

# Amobee Trafficking Guidelines







Nova Social Creative

# 01

## Add New Creative

Select '+' button on the creative page

The screenshot displays the AMOBEE CAMPAIGNS interface. The top navigation bar includes a search bar with the text "Search All". Below this, the breadcrumb trail shows "MARKET Amobee ANZ" and "ADVERTISER AMOBEE Test Campaigns". The main content area is titled "INFORMATION Nova - Social Display Test" and includes a sidebar with navigation options: Overview, Packages, Health, Analytics, Assigned Resources (highlighted), Advisories, and Activity Log. The "Assigned Creatives" table is the central focus, with a red box around the "+" button in its header. A red arrow points from this button to the "Name" column header. The table contains two rows of creatives and a summary row.

<input type="checkbox"/>	Name	Status	Assigned	Creative Health	Adv. Invoice ↓	Impressions	Clicks	Cont
<b>Creatives Total</b>					<b>AUD(\$)</b>	<b>19.96</b>	<b>19,961</b>	<b>23</b>
<input type="checkbox"/>	 Nova Social Test 300x250		View	 Ready to Use	\$19.16	19,156	21	
<input type="checkbox"/>	 Nova Social Test 300x600		View	 Ready to Use	\$0.80	805	2	

# 02

## CREATIVE CONFIGURATION

### New Creative

*\*Note: If you wish to traffic both 300x250 and 300x600 layouts, you will need to traffic the creatives separately, selecting the respective layout sizes respectively*

Four panels of the creative configuration interface with callout boxes:

- Format should be Display**: Points to the 'FORMAT' section where 'Display' is selected.
- Asset Type should be Third Party Tag (Single)**: Points to the 'ASSET TYPE' section where 'Third Party Tag (Single)' is selected.
- Insert the Nova Social Ad Tag into Creative Type Assets**: Points to the 'CREATIVE TYPE ASSETS' section where the Nova Social Ad Tag code is pasted.
- Third Party Platform should be Nova - Social Display**: Points to the 'THIRD PARTY PLATFORM' section where 'Nova - Social Display' is selected.

#### Settings

Enter a **Creative Name**

NAME  
Required  
0/255

Ad Format should be **Standard**

AD FORMAT  
Standard

Layout should be either **300x250** or **300x600\***

LAYOUT  
300x600 (Half Page Ad)

MEDIA STANDARD  
 HTML5  
 MRAID

SSL COMPLIANCE:  
 Yes  
 No

#### PREVIEW



Note: We also support 320x480 and 336x280 sizes.

# 02

## CREATIVE CONFIGURATION

### New Creative (continued)

Enter the **Click URL**

**Tracking**

CLICK URL  
https://

THIRD PARTY TRACKING

Third Party Platform	Third Party Tracking
Integral Ad Science (AdSafe Media) - Ad Swapping	<input type="text" value="Enter a secure tag or tracking URL"/>

Select third party platform and enter third party tracking

FOURTH PARTY PLATFORM

Fourth Party Platform

Add fourth party platform using the button above.

THIRD-PARTY AD ID

THIRD-PARTY NAME

Designate/Insert any **Third-Party Tracking\***

Designate/Insert any **Fourth-Party Tracking\*\***

*\*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

MARKET ADVERTISER  
Amobee ANZ > AMOBEE Test Campaigns >

### Confirmation

Creative "Test" has been created.

Creative Configuration	
Name:	Test
Creative ID:	1608083870
Status:	PLAYING
Format:	Display

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AMOBEE Test Campaigns  
Assign Creative

SELECT CREATIVE

Reset

Name ↓	Status	Preview	ID	Format	Assigned	Layout
Test	<span style="color: green;">■</span>	Preview	1608083870	■	N/A	300x600

ASSIGN

Choose which objects (i.e. IOs, packages, or line items) that you want to assign to your selected creative(s).

Creatives that only run on specific devices will be auto-assigned to packages and line items with the appropriate format.

Package

▼	Name	Status	Format	Start Date ↓	End Date	Assigned
*	<input checked="" type="checkbox"/> ID: Nova - Social Display Test	<span style="color: green;">■</span> / <span style="color: orange;">■</span>	■	Jul 23, 2021	Jul 25, 2021	
*	<input checked="" type="checkbox"/> PKG: Nova - Social Display (Facebook) Test	<span style="color: green;">■</span> / <span style="color: orange;">■</span>	■	Jul 23, 2021	Jul 25, 2021	View
	<input type="checkbox"/> LI: Desktop - IP	<span style="color: green;">■</span> / <span style="color: orange;">■</span>		Jul 23, 2021	Jul 25, 2021	View
	<input type="checkbox"/> LI: Mobile App	<span style="color: green;">■</span> / <span style="color: orange;">■</span>		Jul 23, 2021	Jul 25, 2021	View
	<input checked="" type="checkbox"/> LI: Mobile Web	<span style="color: green;">■</span> / <span style="color: orange;">■</span>		Jul 23, 2021	Jul 25, 2021	View
	<input checked="" type="checkbox"/> LI: Desktop	<span style="color: green;">■</span> / <span style="color: orange;">■</span>		Jul 23, 2021	Jul 25, 2021	View

Showing 1 - 1 IO's of total 1 records

Selected IOs, Packages and Line Items

Name

- LI: Mobile Web
- LI: Desktop