

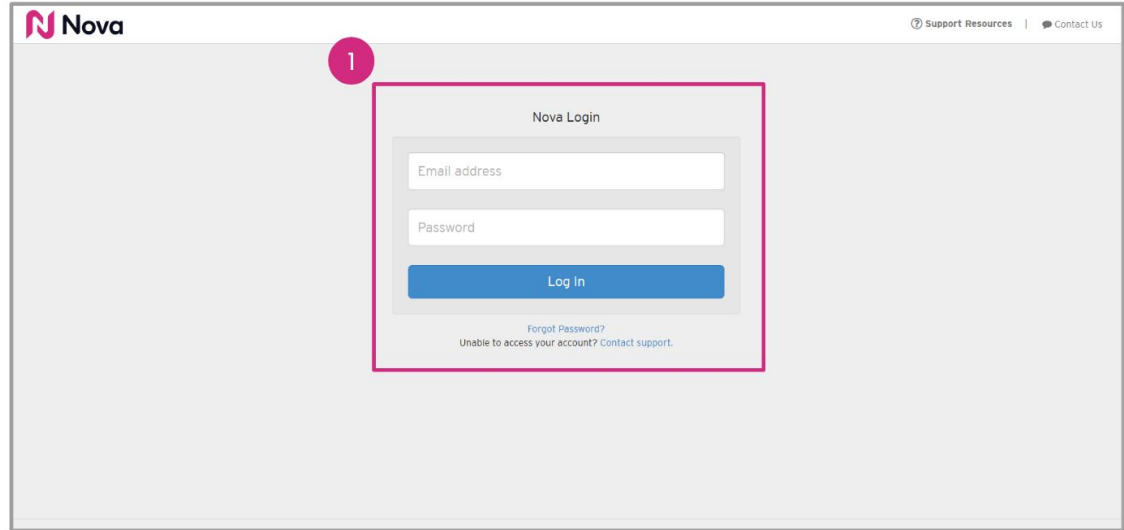


How to Create a Campaign

In the Nova UI

Campaign setup

Login to the Nova UI [here](#)



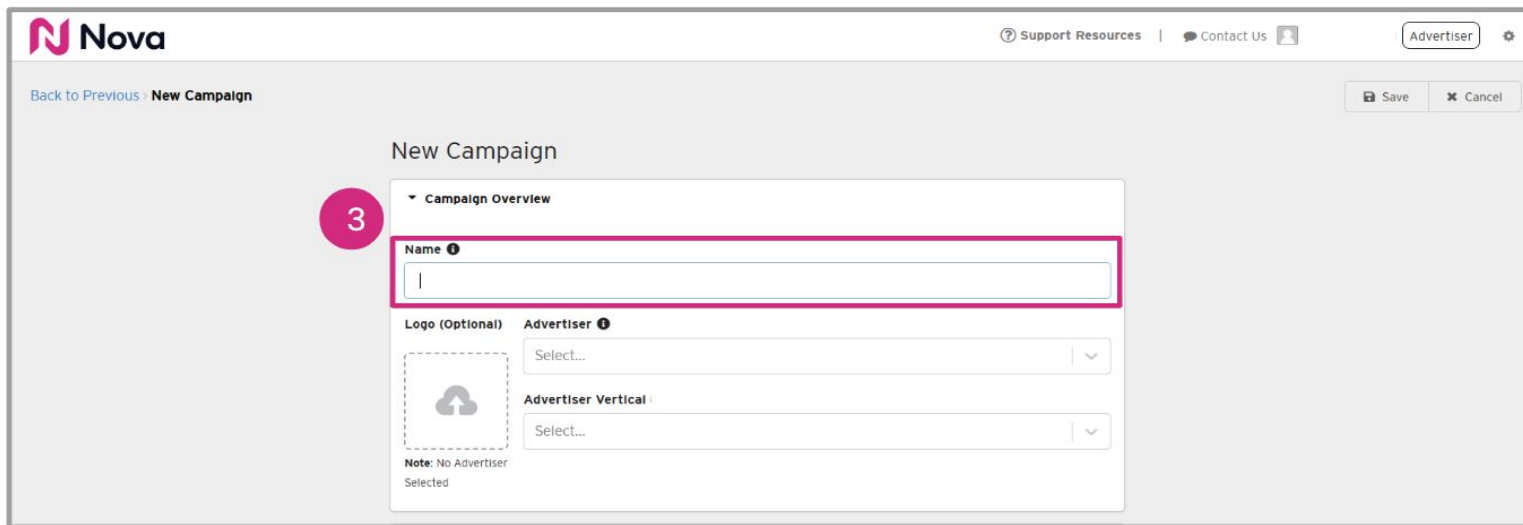
Campaign setup

Select the appropriate team (on the top-right) and Click on **Add Campaign** to start adding social content to Nova

The screenshot shows the Nova 'Manage Ads' interface. At the top left is the Nova logo. On the top right, there are links for 'Support Resources' and 'Contact Us', and an 'Advertiser' dropdown menu. Below the navigation bar, there is a search bar labeled 'Search Active Campaigns' and a dropdown menu labeled 'Active Campaigns'. The main content area is a table with the following columns: 'Creative', 'Post Type', 'Last Modified', and 'Actions'. A green button labeled '+ Add Campaign' is highlighted with a pink box and a pink circle containing the number '2'. The 'Actions' column contains buttons for 'Ad Tag', 'Preview', 'Duplicate', and 'More'.

Campaign setup

Add a **Campaign Name**



Nova Support Resources | Contact Us Advertiser ⚙️


[Back to Previous](#) **New Campaign** Save Cancel

New Campaign

▼ Campaign Overview

3 **Name** ?

Logo (Optional) **Advertiser** ?

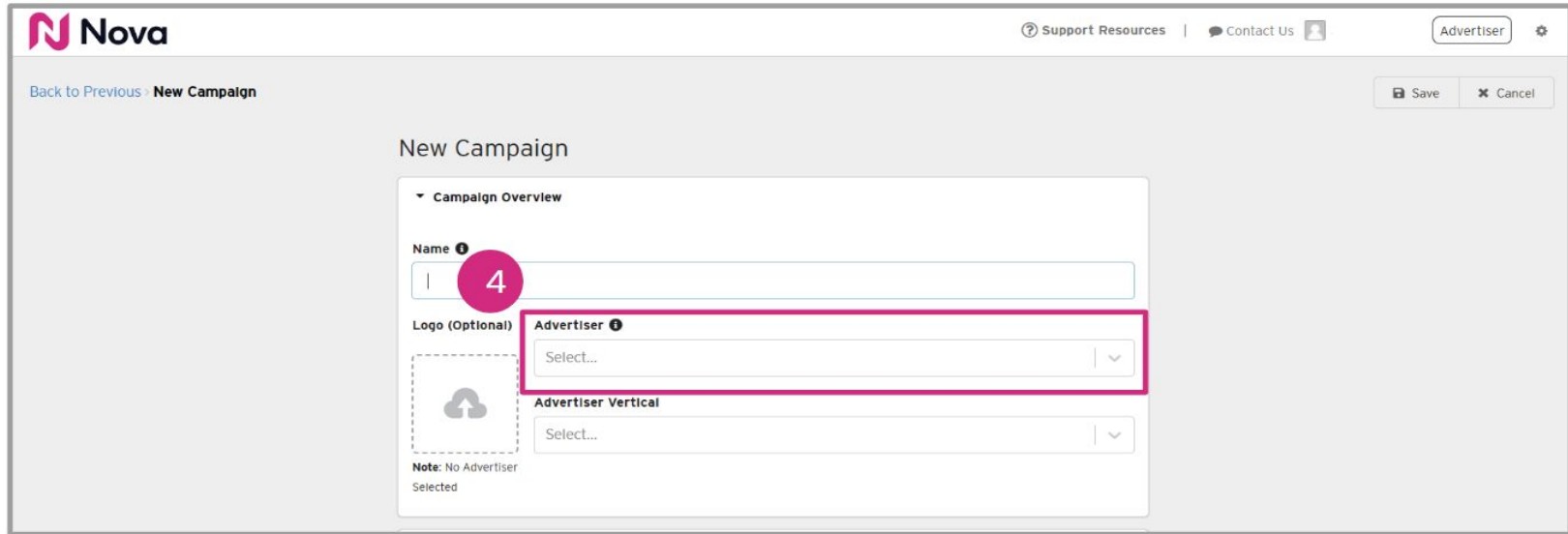


Advertiser Vertical

Note: No Advertiser Selected

Campaign setup

Select an **Advertiser** from the drop down menu or manually type one in



The screenshot shows the Nova interface for creating a new campaign. At the top left is the Nova logo. The top right contains links for 'Support Resources', 'Contact Us', and an 'Advertiser' button with a settings icon. Below the header, there are 'Back to Previous' and 'New Campaign' links, and 'Save' and 'Cancel' buttons. The main content area is titled 'New Campaign' and contains a 'Campaign Overview' section. This section includes a 'Name' input field with a red circle containing the number '4' next to it. Below the name field is a 'Logo (Optional)' section with a dashed box and an upload icon. To the right of the logo section are two dropdown menus: 'Advertiser' and 'Advertiser Vertical', both with 'Select...' text and a downward arrow. A note at the bottom left of the form states 'Note: No Advertiser Selected'.

Campaign setup


Optional: Select an **Advertiser Vertical** from the drop down menu or manually type one in

[Back to Previous](#) > **New Campaign** Save Cancel

Campaign Overview


Name ⓘ

Logo (Optional) **Advertiser** ⓘ



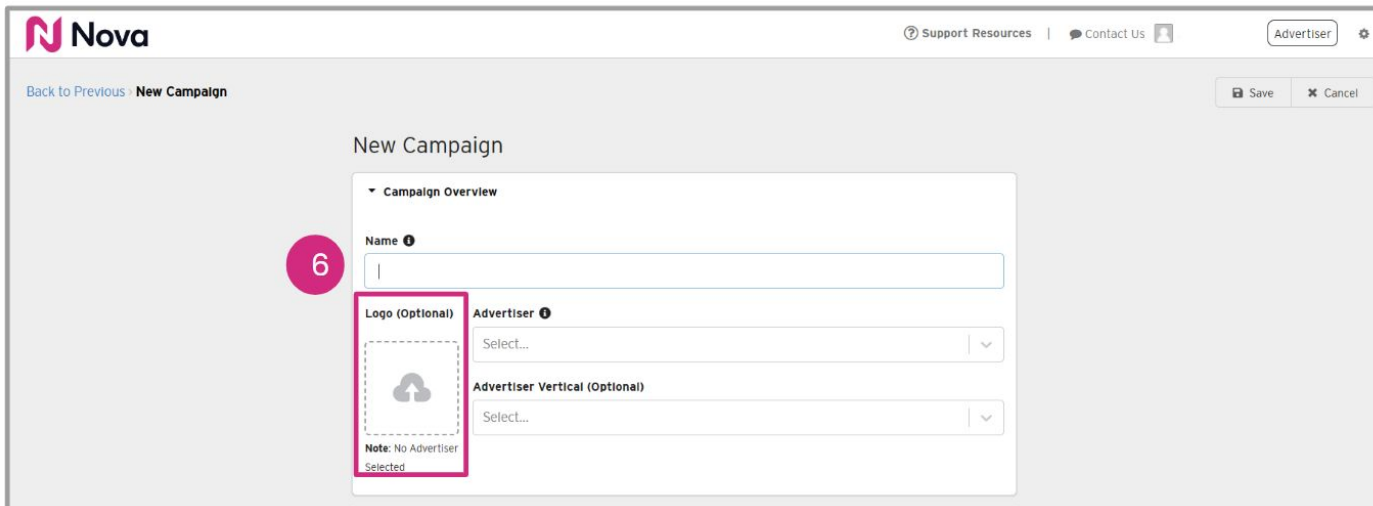
Advertiser Vertical

Note: No Advertiser Selected



Campaign setup

Optional: Upload a logo



Nova Support Resources | Contact Us Advertiser Save Cancel

[Back to Previous](#) **New Campaign**

New Campaign

Campaign Overview

Name

Logo (Optional)

Advertiser

Advertiser Vertical (Optional)

Note: No Advertiser Selected

Campaign setup

Fill in the following fields for tracking and informational purposes

7

▼ Campaign Details

The details in this section will be used for proactive monitoring of your campaign delivery and billing.

Primary Campaign KPI ⓘ

Select... | v

Secondary Campaign KPI ⓘ

Select... | v

Estimated Impression Volume ⓘ

1,000,000

Estimated Flight Start Date | Estimated Flight Start Date | 📅

Estimated Flight End Date | Estimated Flight End Date | 📅

Estimated Budget ⓘ

\$ 1,000,000

Email Contacts

📧 Enter one or more contact emails

Notes ⓘ

Campaign setup

Click **Save**

Nova Support Resources | Contact Us Advertiser


[Back to Previous](#) > **New Campaign**

New Campaign

Campaign Overview

Name ⓘ

Logo (Optional) **Advertiser** ⓘ

 Select... ▼

Advertiser Vertical (Optional)

Select... ▼

Note: No Advertiser Selected

8 Save Cancel

Campaign setup best practices

Name your campaign using the same campaign name that is used in the DSP and add the Advertiser and Advertiser Vertical

Nova Support Resources | Contact Us | Advertiser

Back to Previous > New Campaign

Save Cancel

New Campaign

1 Campaign Overview

Name

Logo (Optional)

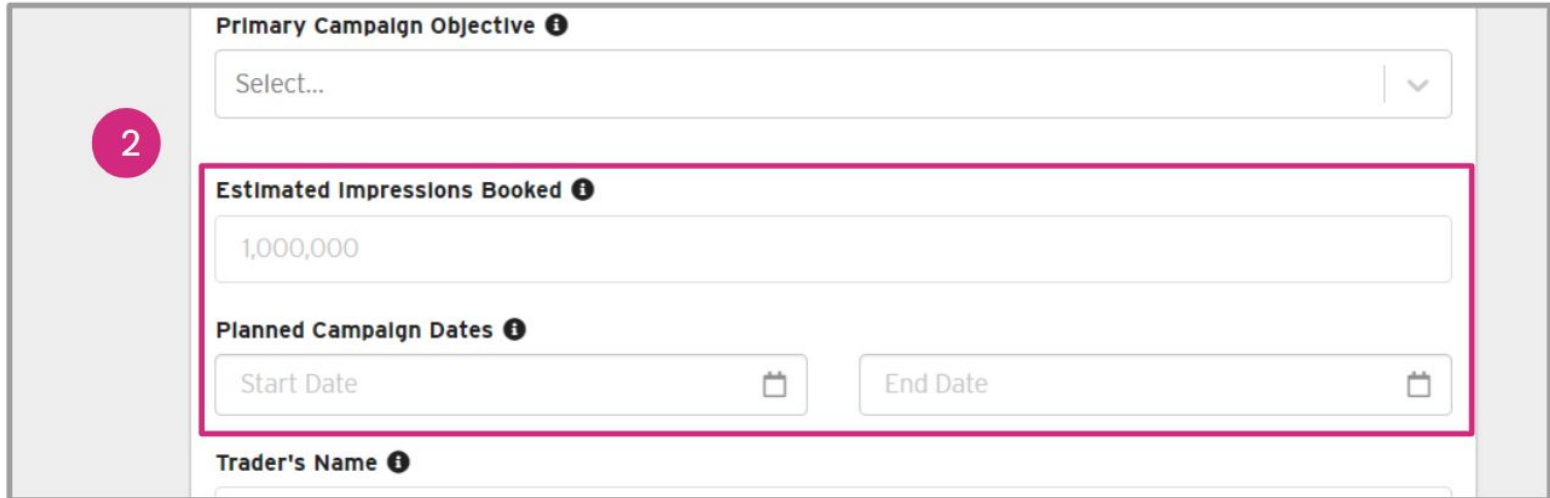
Advertiser

Advertiser Vertical (Optional)

Note: No Advertiser Selected

Campaign setup best practices

Add **Estimated Impressions Booked** so that Nova can help you monitor pacing



A screenshot of a campaign setup form. On the left side, there is a vertical grey bar containing a pink circle with the number '2'. The form itself is white with a grey border. It contains several sections: 'Primary Campaign Objective' with a dropdown menu showing 'Select...'; 'Estimated Impressions Booked' with a text input field containing '1,000,000'; 'Planned Campaign Dates' with two date picker fields labeled 'Start Date' and 'End Date'; and 'Trader's Name' with a text input field. A pink rectangular box highlights the 'Estimated Impressions Booked' field and the 'Planned Campaign Dates' fields.

2

Primary Campaign Objective ⓘ

Select... | ▾

Estimated Impressions Booked ⓘ

1,000,000

Planned Campaign Dates ⓘ

Start Date 📅 End Date 📅

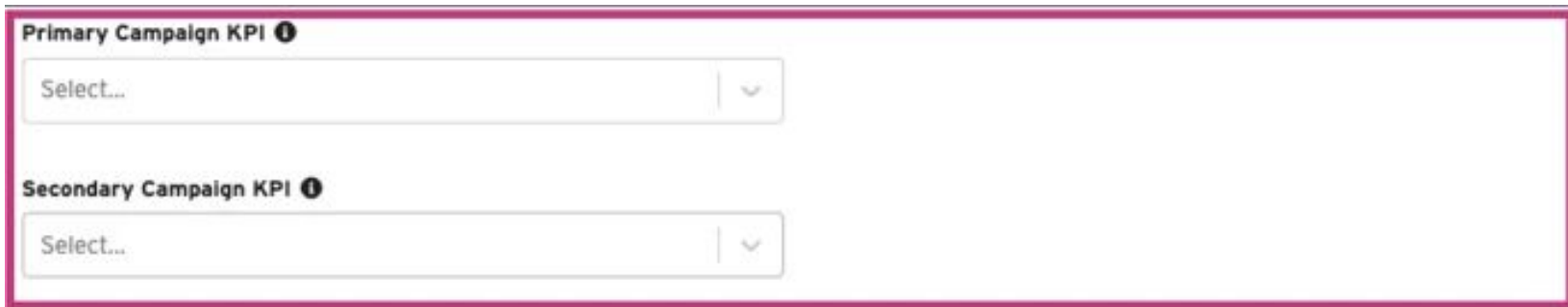
Trader's Name ⓘ

Campaign setup best practices

Campaign Setup Fields for Performance Insights

We have made it mandatory to fill out new fields in the campaign setup process to enhance our understanding of performance and provide valuable insights.

- **Campaign KPIs** - Will be used for tracking purposes and for providing best practice recommendations




The image shows a screenshot of a campaign setup interface. It features two dropdown menus. The first is labeled "Primary Campaign KPI" with a mandatory indicator (a small circle with an exclamation mark). The dropdown menu is currently set to "Select...". The second dropdown menu is labeled "Secondary Campaign KPI" with a mandatory indicator. It is also set to "Select...". The entire form area is enclosed in a red rectangular border.

Campaign setup best practices

Campaign Setup Fields for Performance Insights

- **Estimated Impressions volume** so that Nova can help you monitor campaign pacing



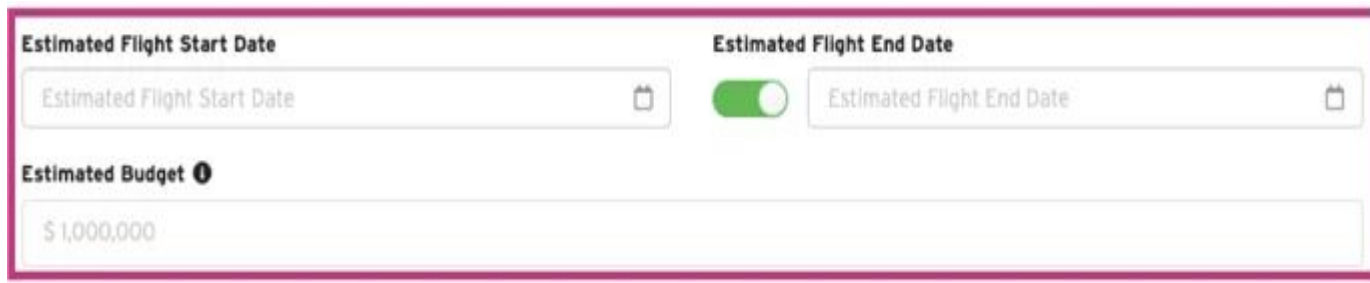
A screenshot of a campaign setup form. The field is titled "Estimated Impression Volume" with an information icon. The input field contains the value "1,000,000". The entire field is highlighted with a red border.

Estimated Impression Volume ⓘ
1,000,000

Campaign setup best practices

Campaign Setup Fields for Performance Insights

- Estimated campaign **Budget** and **Duration**



The screenshot displays a campaign setup interface with three main fields:

- Estimated Flight Start Date:** A text input field containing the placeholder text "Estimated Flight Start Date" and a calendar icon on the right.
- Estimated Flight End Date:** A text input field containing the placeholder text "Estimated Flight End Date" and a calendar icon on the right. A green toggle switch is positioned to the left of this field, indicating it is active.
- Estimated Budget:** A text input field containing the value "\$ 1,000,000" and an information icon (i) on the right.

Thank You!

For any follow-up questions,
please contact support@createwithnova.com



CreateWithNova.com