Amobee Trafficking Guidelines

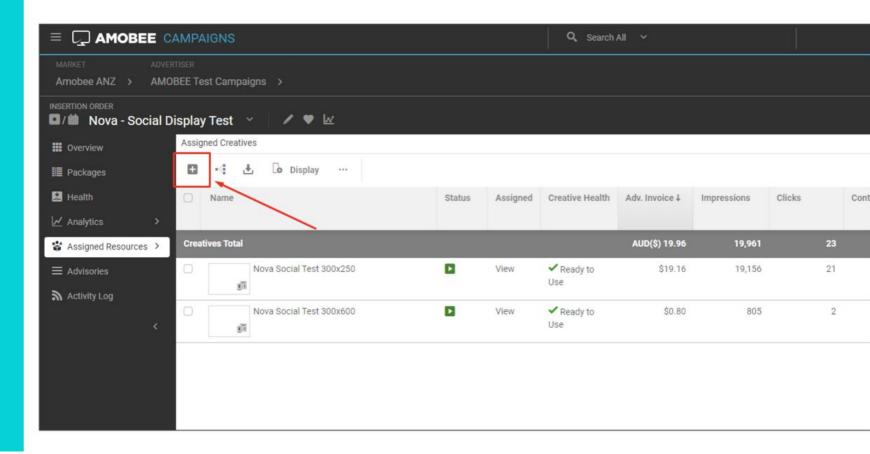
Nova Social Creative



01

Add New Creative

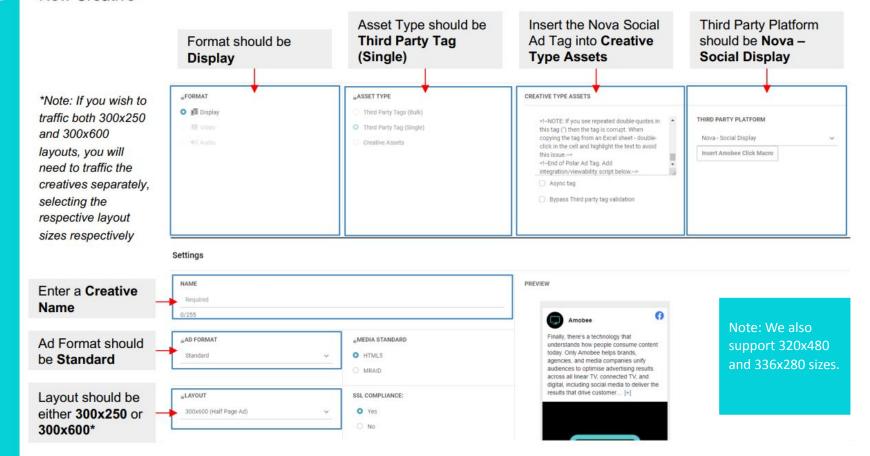
Select '+' button on the creative page



02

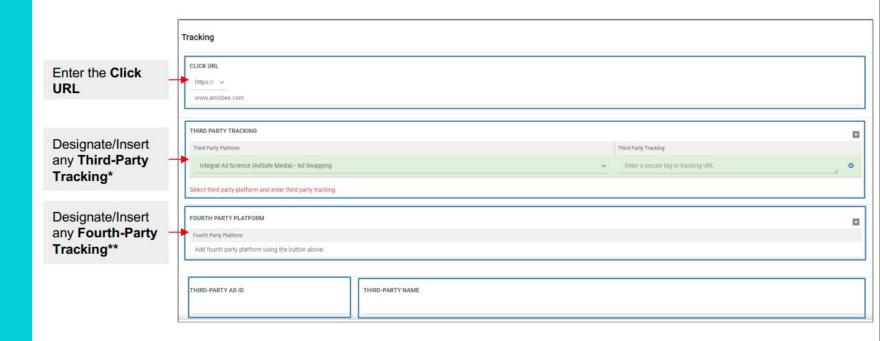
CREATIVE CONFIGURATION

New Creative



CREATIVE CONFIGURATION

New Creative (continued)



^{*}If the third-party trackers have already been embedded on the Nova UI, there will no need to for this process on the DSP.

^{**}If the fourth-party trackers have already been embedded on the Nova UI, there will no need to for this process on the DSP.

03

Creative assignment

Assigning the Creative

Save the creative

Assign the creative to the relevant Insertion Order, Package or Line Items

