

Bring programmatic demand to your screens

Six ways to connect your inventory to Eskimi's DOOH demand · Aug 12, 2026

The offer

Eskimi brings programmatic, brand-side demand to your existing screens through whichever of six integration paths fits your CMS or player today — from a full OpenRTB endpoint down to a plain file drop. Integrating is not exclusive: your inventory can be connected here alongside any SSP or exchange you already run. No pricing or commercial terms are set out in this document; your Eskimi partnerships contact will confirm those directly with you.

Six ways to integrate

METHOD	BEST FOR	EFFORT	REAL-TIME	AUTOMATION	REPORTING
A OpenRTB (Real-Time Bidding) Your system acts as a supply-side platform, sending real-time bid requests to Eskimi for every ad slot and receiving a winning creative in the response.	SSP-ready networks	High	Yes	Full	Automatic
B API Integration Eskimi talks directly to your CMS over its REST API for server-to-server campaign, creative, and reporting calls.	CMS with REST APIs	Medium	Near	Full	Automatic
C VAST Tag Your player requests an ad from a VAST tag URL for each slot, the same way a standard video ad server is called.	VAST-capable players	Low	Yes	High	Automatic
D Content Feed / Playlist URL Your player periodically fetches the current creative from a hosted content feed URL that Eskimi keeps up to date.	URL-capable players	Very Low	Near	High	Semi-auto
E UI Automation Eskimi operates your web-based CMS on your behalf to schedule and swap campaigns, with no integration work on your side.	Web CMS with no API	Low (partner side)	No	Medium	Semi-auto
F File Transfer (SFTP / Shared Folder) Creatives are pushed to an SFTP server or shared folder on a schedule, and proof-of-play reports come back as CSV files.	Minimal infrastructure	Very Low	No	Low	Manual

How impressions are estimated

A play on a screen is not the same as an impression — most screens have more than one viewer per play. We apply an impression multiplier (average viewers per play) to turn logged plays into estimated audience impressions. Your own footfall or dwell-time data is used when you can provide it; otherwise a conservative default applies until real measurement is available.

Creative formats we deliver

FORMAT	FILE TYPES	SPECS
Static image	JPEG, PNG	Native resolution, max 10MB
Video	MP4 (H.264), MOV	Native resolution, 10-15s, max 50MB, 25-30fps
HTML5	HTML + ZIP	Responsive, max 5MB
Animated	GIF	Native resolution, max 10MB

Reporting fields

FIELD	DESCRIPTION	PRIORITY
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date	Calendar date the plays occurred (YYYY-MM-DD).	REQUIRED
time_hour	Hour of day the plays occurred, for daypart analysis.	RECOMMENDED
campaign_id	Identifier of the campaign the plays belong to.	REQUIRED
creative_id	Identifier of the creative that played.	REQUIRED
screen_id	Identifier of the screen the plays occurred on.	REQUIRED
screen_name	Human-readable name of the screen or site.	RECOMMENDED
location	City, venue, or address of the screen.	RECOMMENDED
plays	Number of times the creative played in the period.	REQUIRED
duration_sec	Total seconds the creative played in the period.	REQUIRED
impressions	Estimated audience impressions delivered.	RECOMMENDED
impression_multiplier	Average viewers per play used to derive impressions.	RECOMMENDED
reach	Estimated unique audience reached.	RECOMMENDED
cost	Media cost for the period, in the agreed currency.	REQUIRED

Frequently asked questions

Do I need real-time bidding to work with Eskimi?

No. OpenRTB is the deepest integration, but it's one of six — VAST, a content feed URL, UI automation, and a plain SFTP drop are all supported paths.

Can I keep working with my existing SSPs and exchanges?

Yes. Integrating with Eskimi is not exclusive — your inventory can be connected alongside any other demand source you already run.

What if my screens don't have audience measurement?

That's fine to start. A standard impression multiplier applies until real footfall or dwell-time data is available, then we switch to your measurement.

How long does onboarding take?

It depends on the method: a content-feed URL or file-transfer setup can be live in days; an API or OpenRTB integration takes longer as it involves two engineering teams.

Ready to connect your screens?

Reply to your Eskimi contact, or apply online, to get started.

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