Report On

What is DSP? Functions of DSP in Eskimi.

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of Bachelor of Business Administration (BBA)

BRAC Business School
BRAC University
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__Declaration__

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

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Supervisor Name: K.M. Nafiul Haque
Designation: Lecturer, BRAC Business School,
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Letter of Transmittal

K.M. Nafiul Haque

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on what is DSP? Functions of DSP in ESKIMI at ESKIMI DSP Bangladesh.

Dear Sir,

It is indeed a great pleasure for me to be able to hand over the result of my hardship regarding "**What is DSP? Functions of DSP in ESKIMI**". This paper is the reflection of the knowledge which has been acquired from the respective internship. As a Supervisor, you provided valuable insights and academic training to improve the quality of the work. I am grateful for your stimulating guidance and encouragement during the period of preparation for this internship report. This would simply not have been possible without your guidance; I believe my internship has provided me the great opportunity to develop my learning about the corporate culture and one of the major **Business Development** functions.

I have attempted my label best to prepare this report seriously and accurately. I hope you will appreciate my hard work and excuse the minor errors. I would be always available for answering any query regarding this report. Thanking you for your cooperation.

Sincerely yours,

_____

Name: Md. Mahtab Hossain

ID: 15104126

BRAC Business School

BRAC University

Date: 28 December 2019

Non-Disclosure Agreement

This agreement is made and entered into by and between ESKIMI DSP Bangladesh and the undersigned student MD. MAHTAB HOSSAIN.

Acknowledgment

I would like to start by expressing my deepest gratitude to the Almighty who had allowed and helped me to perform this assignment. Next, I would like to recognize with gratefulness our parents who have provided us with unconditional support and inspiration throughout this course of time. While preparing this paper, I had to take the help and guideline of some respected persons, who deserve my greatest gratitude. I would like to show my gratitude to our honorable supervisor **K.M. Nafiul Haque**, associate lecturer of BRAC Business School. BRAC University, for giving me a good guideline for making this report through numerous consultations.

I am also thankful to my organization supervisor Joshua **P. Adhikari and** another supervisor **Siddhartho Sankar Roy from** the core of my heart for her kind support, guidance, constructive, supervision, instructions and advice and for motivating me to do my internship smoothly.

Finally, I would like to thank BRAC University for providing me the opportunity to improve and develop my knowledge and skills which supported me during my internship period.

Executive Summary

Programmatic ads are new in Bangladeshi context. Eskimi DSP is the founder of programmatic ad in Bangladesh. In this platform there are various department but I got the chance to work on Business Development Department and Ad Operations Department. This report focused about the process of Lead Generation and Ad Operations department work or task.

Lead generation is a part of business development department. Here some people worked for connect people from the corporate market and try to understand them about the services of Eskimi. When the targeted people get the primary idea of the services they will connect back to Eskimi. After that sales team give them the overall idea of the services which Eskimi provides very effectively. Apart from the lead generation I would like to say more about Ad Operations because I worked in this department very closely. This department mainly focused on operating various types of ads in our DSP inventory sites. According to the client's requirement and budget this department will execute the plan. So basically this depart plays a vital role in Eskimi DSP BD.

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List of Acronyms

DMP   Demand Side Platform

LTD   Limited

BD   Bangladesh

1.1 About Eskimi

Eskimi is a Programmatic Media Advertising Platform founded by VYTAS PAUKSTYS. With more than 20 million members worldwide and more than 1 billion impressions ESKIMI is a mobile first entertainment platform where users connect with one another, chat and find amazing content on fan clubs, forums and chat groups.

Bangladesh is one of the largest markets with more than 25+ million members from a single country. With social network as the strong ground for all new activities ESKIMI started new business branch – Value Added Services (VAS) delivery under ESKIMI brand and aggregation of other Content/Service providers via own Payment Gateway.

Today Eskimi Ltd has 15 direct connections with Mobile Operators (MNO) worldwide and working with 5 Aggregators. During next year company will have 20 new (35 in total) direct connections with MNO in different markets. ESKIMI delivers VAS services and works with Partners (Content/Service Providers) in these countries: Nigeria, Ghana, India, Bangladesh, Egypt, Sudan, Cameroon, Cote d'Ivoire, Sri Lanka, and Rwanda.

On top of 20 million strong mobile social media platform, Eskimi also has a second, larger media property, a mobile DSP (demand side platform) with 200M active mobile consumer reach every month. Eskimi focuses reach and specific targeting tools to African markets. In the African continent, Eskimi has 65M mobile active consumer reach every month, Eskimi has 25M monthly active user reach in Bangladesh alone. ESKIMI Ltd Management Team has strong Telecommunication and Technical background with 15+ years of professional experience working for different European, African and Indian MNOs. Eskimi has established subsidiary companies and offices in Lithuania, Nigeria, India, Bangladesh and Cameroon.

1.2 Vision

Eskimi has an important focus for business tools in this fast growing and innovative market and gradually it is trying to maximize the efficiency of marketing. Company has built tools for brands that deliver amazing and unseen engagement and participation rates every day.

1.3 Mission

Eskimi is trying to radically increase the efficiency of marketing for our clients around the world by leveraging latest ad-technologies, industry expertise and local insights.

1.4 Goal

- Continue to emerge market issue of data scarcity.
- Inculcate professional culture among management and employee in the attainment of the organization's vision, mission and goals.
- Enhance efficiency in product value, campaign and marketing strategy.
- Practice flexibility in work environment and in client relationship.
- Establish strong networking, sharing of tools and expertise with local and international marketplace.
- Innovation of creative types optimize campaign in a best way and increase official productivity.

2.1 Objectives of the report

The main purpose of this internship report is pursuing BBA program which is requirement for completion BBA degree from BRAC University. In BRAC Business School internship is a partial requirement of all BBS's students. As an intern, students need to work three months of any organization to combine their studies with work experience. This internship program helps us to gain clarity on the corporate environment and give experience to real world problems.

For the internship requirement, I have done my internship in ESKIMI Bangladesh as a Business Development Officer intern. In my internship period I learned how to develop a business and how to manage a project.

2.2 Scope of the Report

This report will give a clear idea about business development and project development. Other than that, it also shows how to generate lead effectively and what are the functions of Ad operations.

2.3 Limitations of the report

There are few issues that I faced while preparing my report on Leadership & Responsibility. The following issues are:

1. Due to the organization's loyalty, there are few information that I did not include in my report.

2. Due to the work pressure of the organization, I could not give much time preparing this report.

3.1 Basic concept

Demand side platform (DSP): According to ESKIMI DSP (2019), Eskimi DSP is a demand-side platform which allows advertisers to buy inventory through ad exchanges in real time. Using this platform, you can set up and launch your campaign by yourself which will save time and costs. Moreover, this platform helps to advertise and reach your wanted audience much easier by providing variety of relevant information such as what are your target audience is interested in, what devices they are using, where do they use it and so on.

Furthermore, Eskimi DSP is combined with data management platform (DMP) where customer and online advertising data is stored and managed. For example, DMP has a data dashboard that visually tracks, analyses and displays your campaign metrics in real time. On Eskimi DSP dashboard, you can see impressions, CPM, win rate, Clicks, CPC, CTR, best and worst performing ads, Platforms, Operating Systems and Delivery Map by Hour.

3.2 Lead generation:

In our platform we focus on lead generation. Basically, if you want to sell your product, you need buyer. In this case you must make your own buyer which will be counted as lead for your company.

3.2.1 What Is Lead Generation

According to us, it is a process that converts a specific person who is an Influencer of a company into our business client.

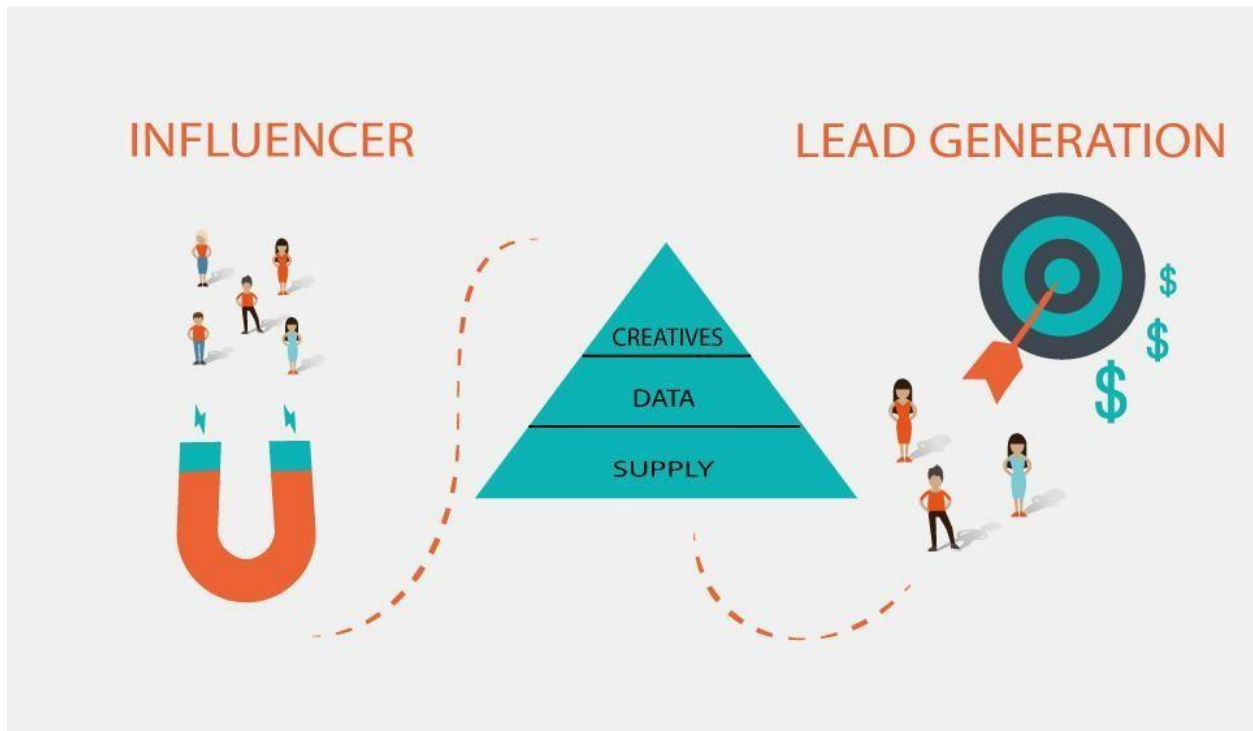If you are unknown with Influencer, then you must read the whole paper with concentration.

Figure 1: Lead Generation

3.2.2 Why Lead Generation

In digital marketing our target is to make Influencer convinced, build more outreach & finally make a business collaboration.

3.2.3 Process of Lead Generation

Lead Generation process is divided into five phases -

1. Create LinkedIn Profile

2. Identify Decision Maker

3. Work on Excel sheet

4. Lead Generation

5. Email Invitation

Now let's proceed.

1. Create LinkedIn Profile

First, if you don't have any LinkedIn account, you must create an account.

Upload your profile picture & pick the headshot properly. In this case you need to choose a semi-formal picture.

Edit your Bio within minimum 200 words & you should express your personality, goal, experiences, Interest etc. with eye catching keyword according to your designation of your company.

Start sending connection request. In the beginning level you might be blocked after sending more than 20 or 30 requests. Don't worry! Generally, it automatically solved by 24 hours.

But if your account is not recovered there is another problem happened. That means no one has accepted your request from the 20 or 30 requests that you have sent, and LinkedIn authority has blocked your account. In this case you must ask for help in the help section. Write problems try to communicate with the authority. You can follow the picture for your help.
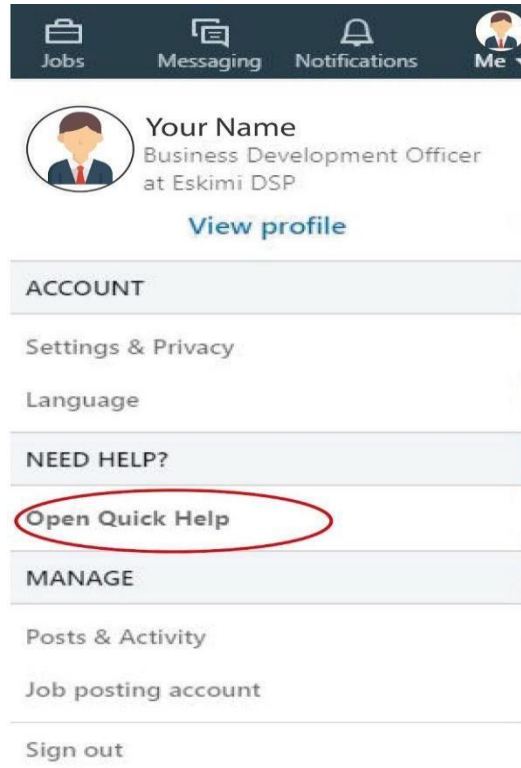
Figure 2 Create LinkedIn Account

Finally, you are done with your account.

Start building connection. Sometimes you will get "connect" option easily like the below picture.
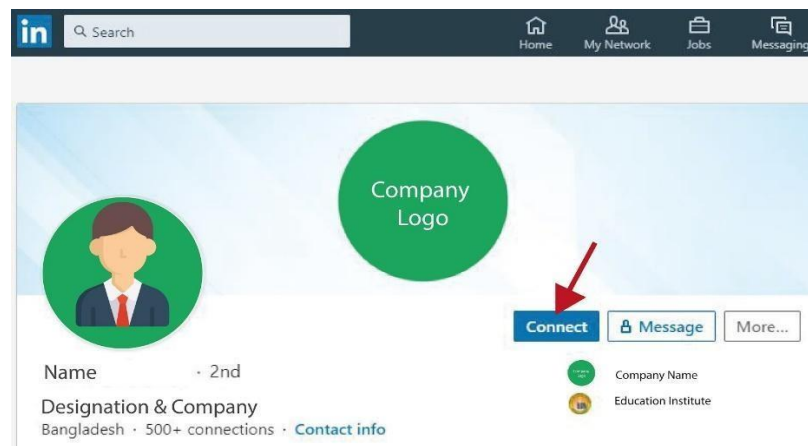

Figure 3 Connect Option

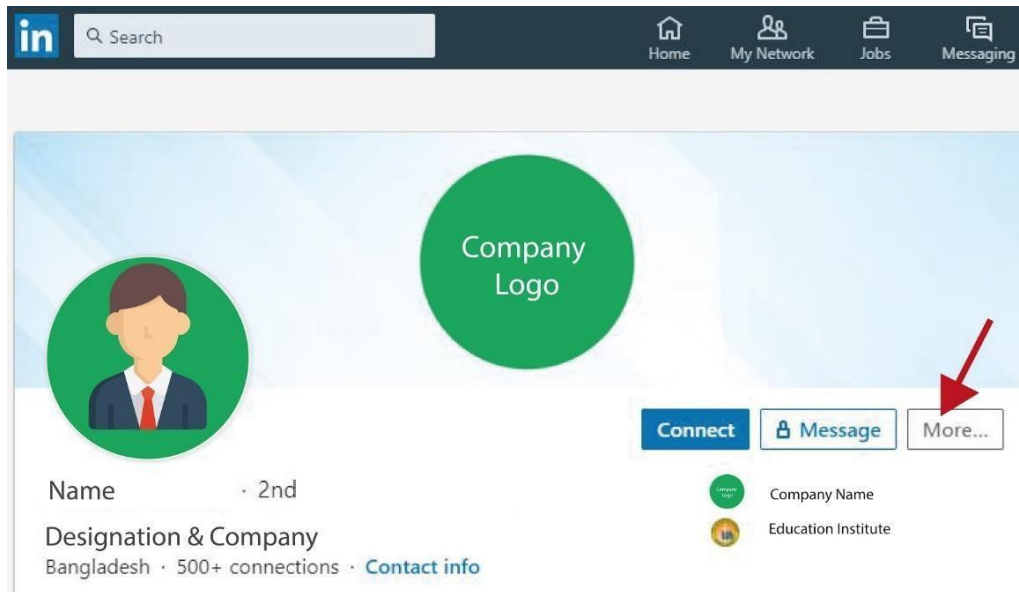But every time you might not get connect option directly! In that case follow below picture.

Figure 4 Alternative of Connect Option

2. Identify Decision Maker

Make a Google spread sheet & give access to your Manager or team member according to the instruction of your Manager.

Pick a Market, like- Bangladesh, Myanmar etc. or your Manager will give a specific market to work on.

Search the Industry list in the Google, as example- list of FMCG company's commercial real estate companies in Bangladesh. Try to use identifying keyword, like- List.

Pick a company, as example- Bashundhara group. Search the company in LinkedIn & go to the people section of the company profile.
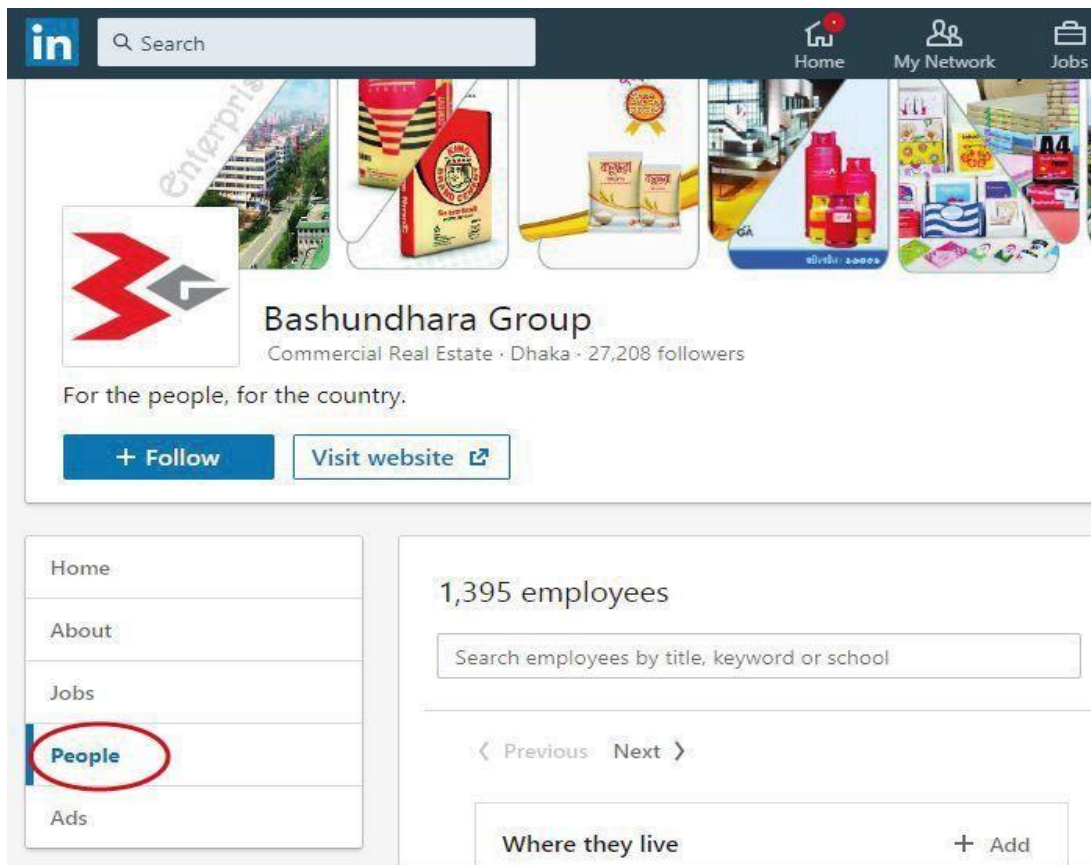
Now you must identify the decision maker of that company.

But how?

Search following keywords in the people search section. Keywords will be-

CEO, COO, CFO, Account Manager, Marketing Manager, Head of Marketing, Manager, Digital (High level to Mid-level employee) & similar words.

But most important thing is you can't use multiple keywords at a time. If you do so, it will be filtered by all keywords.

So, you must clear your keywords every time.

Start sending connection request to the person that you are searching for & try to understand who can be lead for your company.

3. Work on Excel Sheet

Create a google spreadsheet. Make columns as per Instructions of your Manager or you can follow the given example. For example- you can create column for - Name, Designation, LinkedIn profile link, Company Name, Website Industry type, Company Size etc.

Figure 6 Excel Sheet Creation

Categorize Industry as FMCG, Digital Agency, Telco, Banking, Airlines and Hospitality etc. in the Google spreadsheet.

For person, you can list up multiple decision makers if you are unable to decide which could be the lead for you.

As I told earlier, mark the cell if the person accepted your request so that it'll be easier for you & your team to understand how many responses you got or your progress.

You can follow the picture for better understanding.

Figure 7 Mark the Cell

Final output can be like this.

Figure 8 Lead Generation Listing

4. Lead Generation

Step 1

You can send request multiple persons from a company & wait for a while.

Step 2

Mark the cell in the sheet if you relate to the person as I told earlier.

Step 3

After accepting your request, you are ready to send them official text describing your company & your service. This text might be provided by your Manager. If not, then you should consult with your manager.

Remember you must keep them in touch, but it shouldn't be bothering for them and you must maintain your position as well. Ask for their contact number & email address.

Here a sample text is given-

Hi,

Thanks for accepting my invite. Can I send you some info about our tech/services? We have a lot of (premium) reach in Bangladesh and across the world. And we can target specific Geo-Locations

across the country and beyond. We are proudly providing programmatic support to the leading advertising agencies in Asia, Africa, Middle East and Europe. Would be happy to share our tools with you as well.

Step 4

Make your lead be convinced with your text & reply them. If there is no reply you can gently knock them again after 2-3 days.

Step 5

If they are Interested, you are ready for further procedure which is Email Invitation. So, let's move on.

5. Email Invitation

- By this moment you should have your official email address for official communication.
- Use footer of your email wisely including your company logo, website etc.
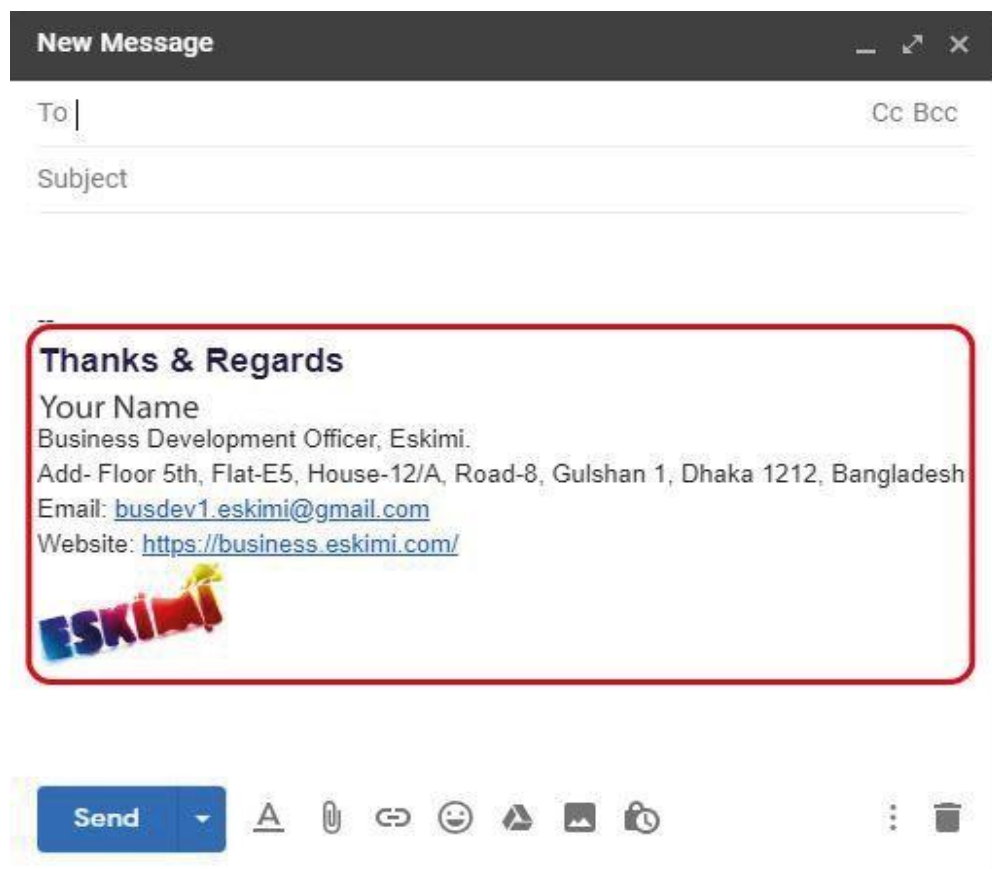

Figure 9 Email Interface

- After getting email address and contact number of the person you must send them general deck of your company according to the market via email.

Now you question would be what general deck is. Here I am giving you the Idea.

General Deck:

General Deck is visual presentations used by marketers, public relations managers and advertising executives for one of two purposes – either as a tool for selling a product or service to a client, or as a snapshot of a given time period in the company's marketing and advertising program.

For your better understanding, some snapshots are given here.

Figure 10 General Deck

If they are ready for further communication, you must forward them to your Manager with a warm text via email.

Now hope that your hard work might be a proper lead for your company.

Finally, you are done with your job.

3.3 Ad Operations Department

According to MediaFuse (2020), Ad Operations teams input, serve, target, optimize, manage, and report on the performance and traffic of online ads. Ad Operations doesn't leave the fate of a campaign to chance. After campaign launch, Ad Ops team closely monitors the ads to ensure they are doing their job: make the website publisher money. A competent Ad Operations team monitors ad traffic continuously. It is an ongoing relationship that is tweaked and adjusted based on data collected by the invisible hands of the Ad Operations department, team, or company.

There are several steps to launch a campaign. There are no hard and fast rules to launch any campaign. But there is a standard form of launching a campaign.

Work order: To launch a campaign first organization need work order from the company. Where the company wrote about their plans, budget and KPI.

IO creation: After getting the work order the team need to make an IO for the specific work order. In IO there are specifically mentioned about the plans, budget, KPI which was given before by the company

Creative uploads: in work order the company must give some creative which our ad operation will show to the people through DSP platform.

Package creation: after that we need to create platform package where we can mention about some specific sites and aps where we want to show our clients ad

Campaign launch: after that we can launch the campaign. In this part we must be very specific about our campaign KPI and budget. Because here we will command the platform how the campaign will run in the campaign period.

Optimization: Launch a campaign is not the main job of ad operations. Optimization is the important task. Here we will check our campaigns very strictly. Because we must do some changes according to the campaigns need. Optimization part is the crucial one here we need to do lot of thing which I cannot disclose because of organization security issue.

Invoice: The campaign will end according to the time. After completing the campaign, we need to create invoice by which the finance team will get the bill from the company.

Chapter 6: Conclusion

In conclusion, Eskimi DSP is one and only programmatic media platform in digital sector in Bangladesh. Eskimi DSP always try to maintain their standard and give their customers batter services day by day. It is a great experience for me doing my internship as intern in Eskimi. From my internship learning, it helps me to gather new knowledge and life experience. In my report I came up with all the idea about my work. I worked in business development and Ad Operation department in Eskimi. Overall it can be said that right now this is one of the strong and effective DSP platform for Bangladesh

References

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