

The logo for ESKIMI is rendered in a white, bold, rounded sans-serif typeface. Each letter is thick and has a soft, organic feel. Above the letter 'I' is a short, horizontal white line. Below the letters 'E' and 'S' is another short, horizontal white line.

ESKIMI

LEARN HOW BRANDS USE RICH MEDIA

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



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.

ANIMATED

DYNAMIC

COUNT

MINI-GAMES

DRAG

TAP

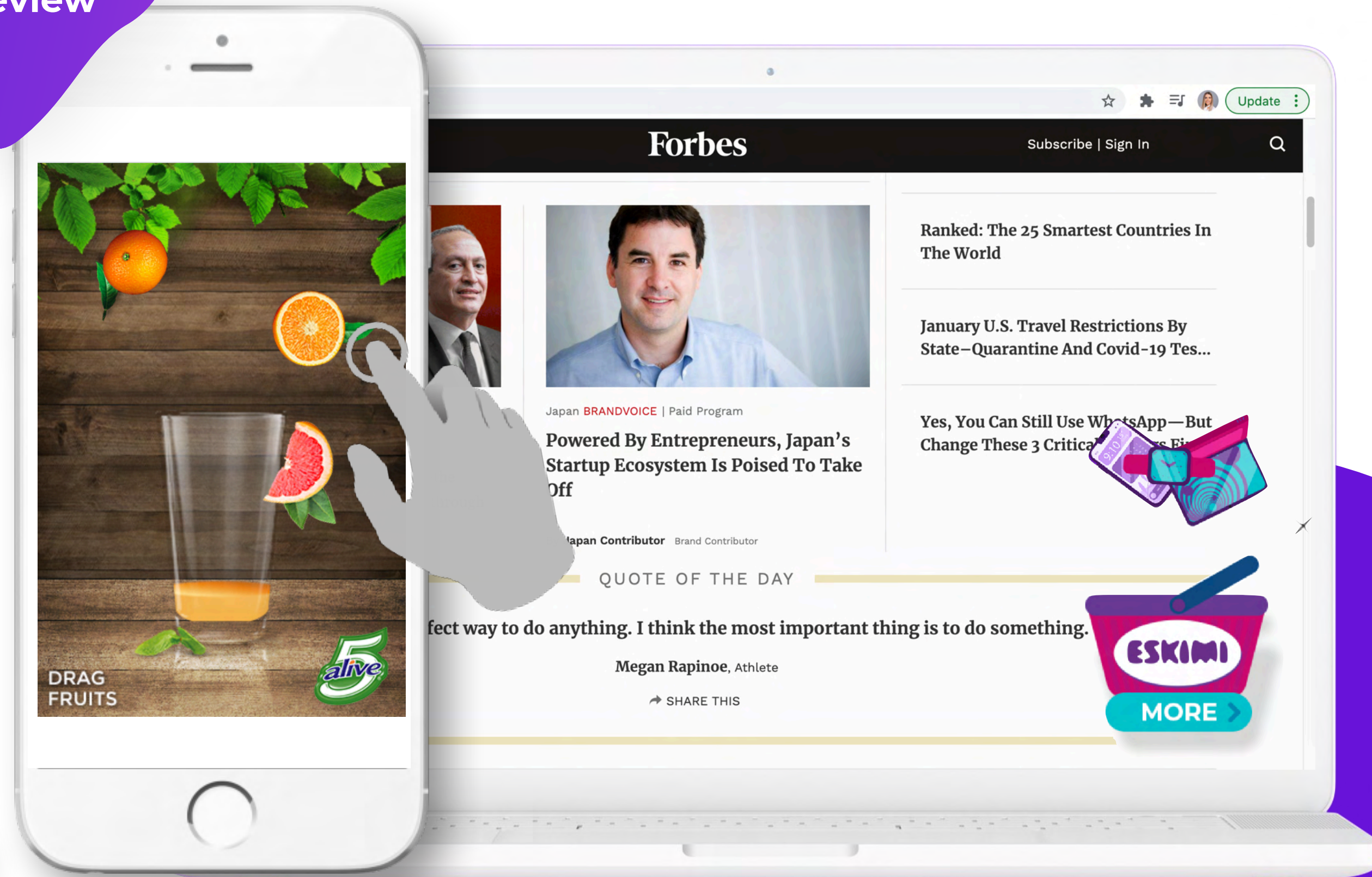
GRAVITY

SWIPE

SCRATCH

SPIN

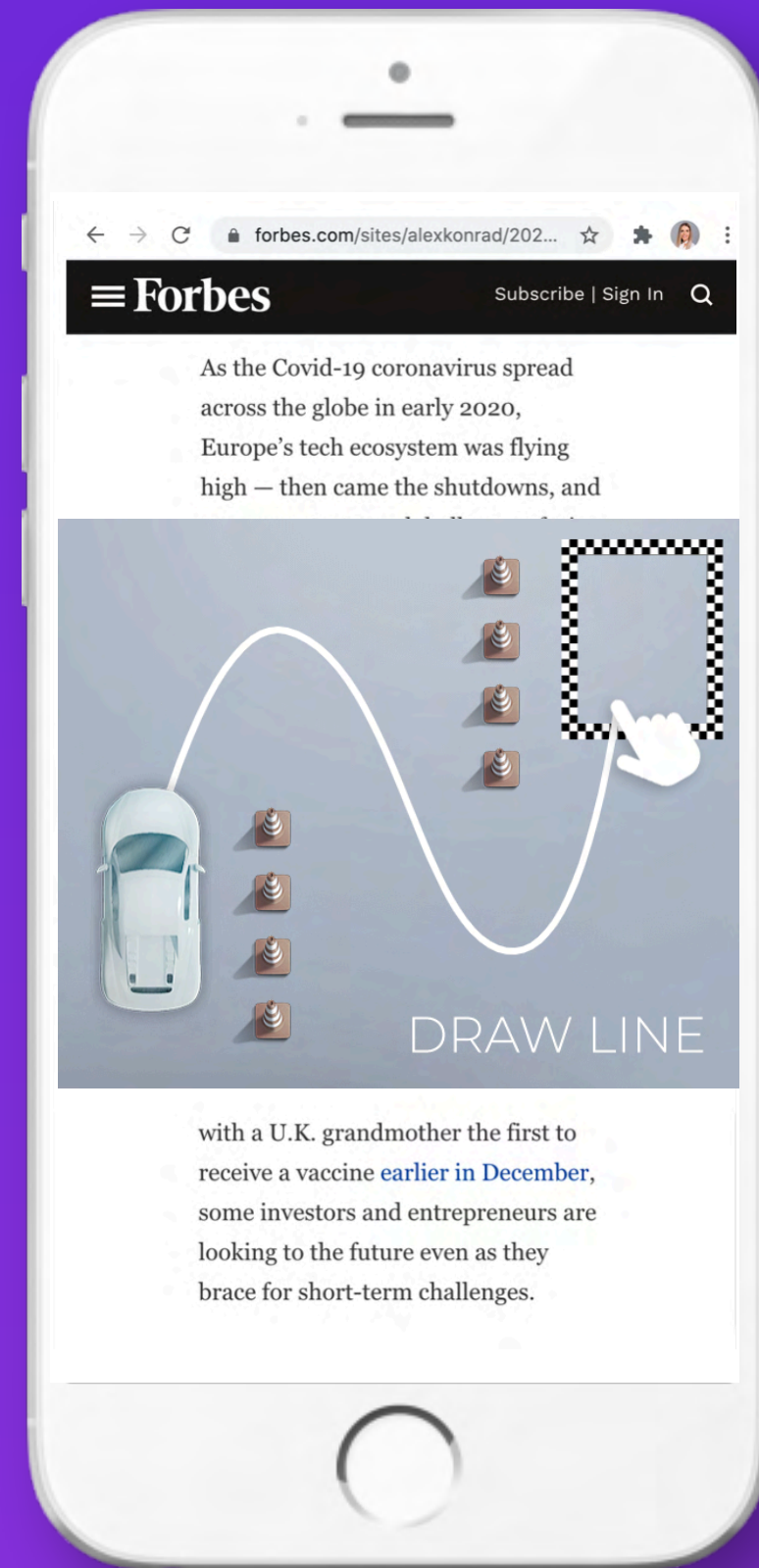
Preview



DRAG TO MAKE A
DRINK

FLOATING STICKER
BANNER

ESKIMI

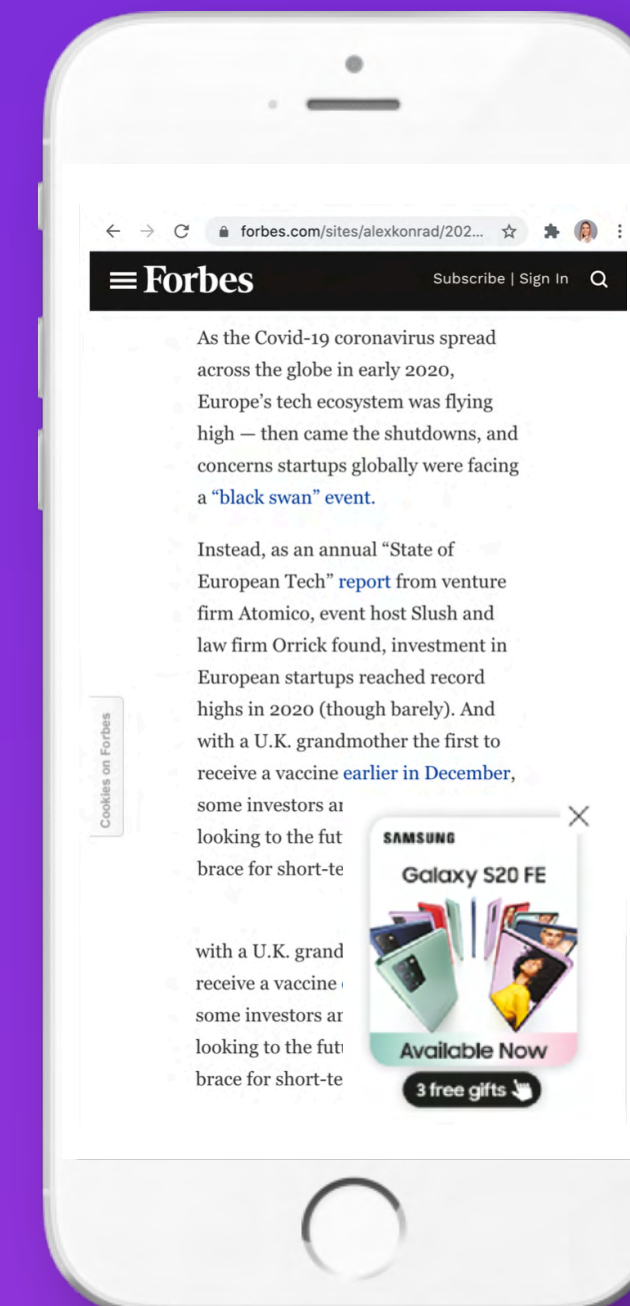


15x TIMES

Higher
engagement

100% VISIBILITY

Visibility can be achieved with
formats like floating banner



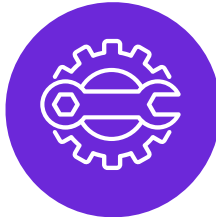
REPUTABLE INVENTORY



PLACEMENT EXAMPLES



IAB INTERNATIONAL STANDARD



OPTIMISED FOR LOCAL TECHNOLOGICAL CAPACITIES

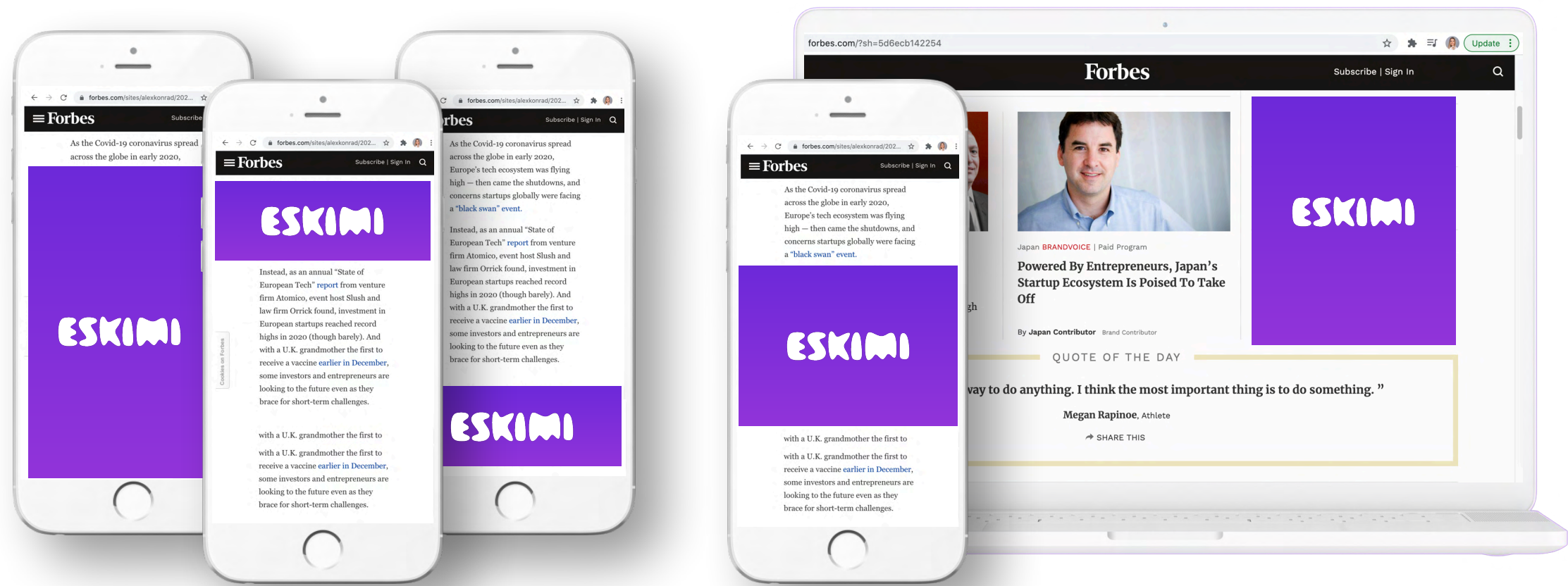


MOBILE AND DESKTOP TRAFFIC

AUTHENTICATION AND SAFE ENVIRONMENT

BRAND SAFETY

PROPRIETARY KEYWORD
BLOCKER -DOMAIN, URL,
CONTENT & BRAND SAFETY
TOOLS





AUDIENCE DATA STORIES

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

LIVES IN NAYPYIDAW CITY

HAS A CAR

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.

01.

Behavioural

- Consumer Interests;
- Retargeting;
- User Lists;
- Visited Locations;
- Geofencing Areas;
- Socio-economic Class.

02.

Placement

- Exchanges;
- Apps/Sites;
- Position;
- Time.

03.

Tech

- Browser;
- Operating System;
- OPERATOR;
- 3G/4G/WiFi;
- Device Brand & Model;
- Device Price Range;
- & other data points.

04.

Demographics

- Age;
- Gender;
- Location;
- Hyper-location.

ESKIMI



RICH MEDIA

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.



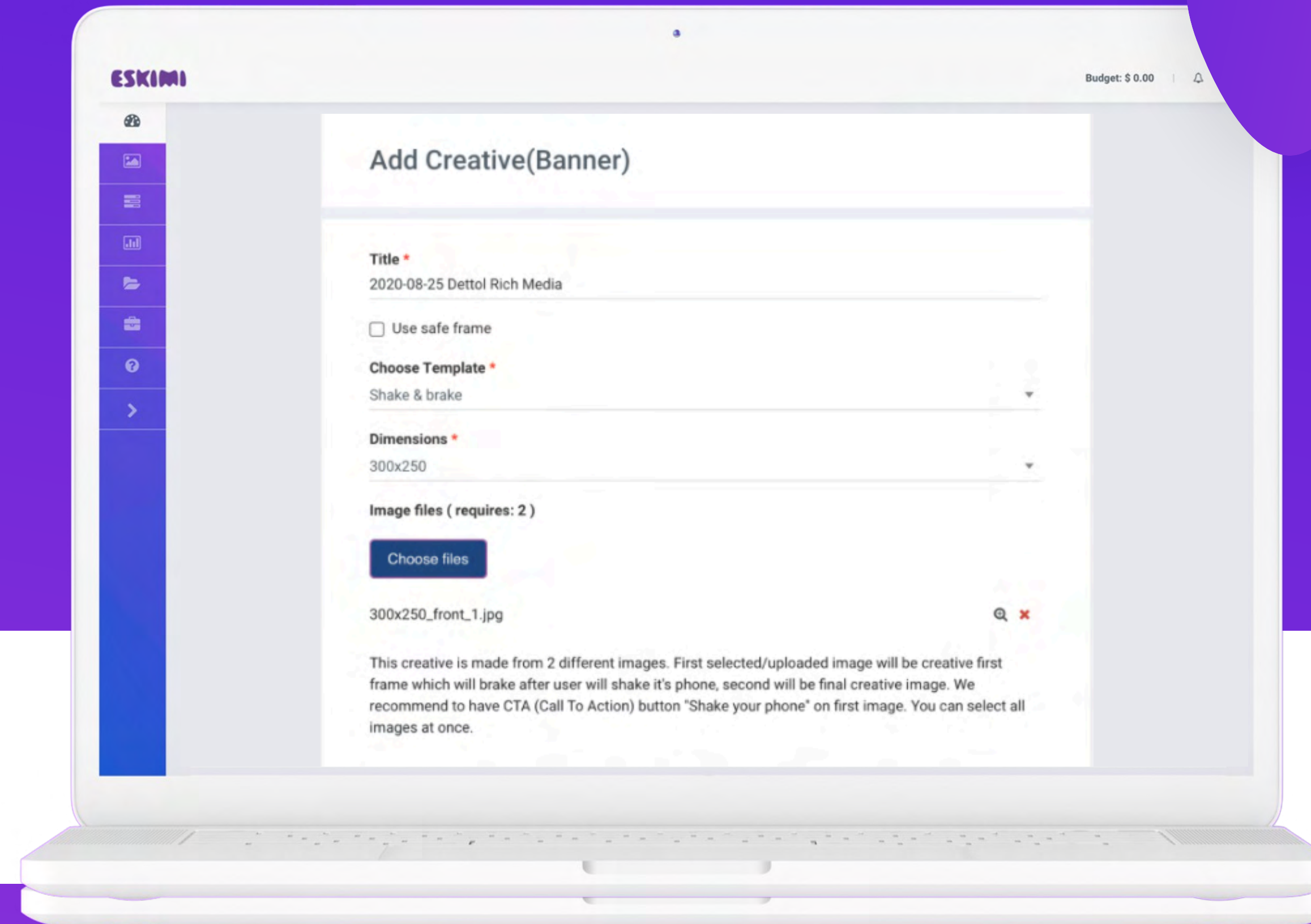
SELF-SERVICE BUILDER

FREE

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.

ESKIMI

PLACEMENTS



ALL IAB AD FORMATS

Popular sizes

Sites:

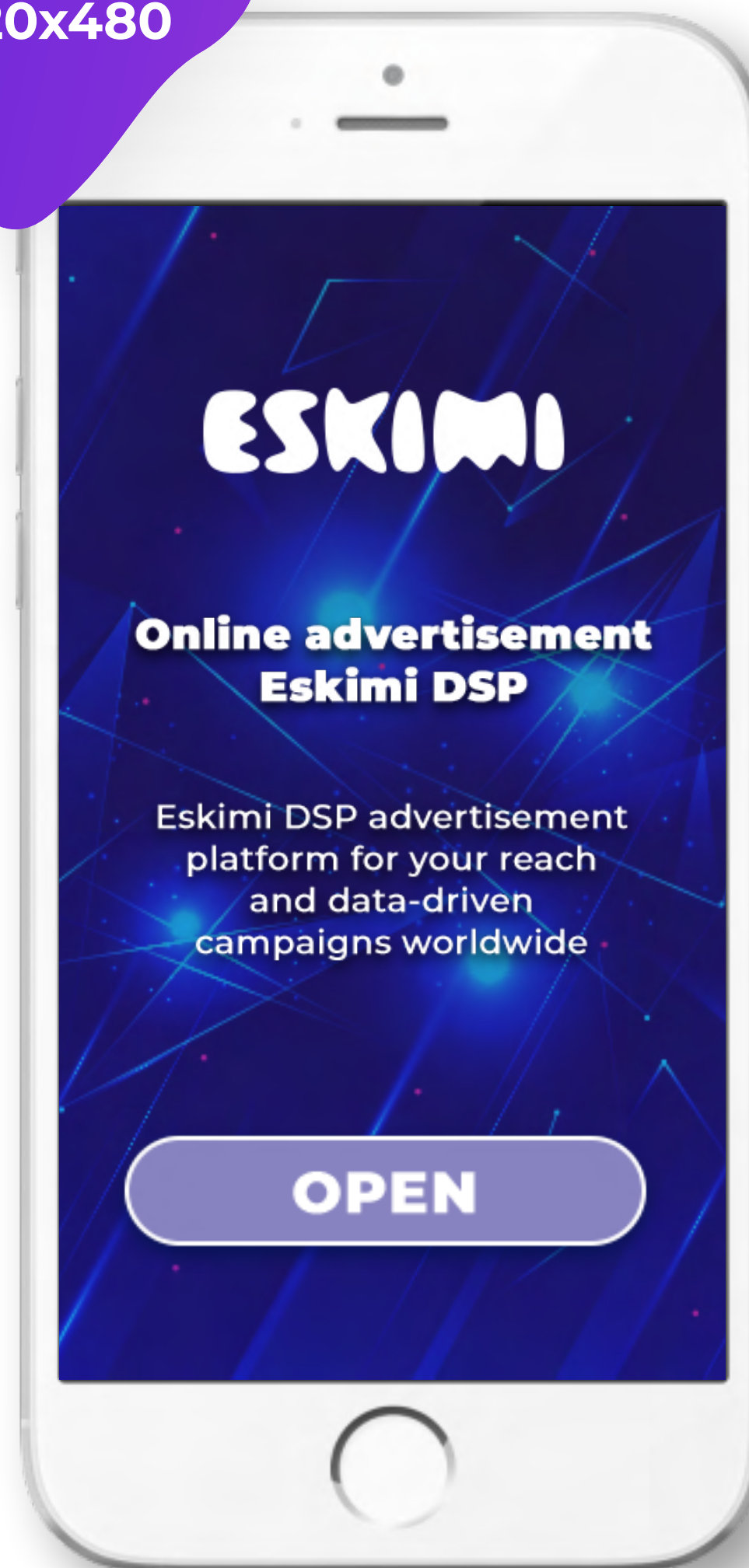
300x250
320x50
300x100
320x100
300x50
300x600
160x600
728x90

Apps:

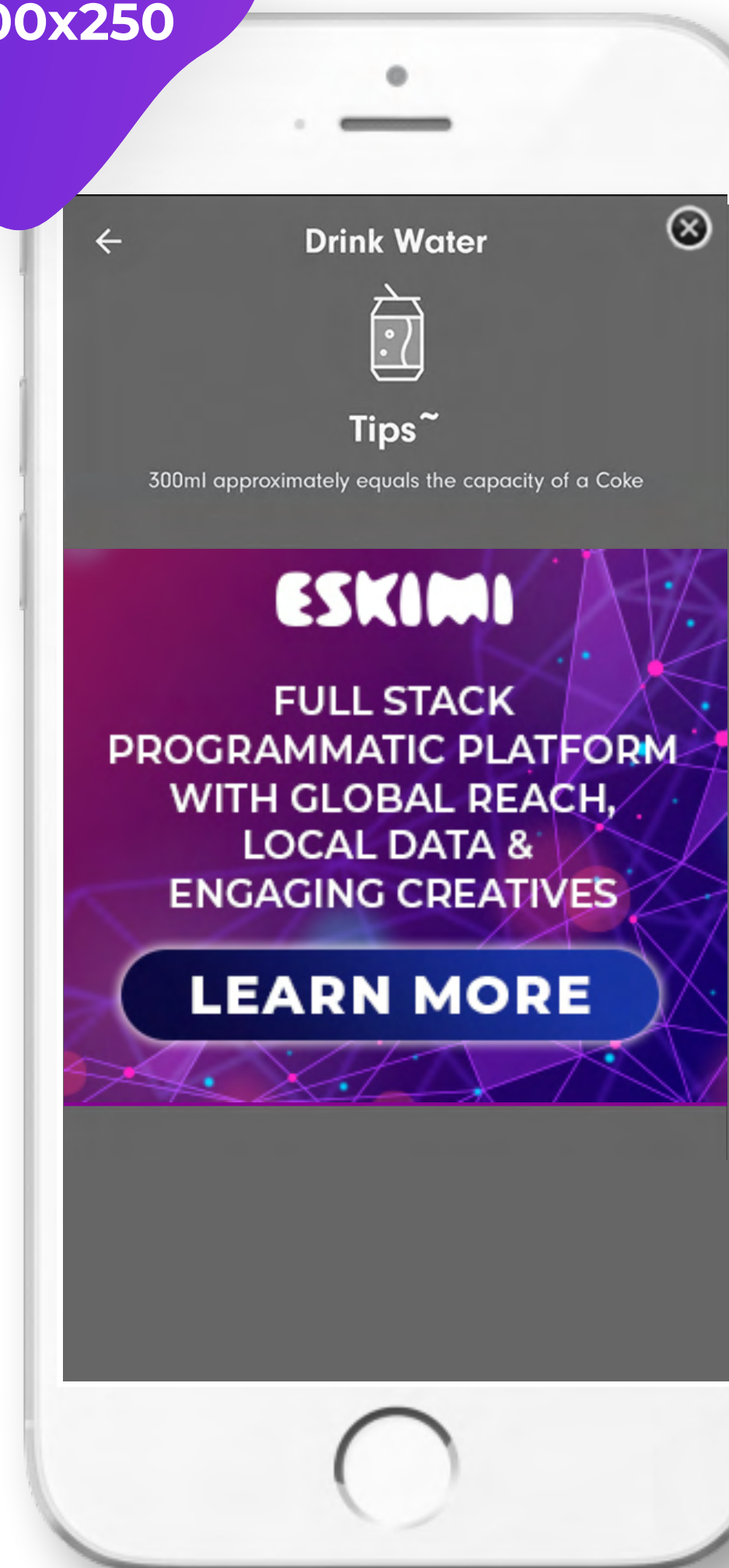
320x480
320x100
320x50
300x100
320x50
300x250



320x480



300x250



300x50



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**



[See all formats](#)

NO MINIMUM SPEND

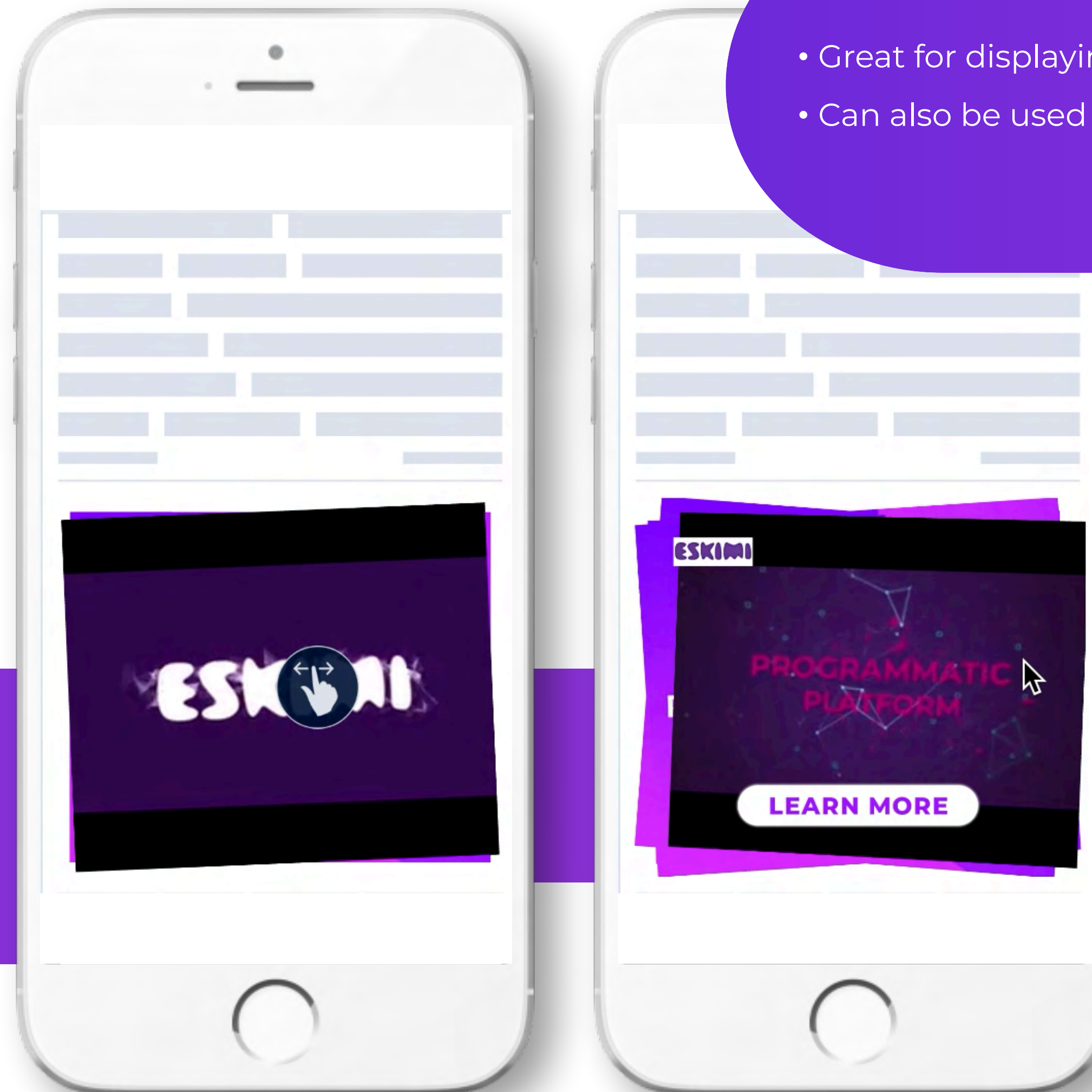
Deck of cards

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).

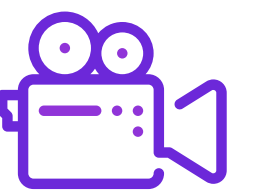
Brands like to use it for **awareness campaigns, discount offers** and **mores**



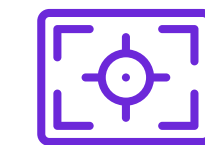
- Great for displaying multiple offers in a single placement
- Can also be used to tell a story from page to page



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).

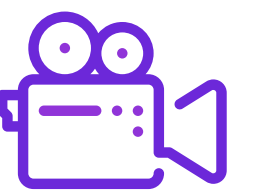
Brands like to use it to **attract attention** and increase **engagement**



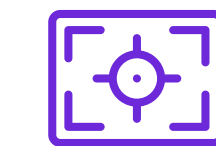
- Great for displaying multiple offers in a single placement
- Can also be used to tell a story from page to page



Image Frames



Video Frames



Responsive Ad Size



Overlay Elements

NO MINIMUM SPEND

Custom 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.

Brands like to use it to **connect with their target** audience and attract attention with **unique and fun** ads

Preview



Preview

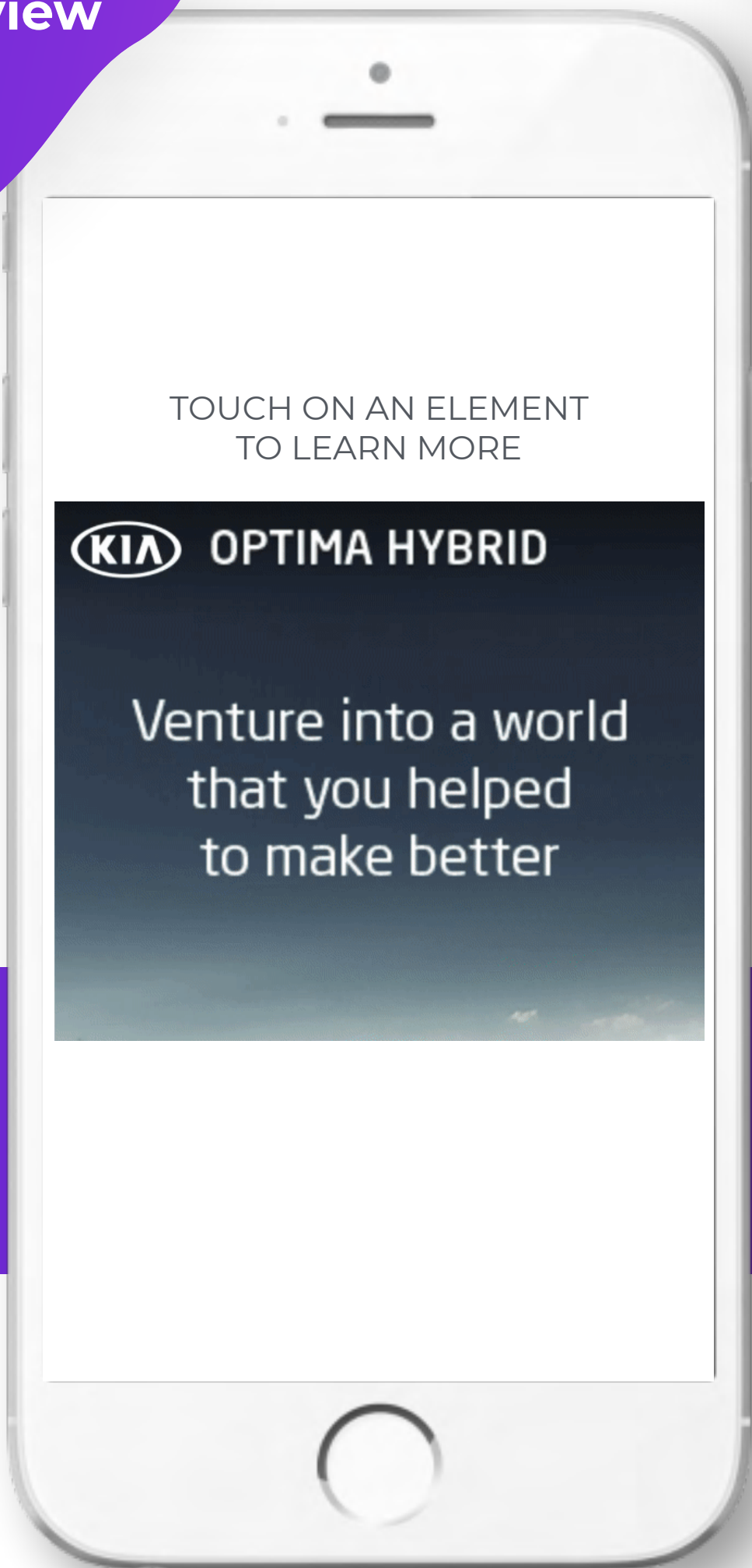
**RACE
GAME**

PLAY

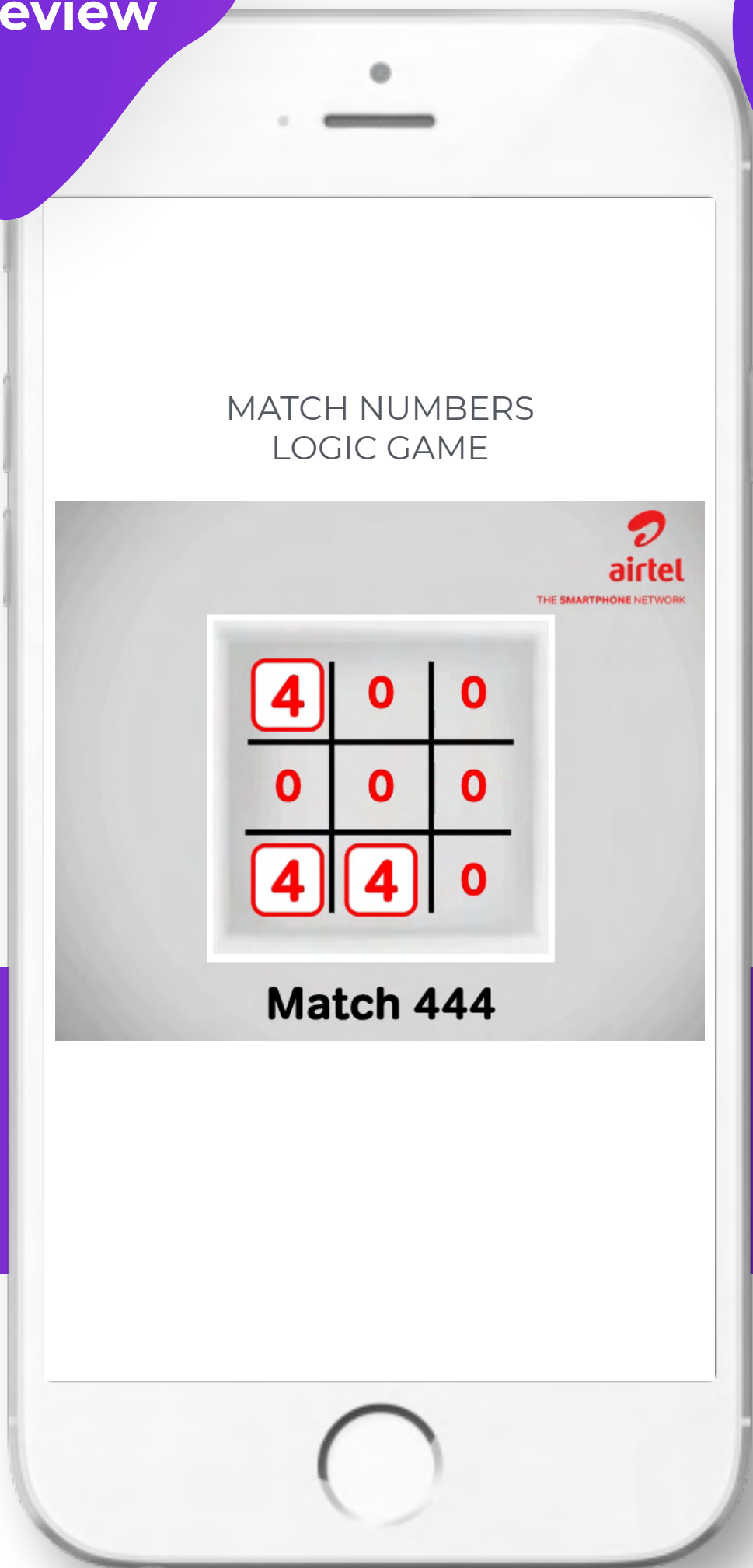
See full gallery

**STARTING BUDGET
REQUIRED**

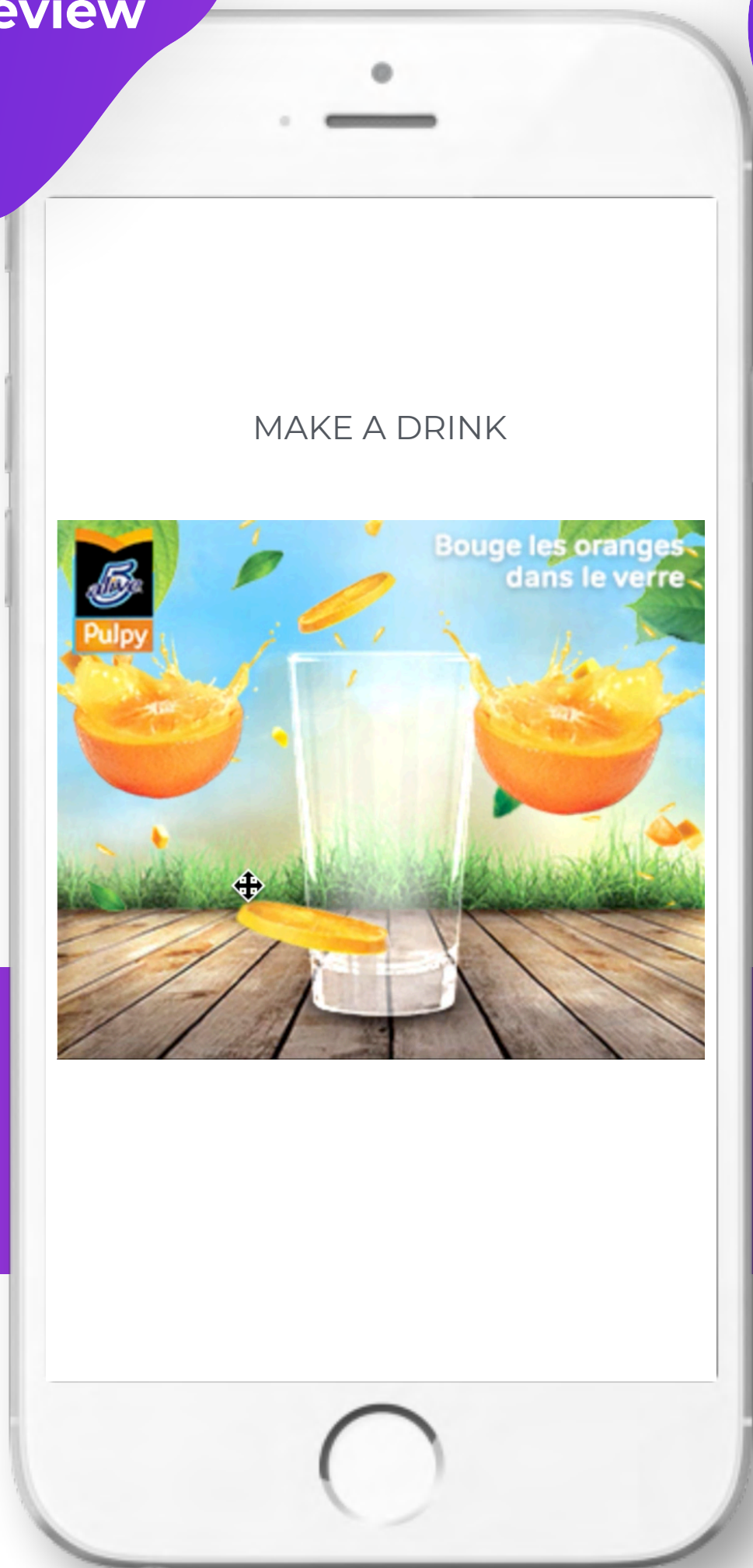
Preview



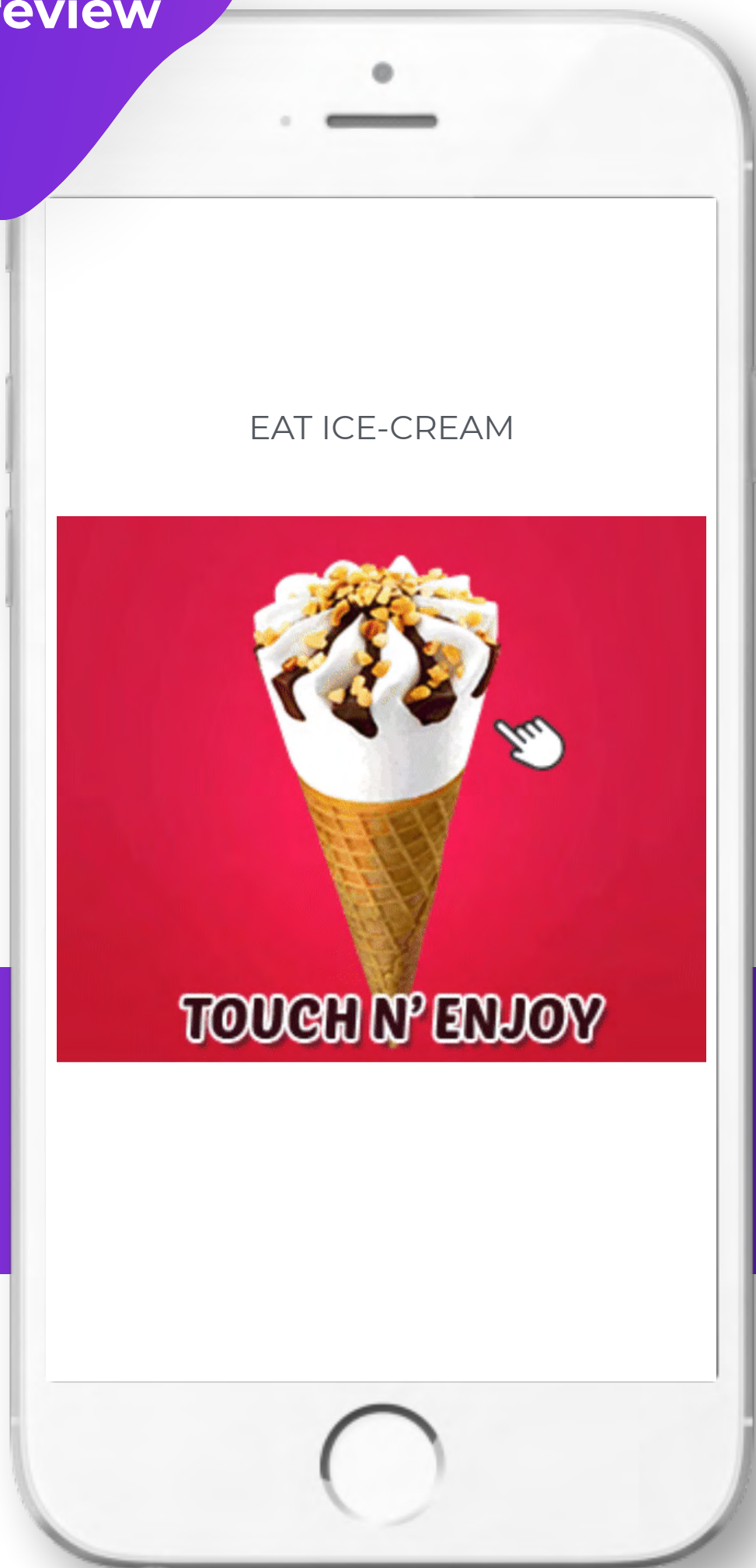
Preview



Preview



Preview



Rich media for Mobile

Rich media campaigns are fully adapted for mobile devices. Banners can be animated or interactive and comes 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.

[See full gallery](#)

GRAVITY AD



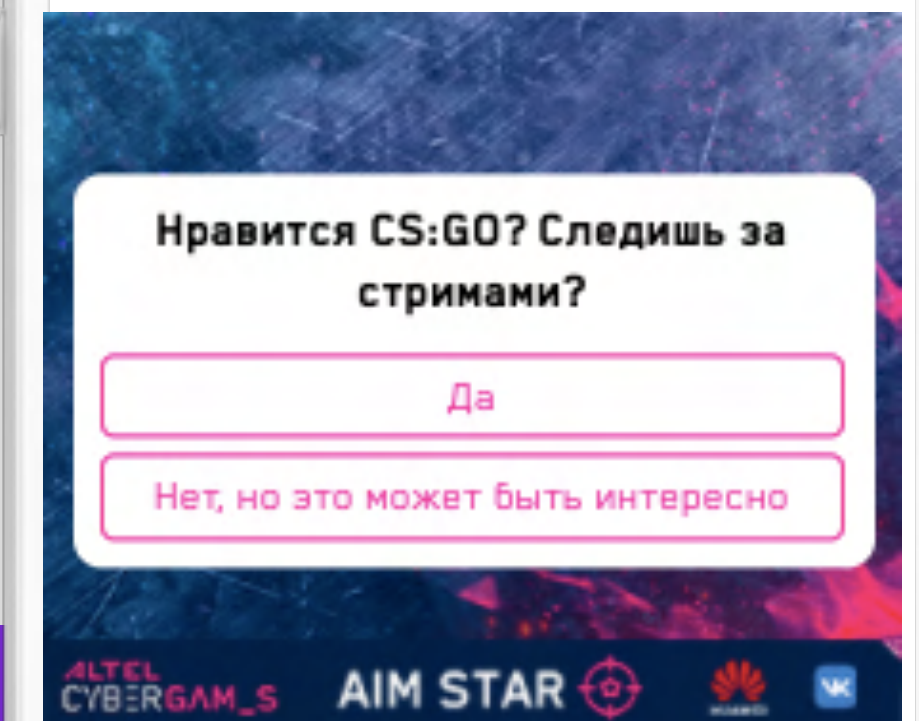
[Gravity>](#)

SHAKE & BREAK



[Shake>](#)

CHATBOT



[Chat-bot>](#)

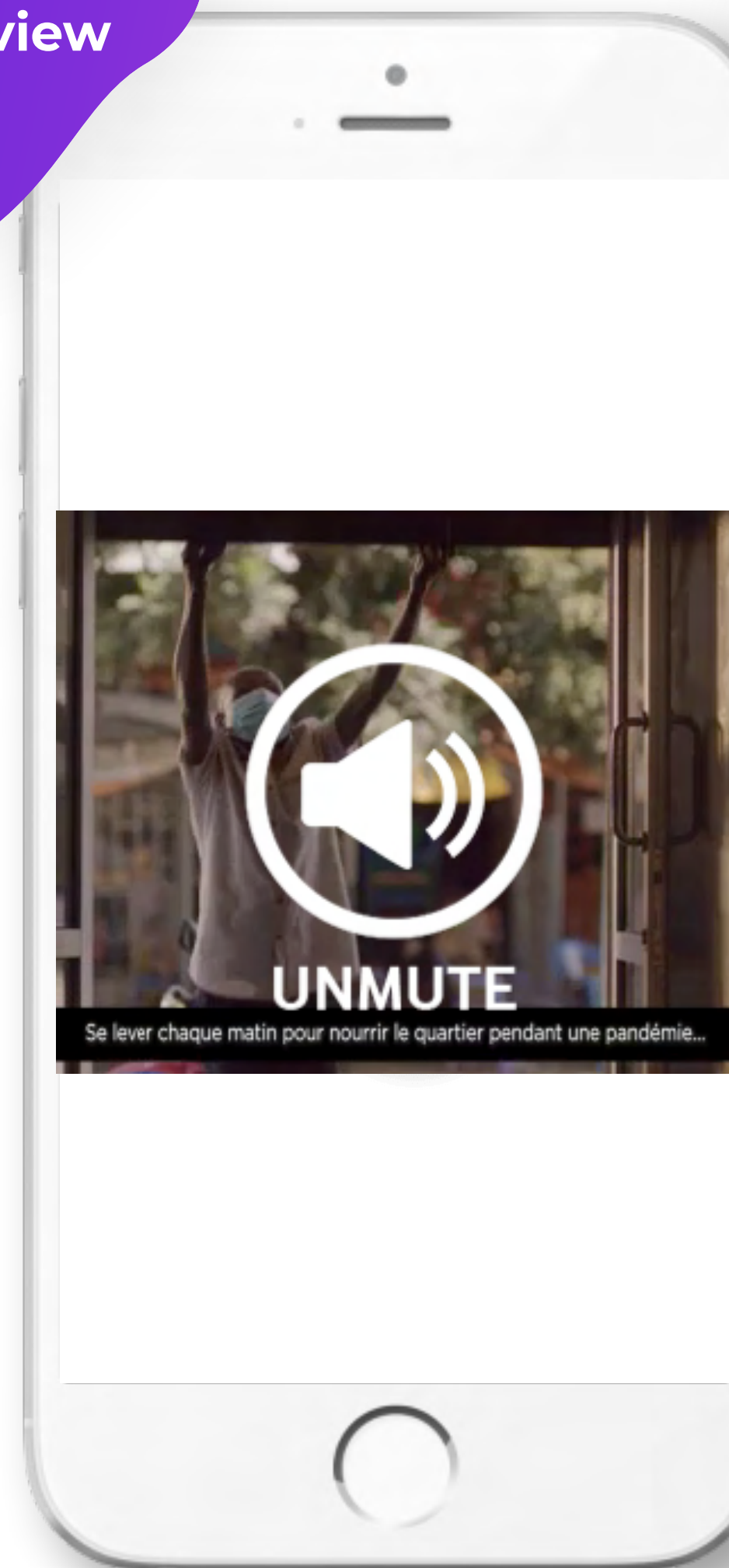
Video + Rich media

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

Preview



Preview



See full gallery

Preview

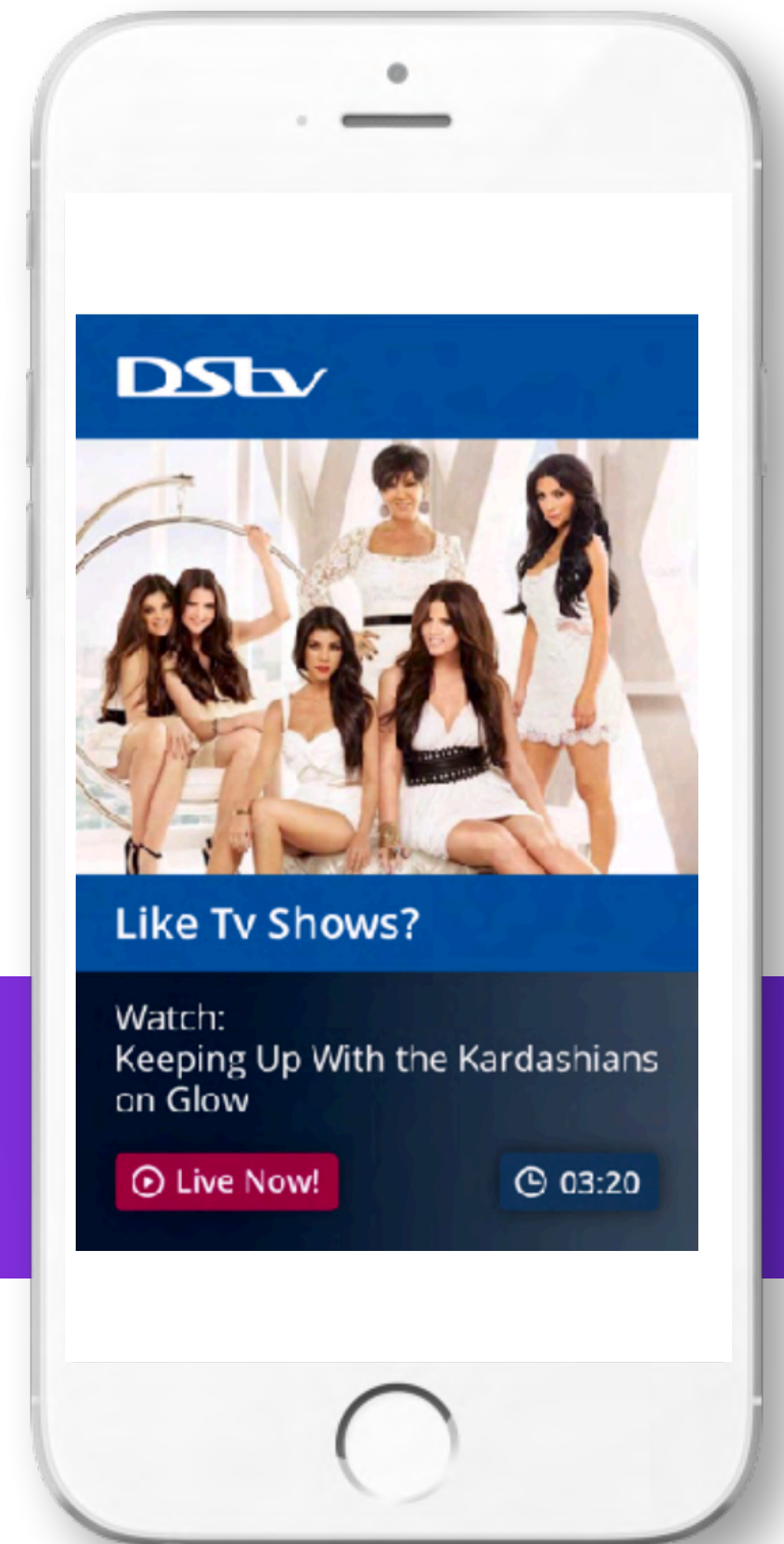


Weather ads

Preview



Live score ads



Scheduled TV programme ad

Dynamic rich media

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**

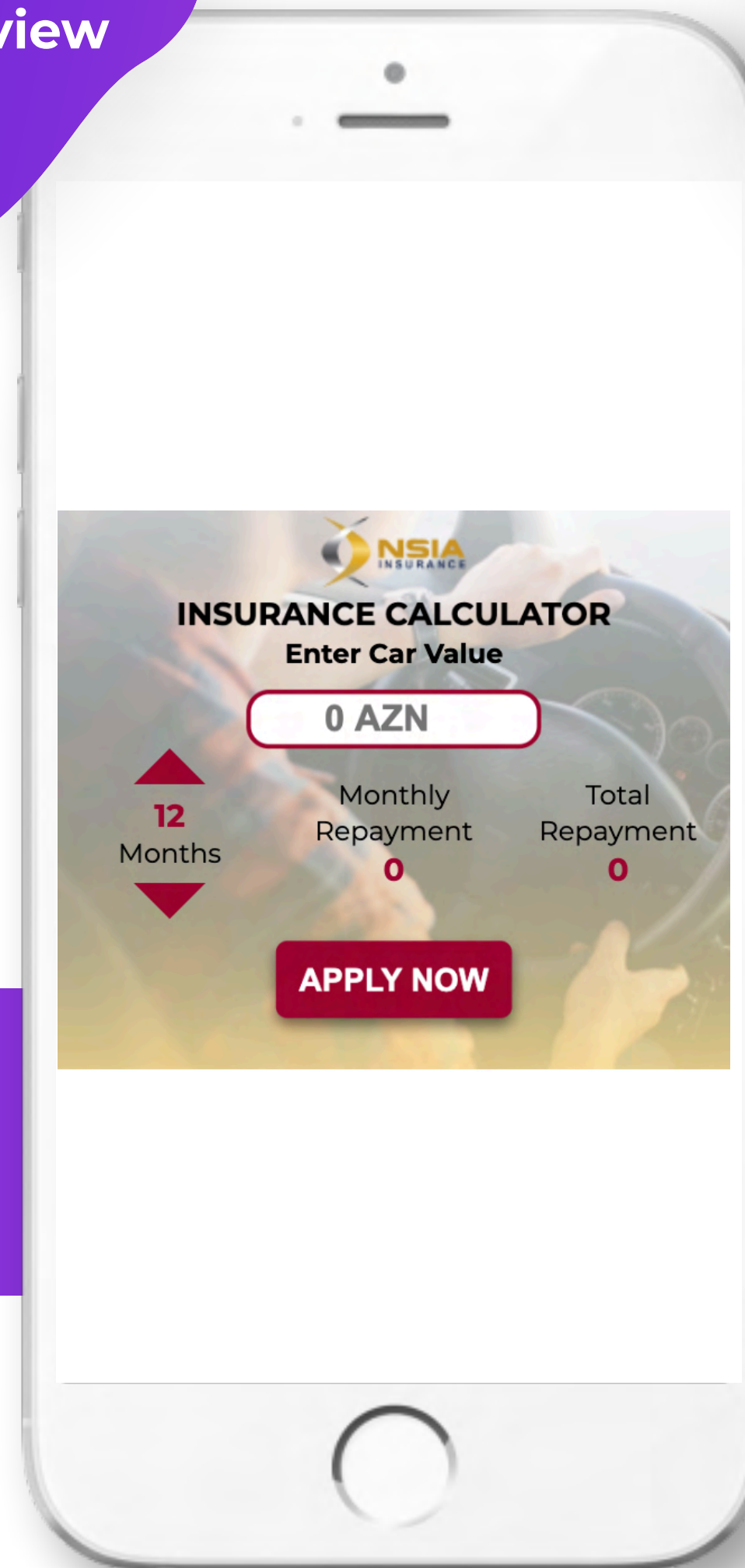
Calculators & estimators

Calculator ads

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

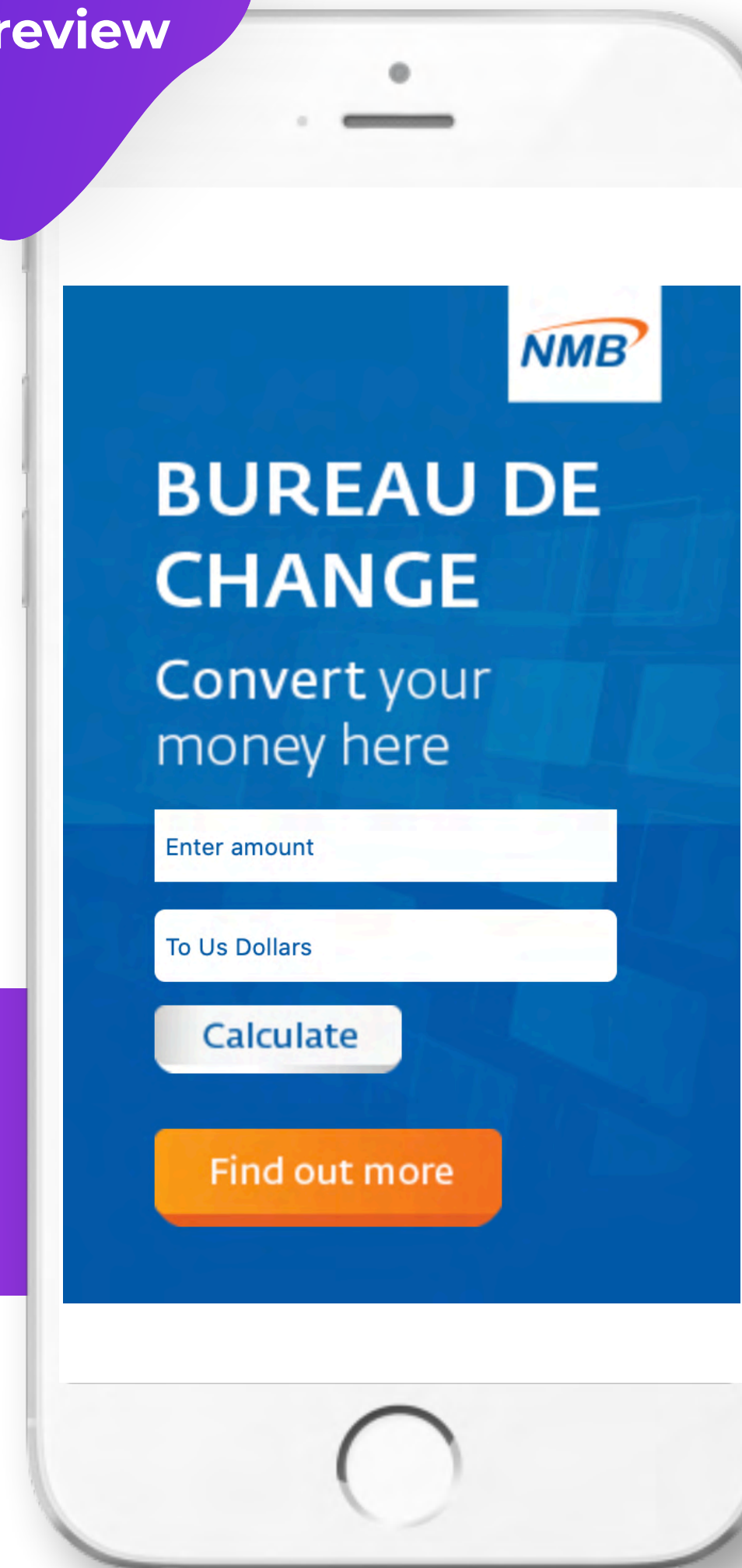
Brands like to use it to attract attention and offer **benefit to the audience**

Preview



Insurance calculator

Preview



Currency converter

See full gallery

**STARTING BUDGET
REQUIRED**

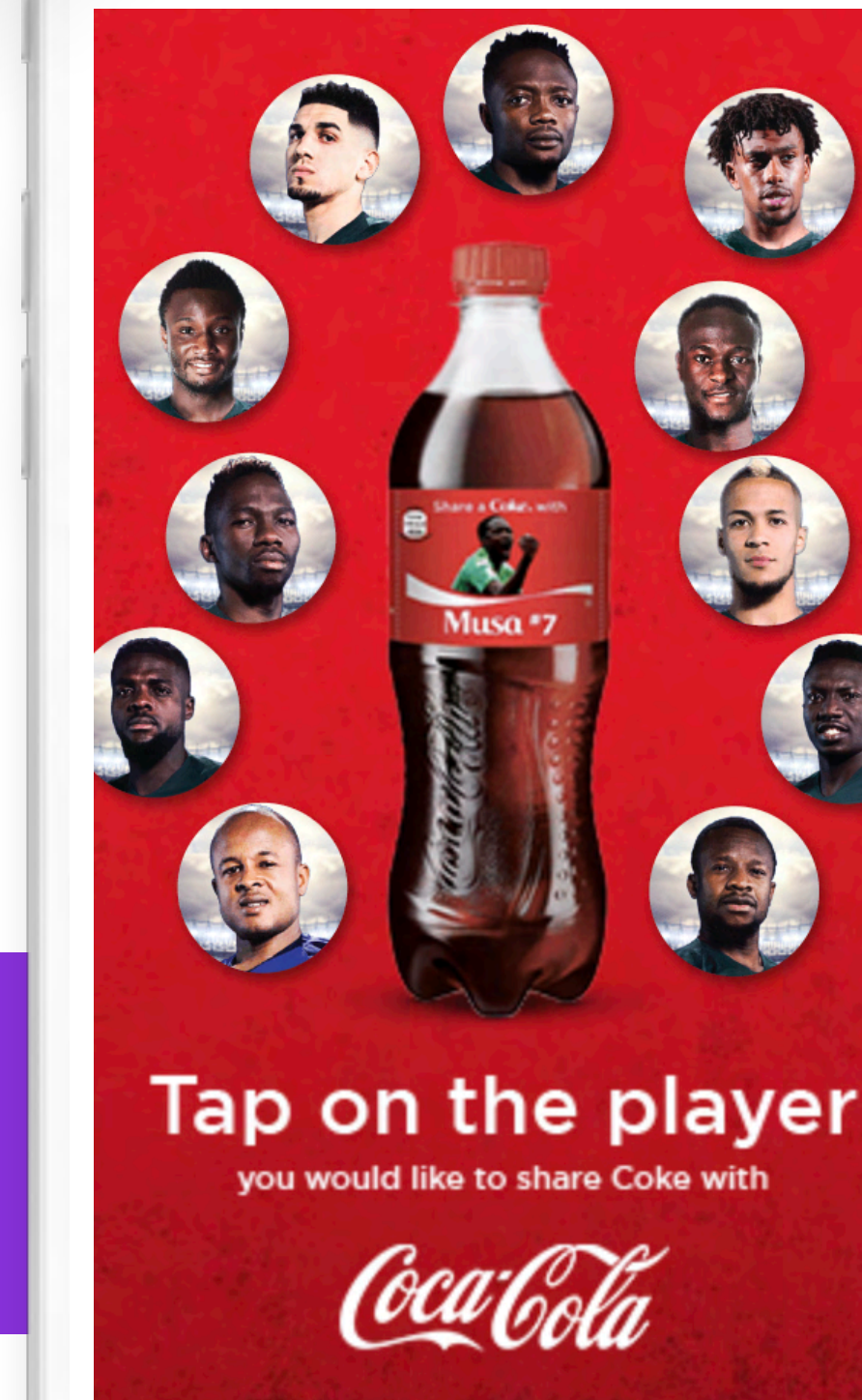
Data collection banners

Data Collection Rich Media

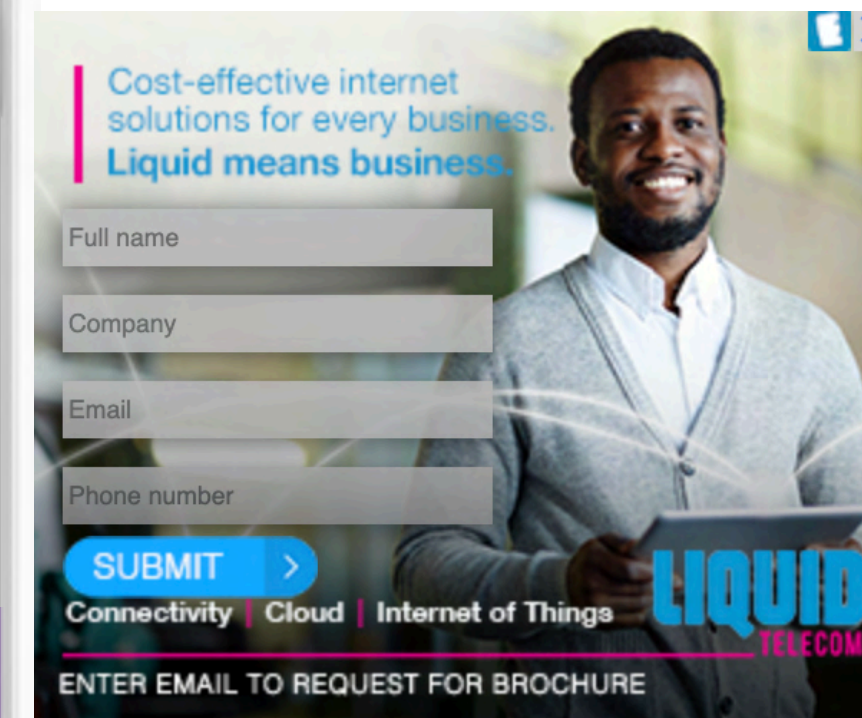
Ads that can collect user's data for lead generation or better understanding of user's behaviour. In-banner forms for user opinion collection will later be analysed and presented.

Brands like to use it to **generate leads**

Preview



Preview



[See full gallery](#)

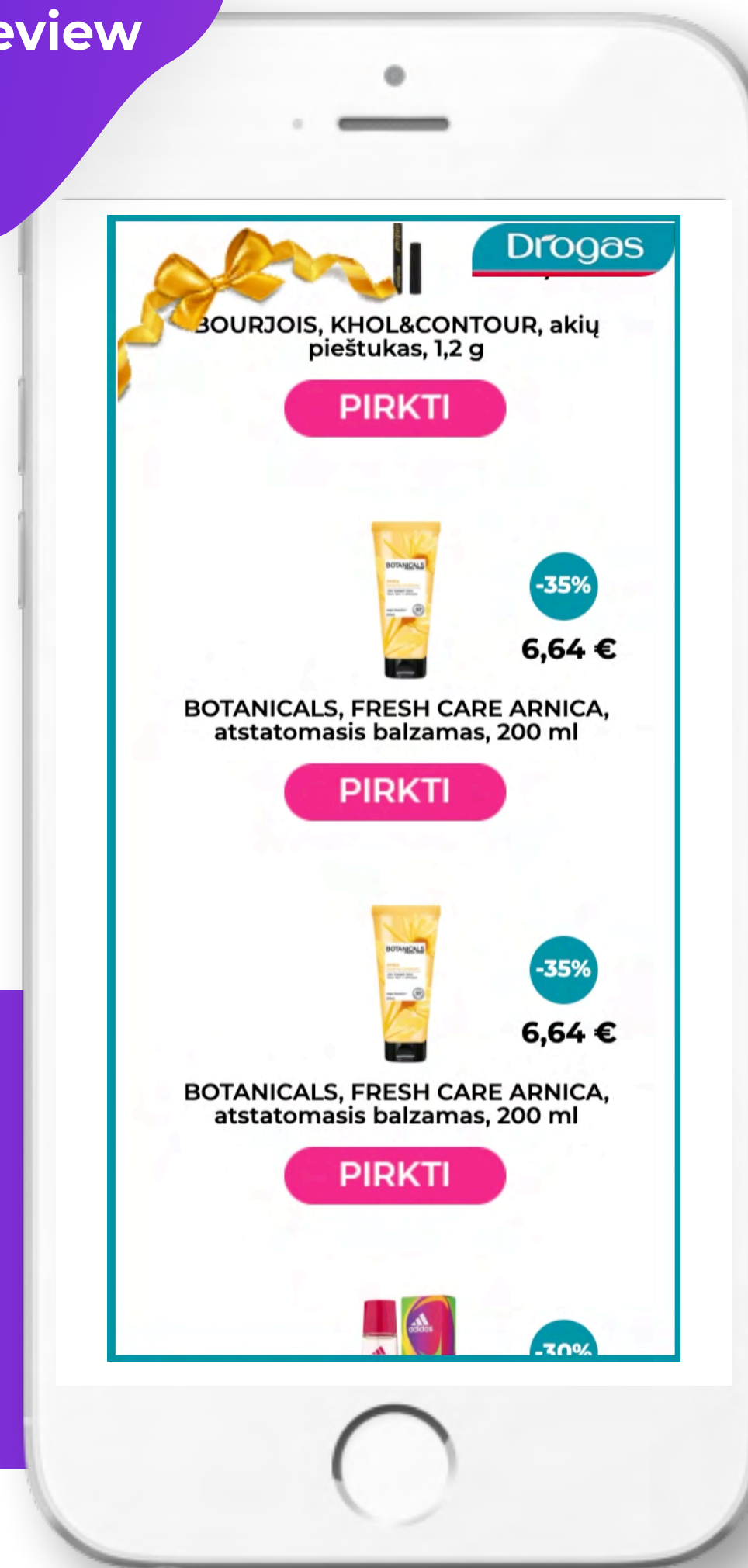
**STARTING BUDGET
REQUIRED**

Dynamic feed ads

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 save your time.

Brands like to use it to showcase their offers and products

Preview



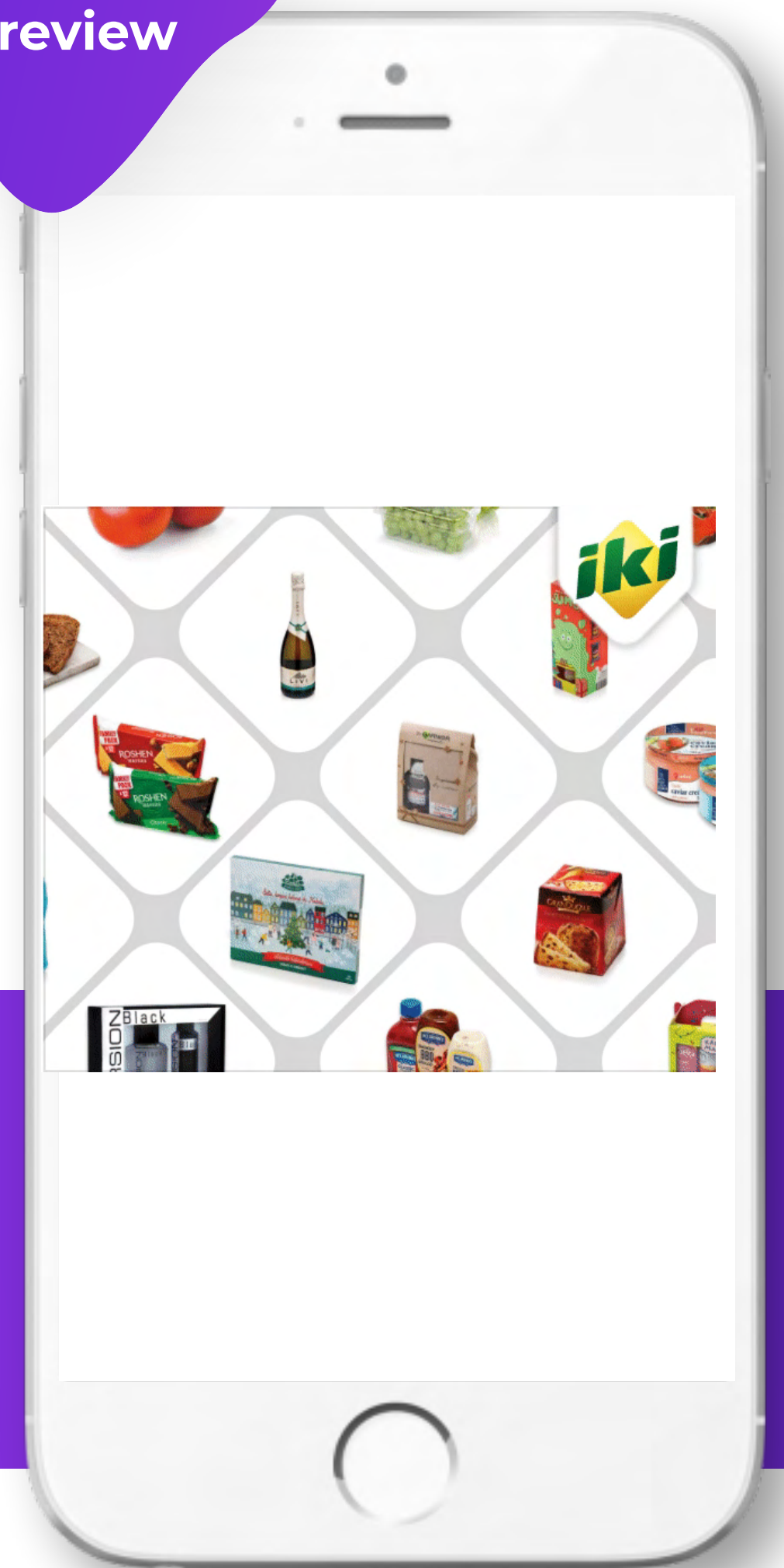
Continues reel

Preview



Drop down & blur

Preview

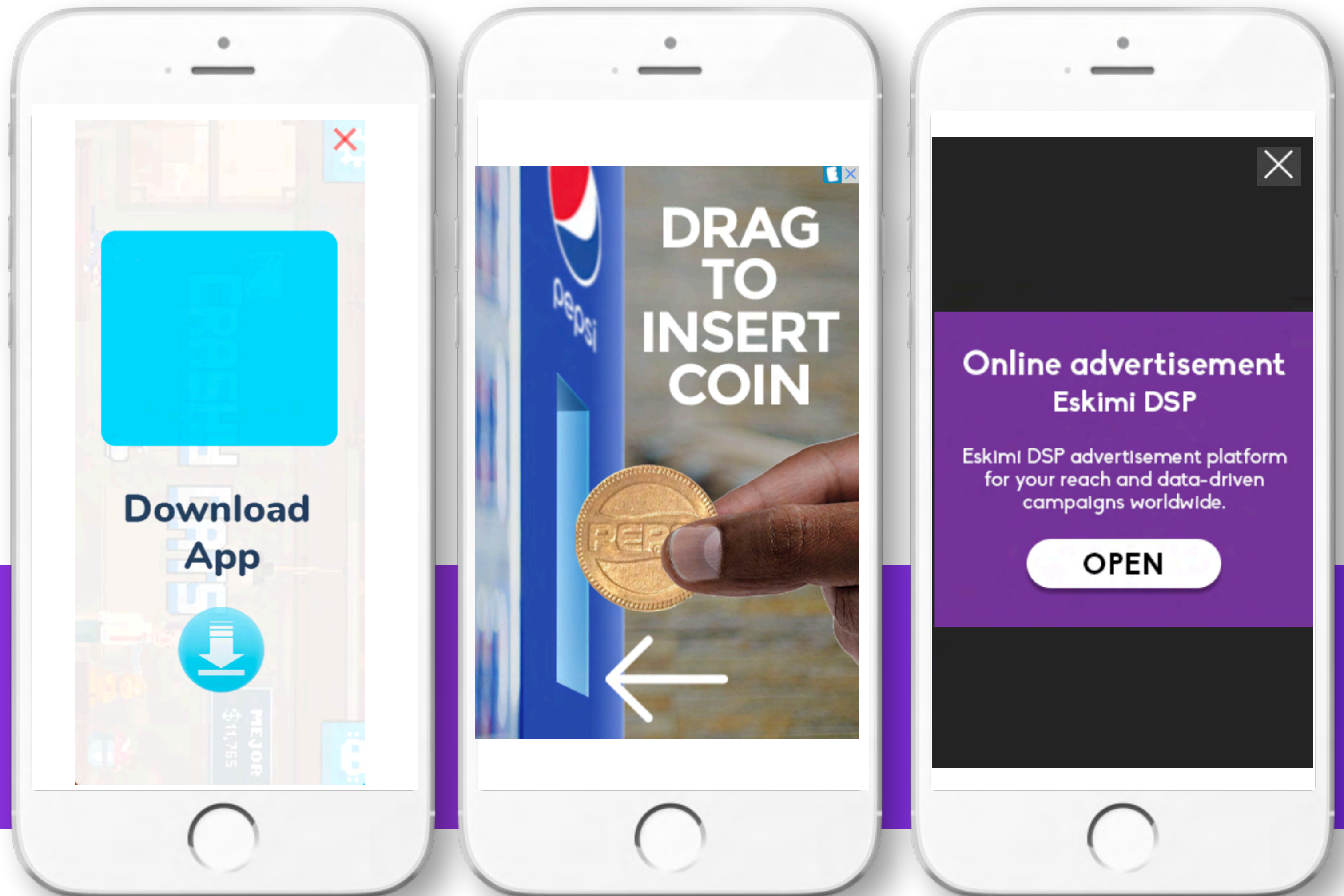


Product search

Pop-up ads for mobile

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.

[Preview](#)



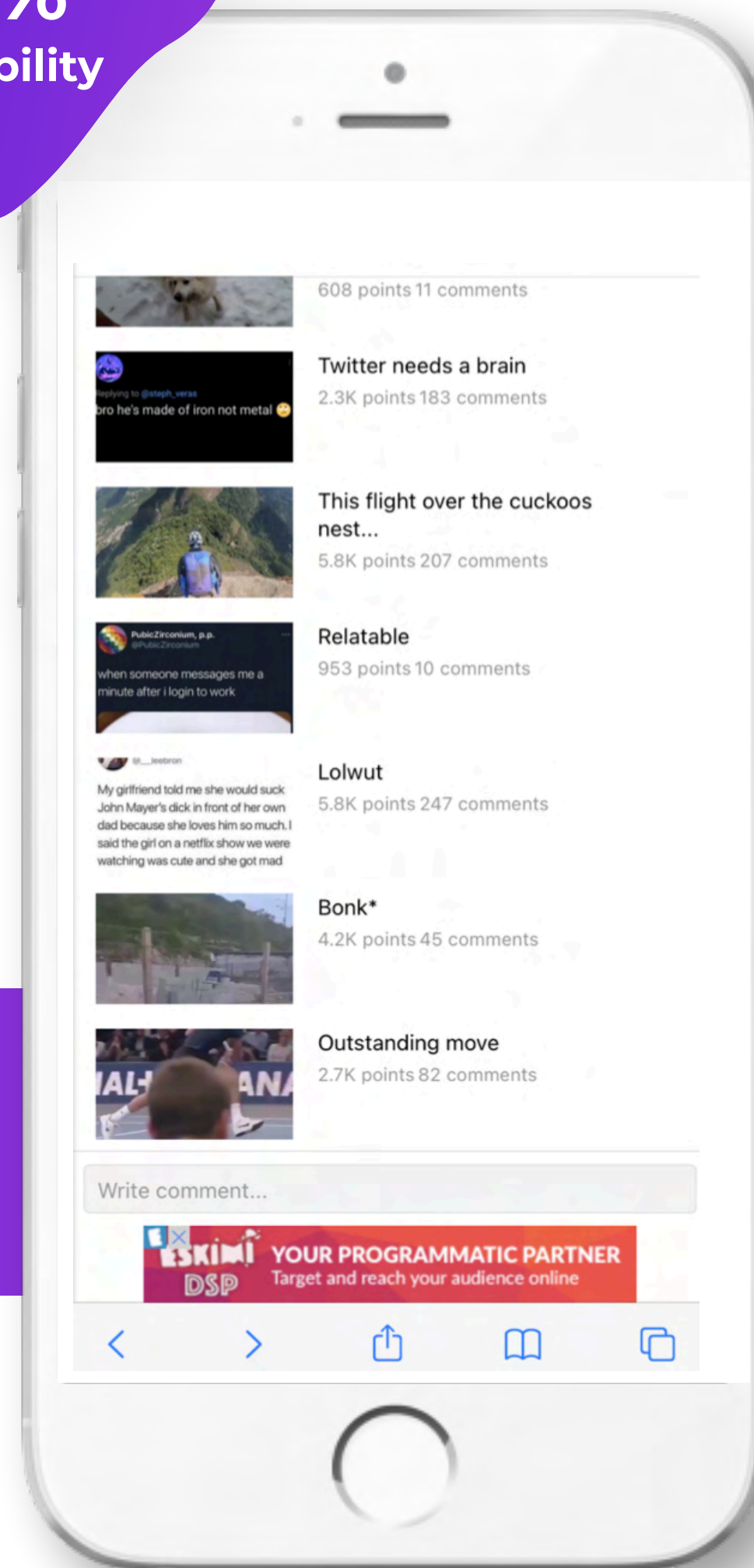


Sticky footer ads

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](#)

81%
Visibility



STICKY FOOTER ADS



TARGETING

Compatible with
DMP and DSP
targeting



PLACEMENTS

Relevant global
and local sites on
DSP



VIEWABILITY

To increase
brand's visibility



BRAND RECALL

With higher
time in view

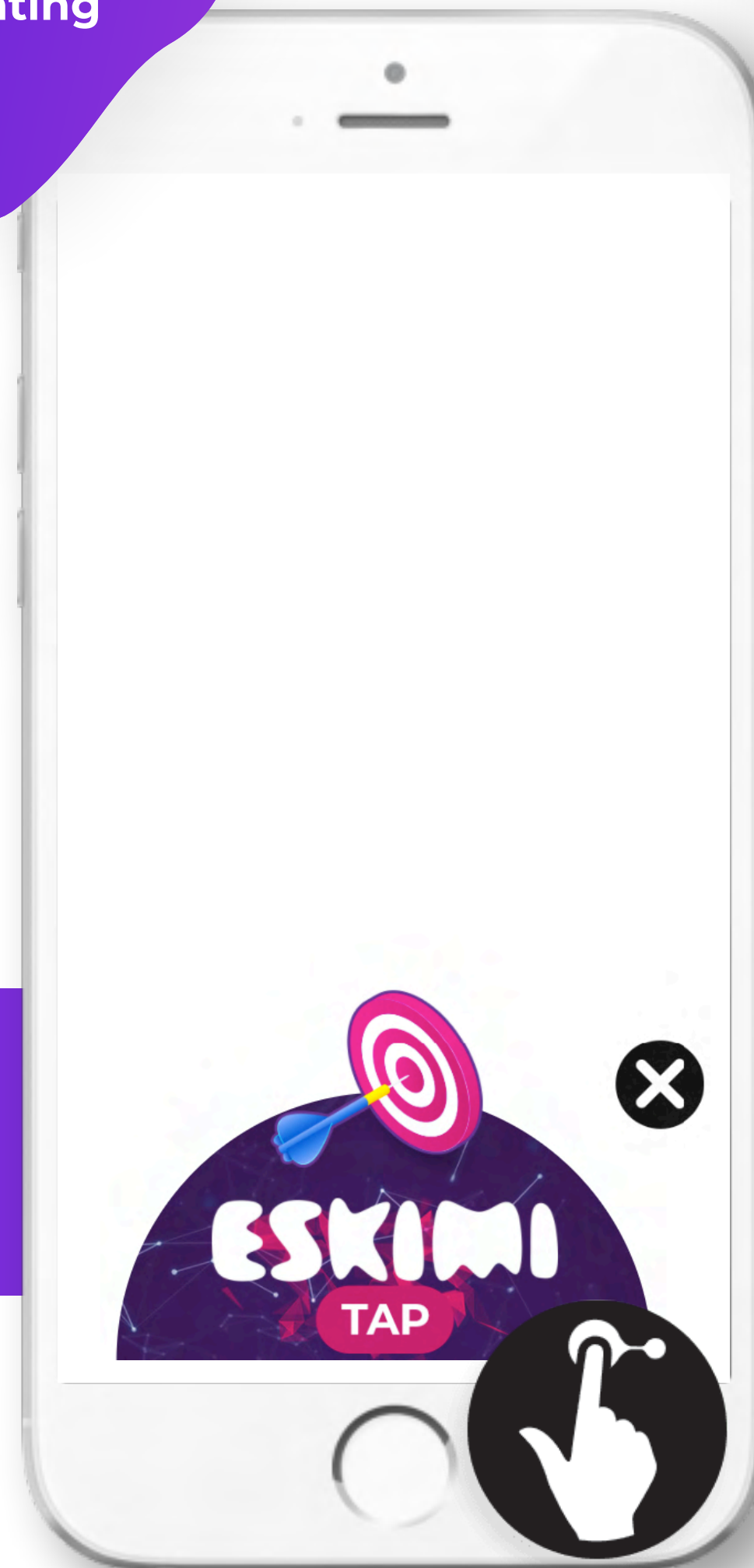
ESKIMI

PREMIUM RICH MEDIA

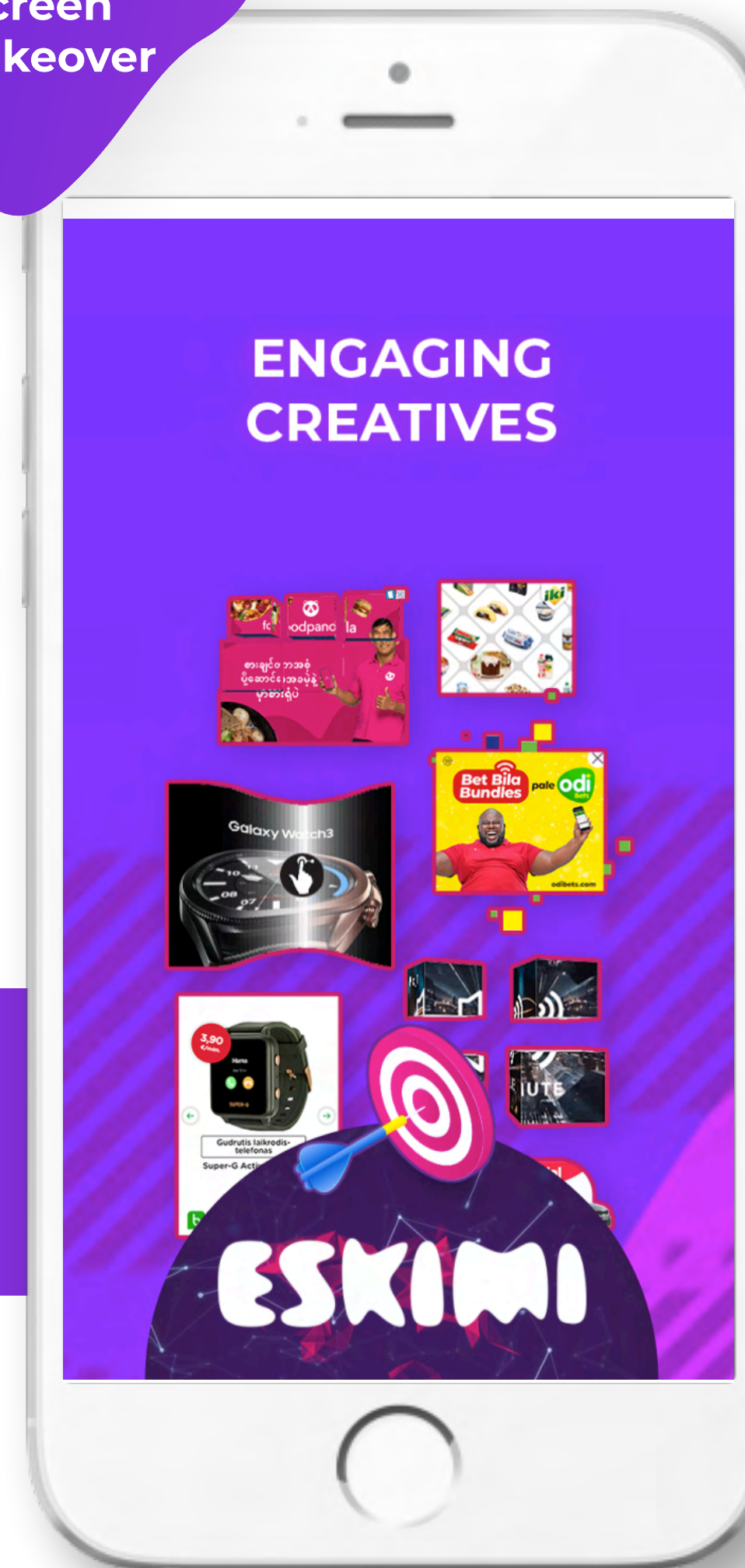
Floating ad + screen takeover

Showcase new offers in a unique way!

Floating
ad



Screen
takeover

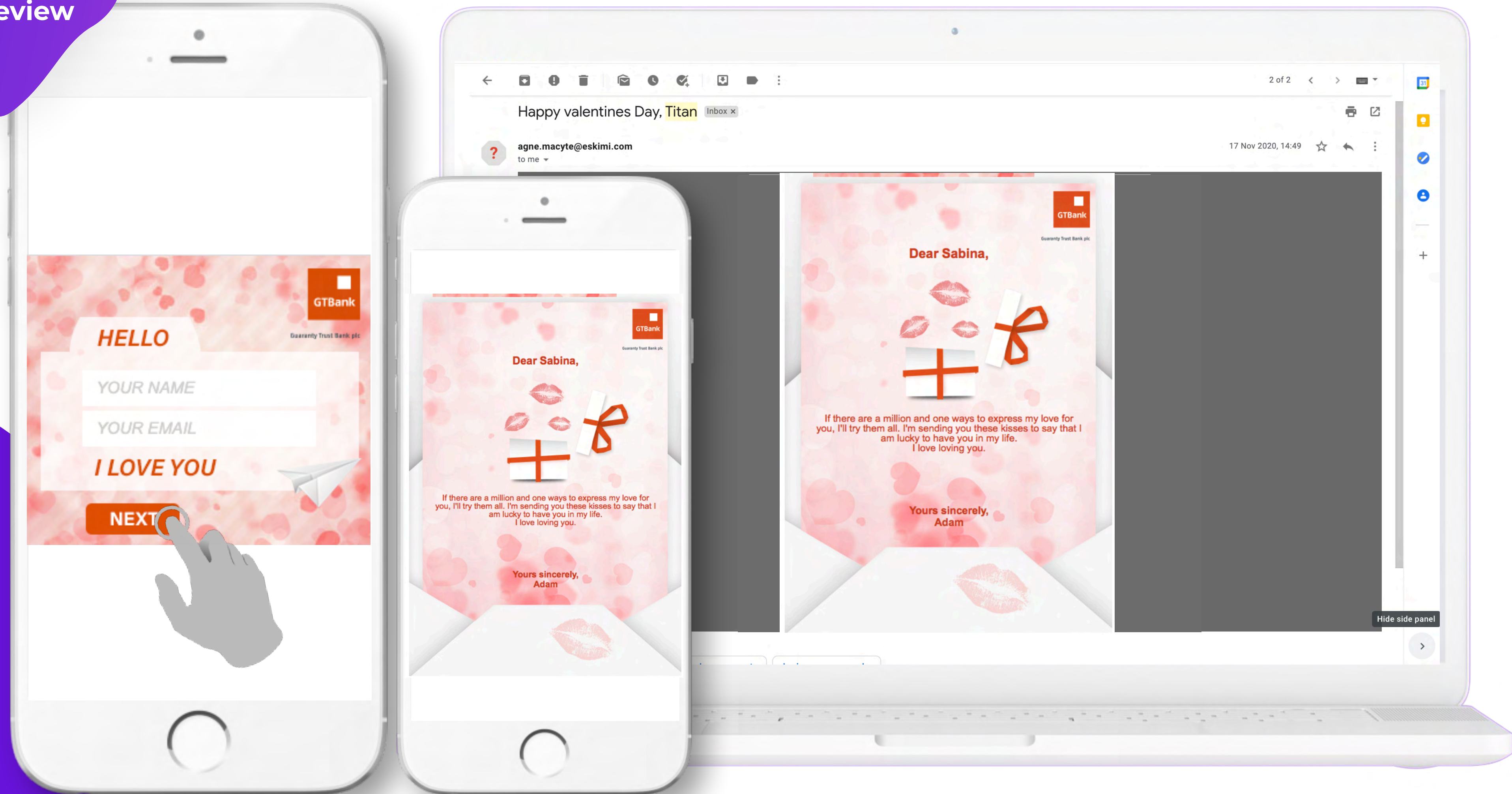


SEE LIVE

\$5000 minimum
spend

Preview

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.





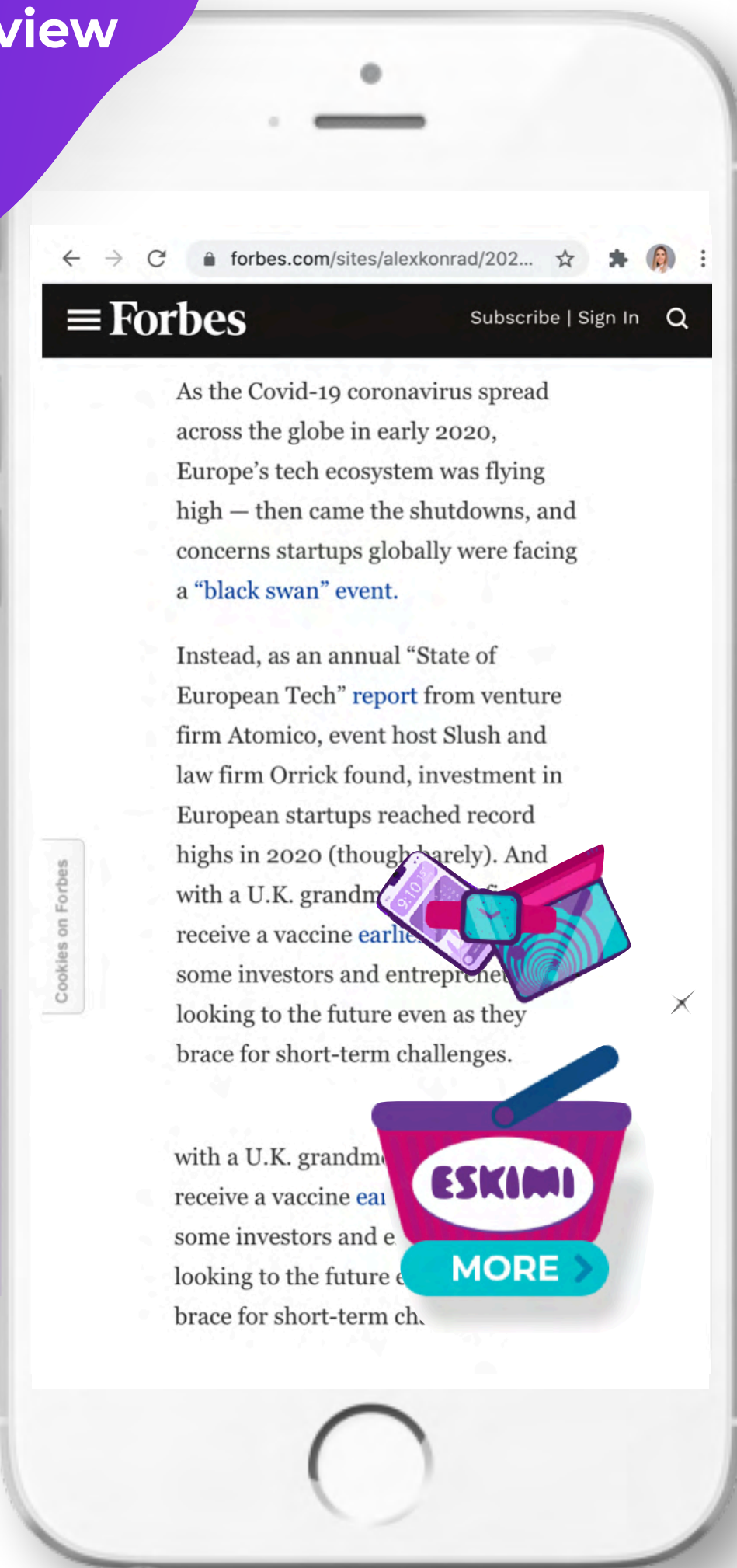
FLOATING BANNERS

Floating banners

Delivering the highest CTR!

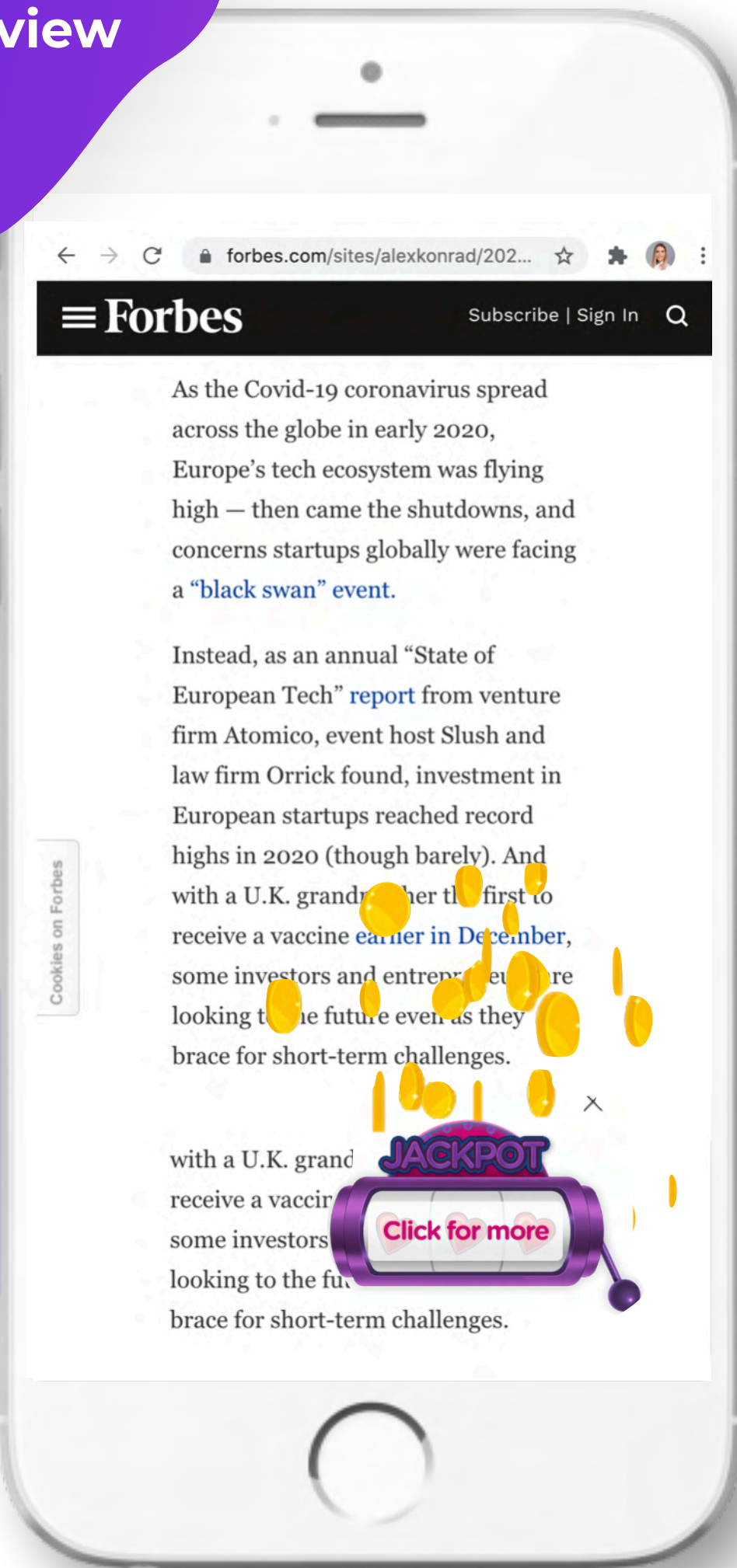
Floating ads stay fixed on top of the content while scrolling.

Preview



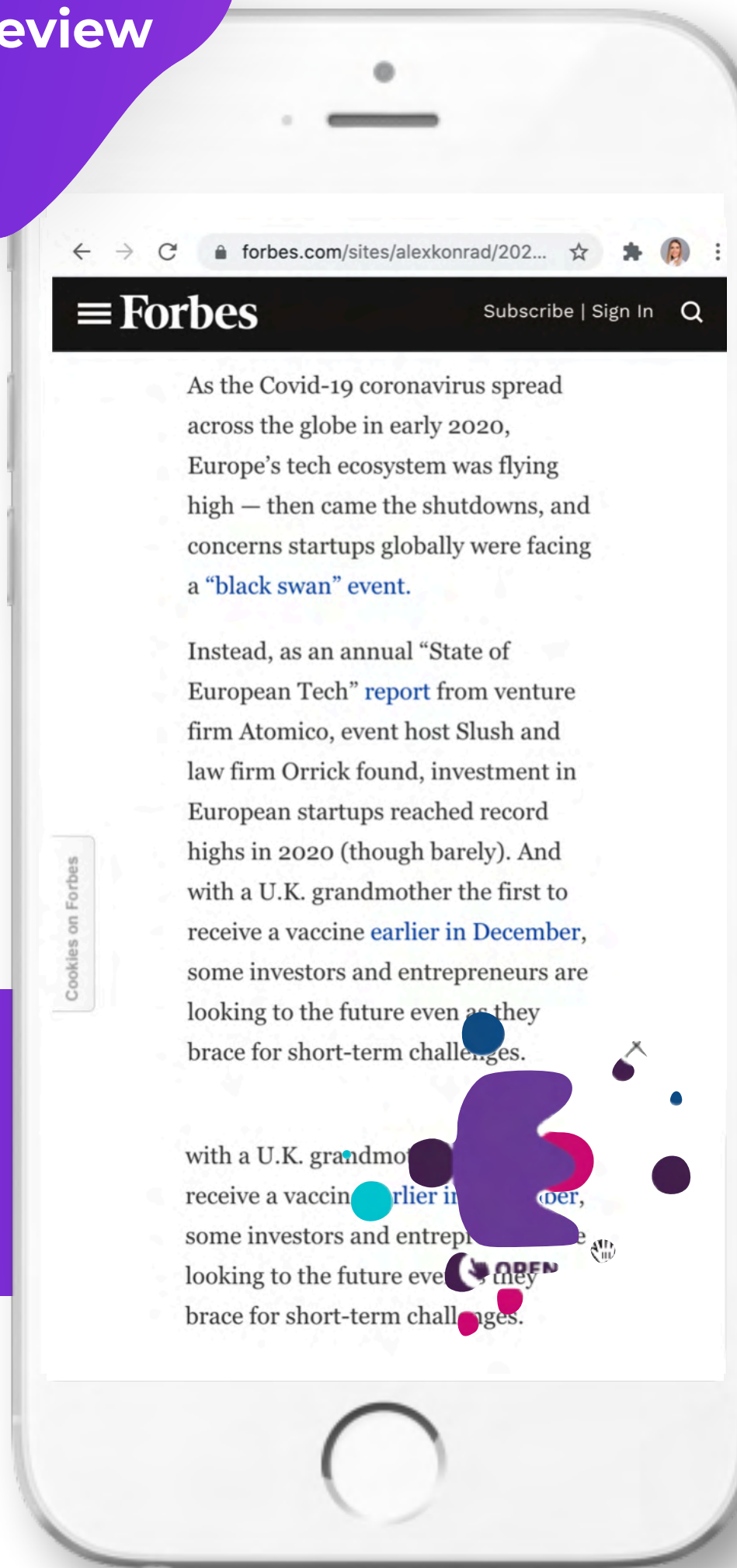
Animated basket

Preview



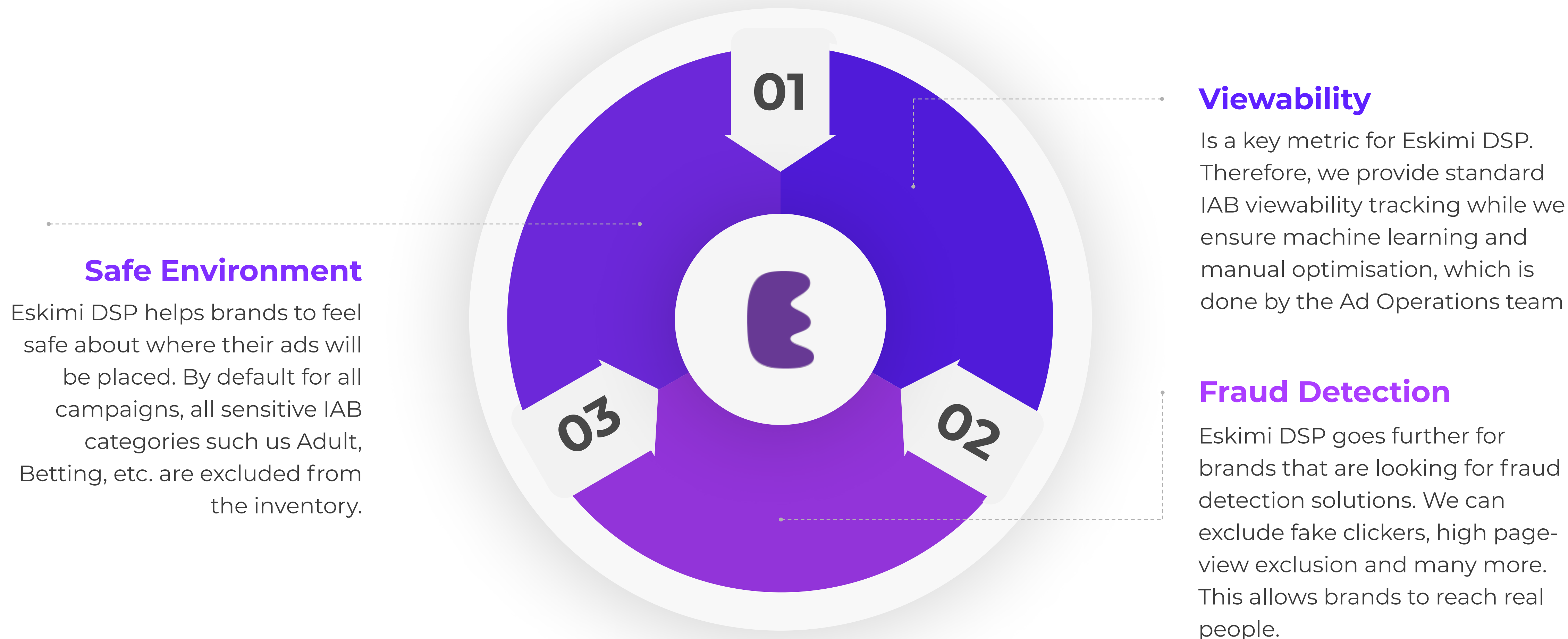
Casino coins & classic button

Preview



Bubbles

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



CONTACT US

sales@eskimi.com

