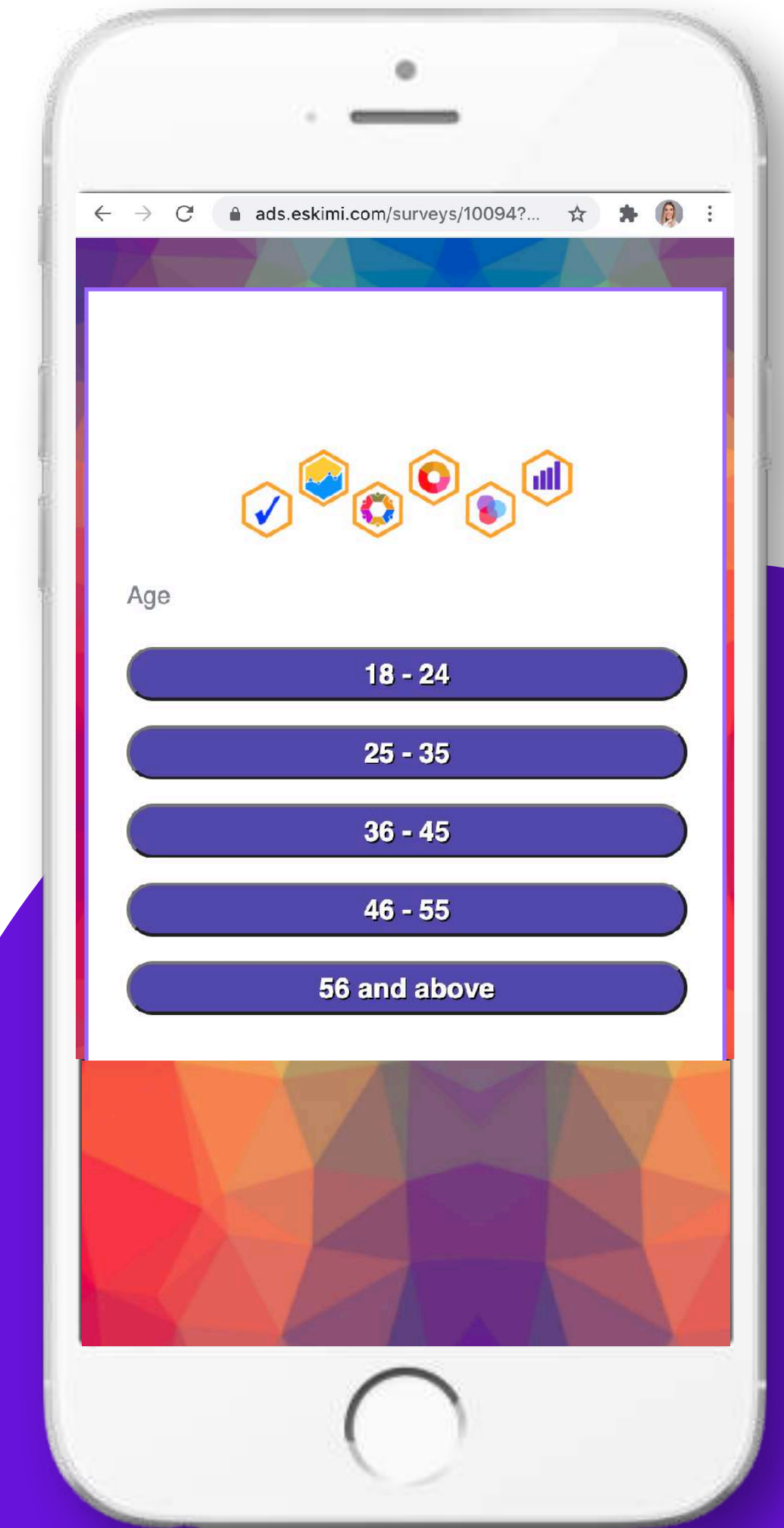
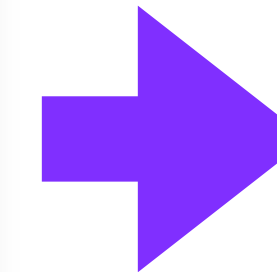
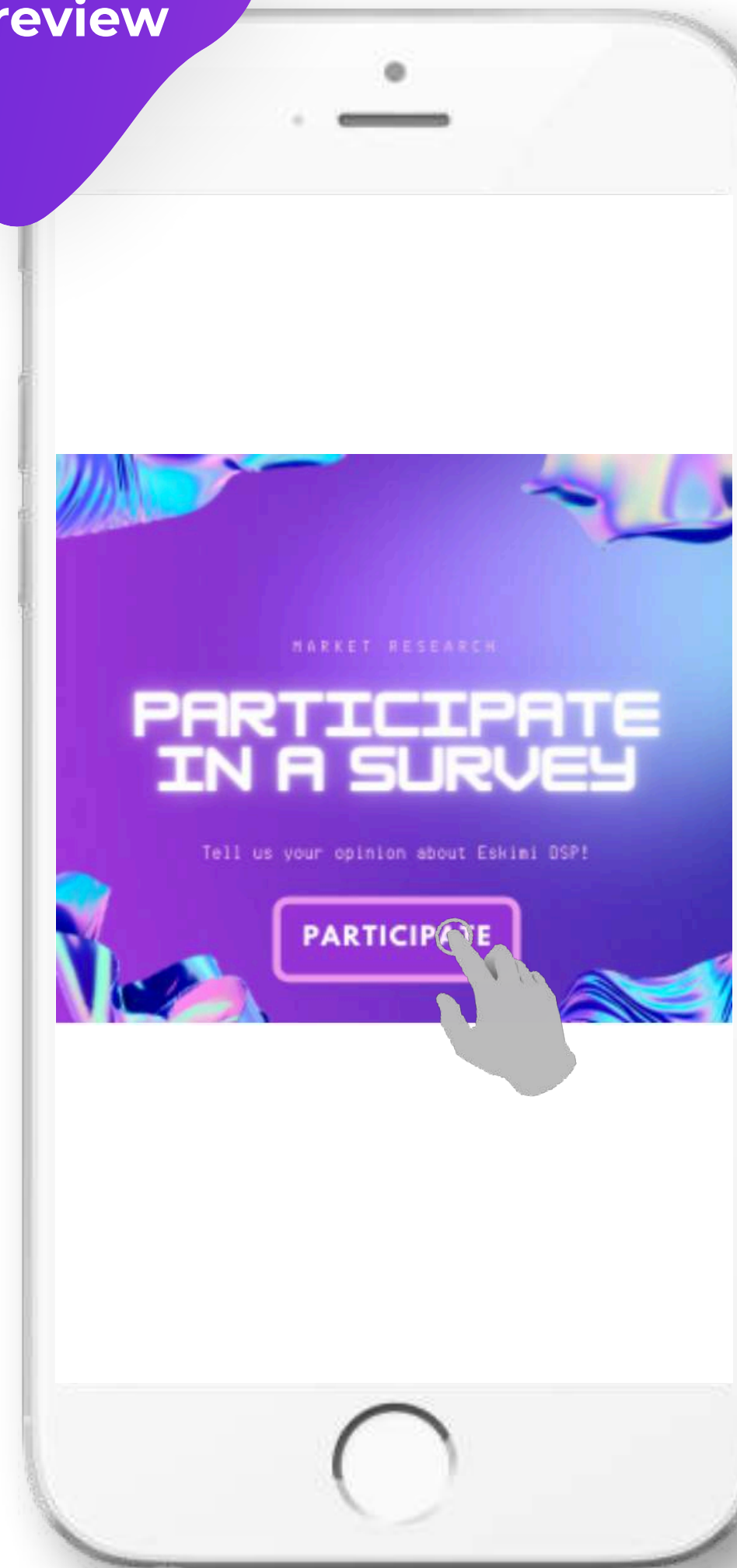
What is it?

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.

Preview

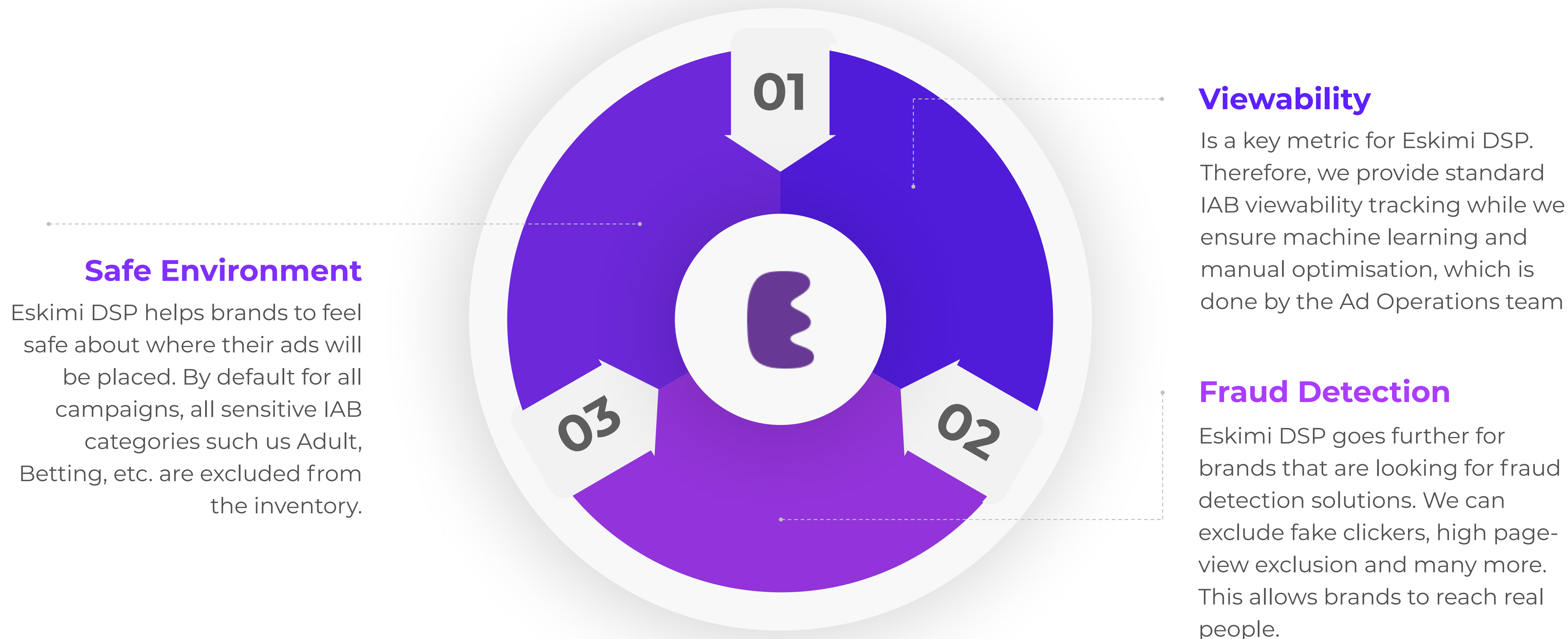


ESKIMI



BRAND SAFETY

ESKIMI DSP can ensure **3 elements** of quality for brands





THANK YOU!

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

