



How to Download Campaign Performance Report for Display Creative

In the Nova UI

General Information

The Campaign Performance report can be used to get the data metrics for various posts like:

- Photo
- Story
- Carousel
- Video

Metrics Available in Campaign Performance Report

The Campaign Performance Report section includes the summary information about

- Number of Ads rendered
- Engagement Clicks
- Social clicks
- Outbound clicks
- Engagement Rate
- CTR

It also includes the daily breakdown of report for Video and Non-Video posts.

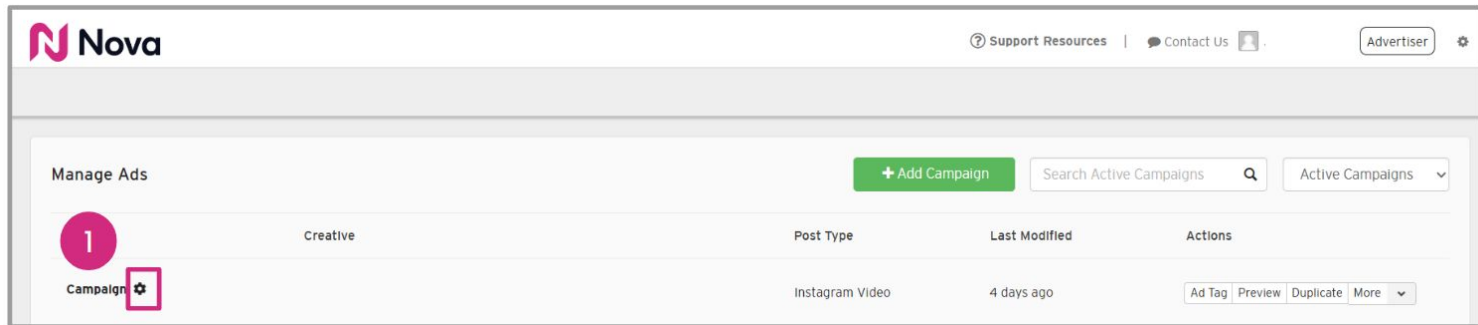
Metrics Available in Campaign Performance Report

The Video metrics includes information such as



- Video duration
- Video type (Autoplay/Click-to-play)
- Ads rendered
- Player loads
- Player load rate
- Video starts
- Video start rate
- 1s views, 2s views, 3s views, 5s views, 7s views, 9s views, 10s views
- 3s view rate, 10s view rate
- 25% completions, 50% completions, 75% completions, 95% completions, 100% completions
- 100% completion rate

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Click the gear icon next to **Campaign**

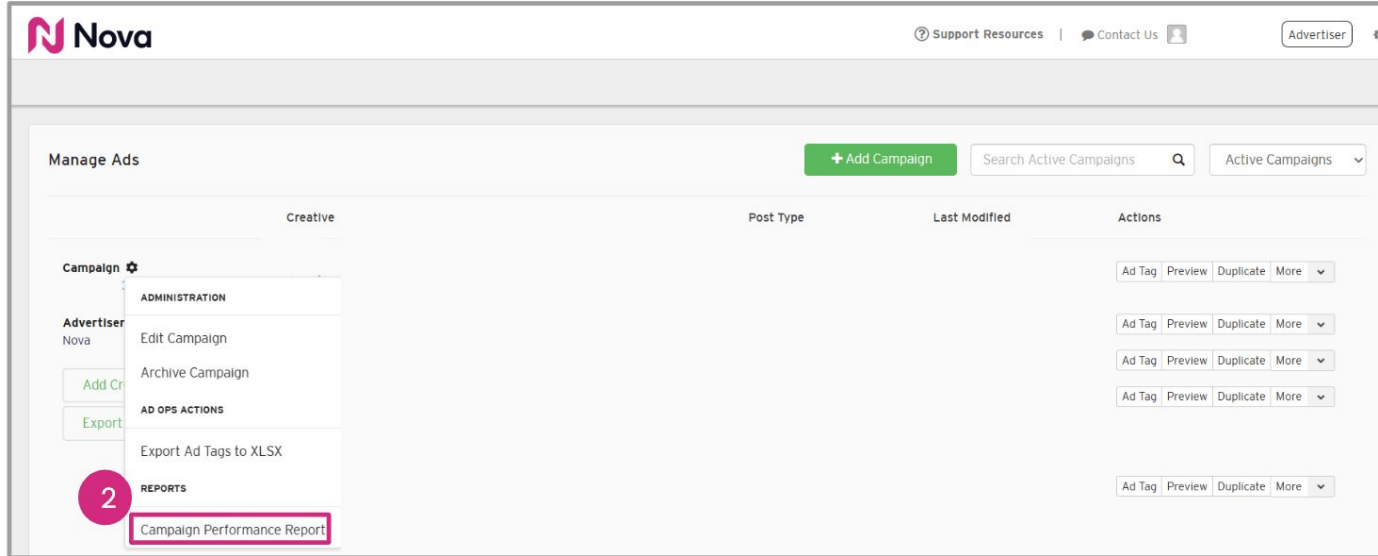


The screenshot shows the Nova Ads management interface. At the top left is the Nova logo. On the right, there are links for 'Support Resources', 'Contact Us', and 'Advertiser' with a gear icon. Below the header is a 'Manage Ads' section with a '+ Add Campaign' button, a search bar for 'Active Campaigns', and a dropdown menu. A table below lists ad creatives. The first row is highlighted with a pink circle containing the number '1'. The 'Campaign' column of this row has a gear icon highlighted with a pink square. The table columns are 'Creative', 'Post Type', 'Last Modified', and 'Actions'.

Creative	Post Type	Last Modified	Actions
Campaign 	Instagram Video	4 days ago	Ad Tag Preview Duplicate More 

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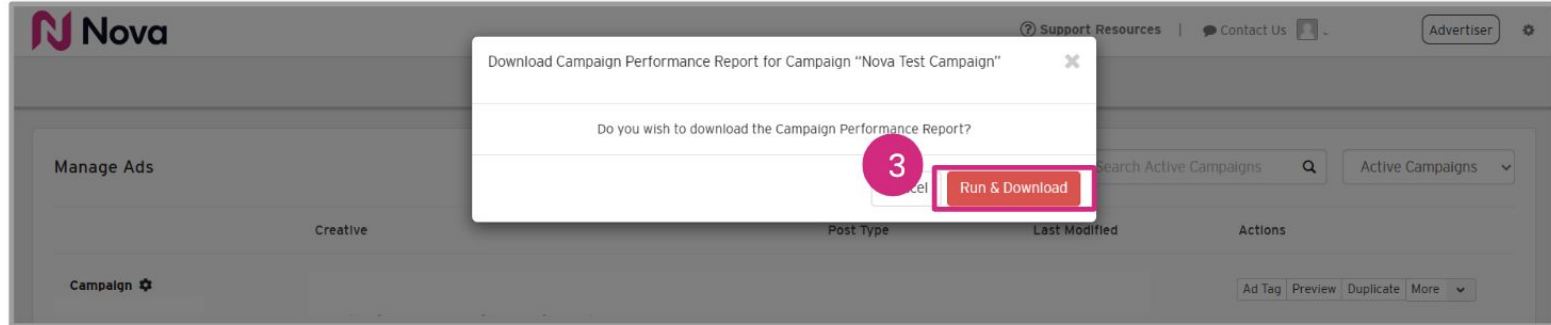
Click **Campaign Performance Report** to download the report



The screenshot displays the Nova 'Manage Ads' interface. At the top left is the Nova logo. The top right contains links for 'Support Resources', 'Contact Us', and a user profile labeled 'Advertiser'. Below the header, the 'Manage Ads' section features a '+ Add Campaign' button, a search bar for 'Active Campaigns', and a dropdown menu for 'Active Campaigns'. The main content area is a table with columns for 'Creative', 'Post Type', 'Last Modified', and 'Actions'. On the left side of the table, there is a sidebar menu with categories: 'Campaign', 'Advertiser', 'AD OPS ACTIONS', and 'REPORTS'. The 'Campaign' category is expanded, showing options like 'ADMINISTRATION', 'Edit Campaign', and 'Archive Campaign'. The 'REPORTS' category is also expanded, and the 'Campaign Performance Report' option is highlighted with a red rectangular box. A red circle with the number '2' is placed next to this option. The 'Actions' column of the table contains four rows of buttons: 'Ad Tag', 'Preview', 'Duplicate', and 'More'.

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Click **Run and Download** after popup appears to download report



Thank You!

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



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