



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
- Clicks
- Social clicks
- Outbound clicks
- CTR
- Outbound CTR

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

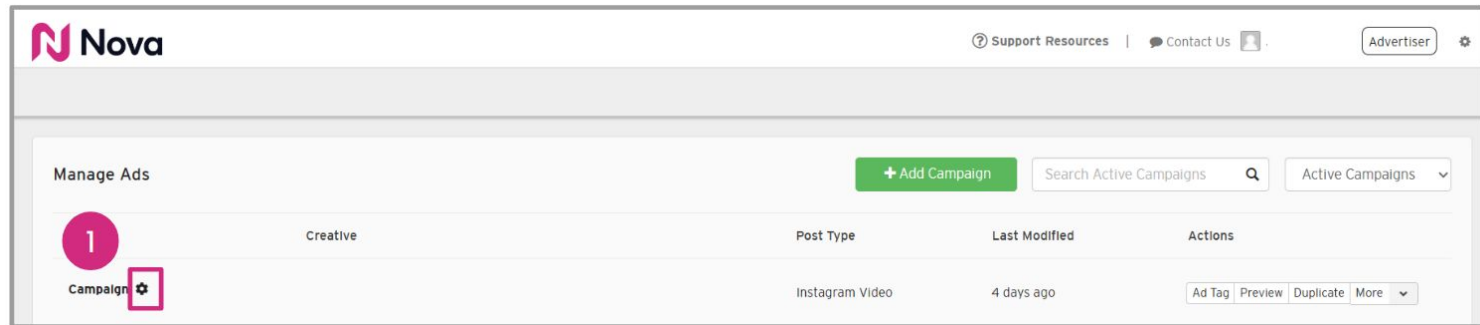
Metrics Available in Campaign Performance Report

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**

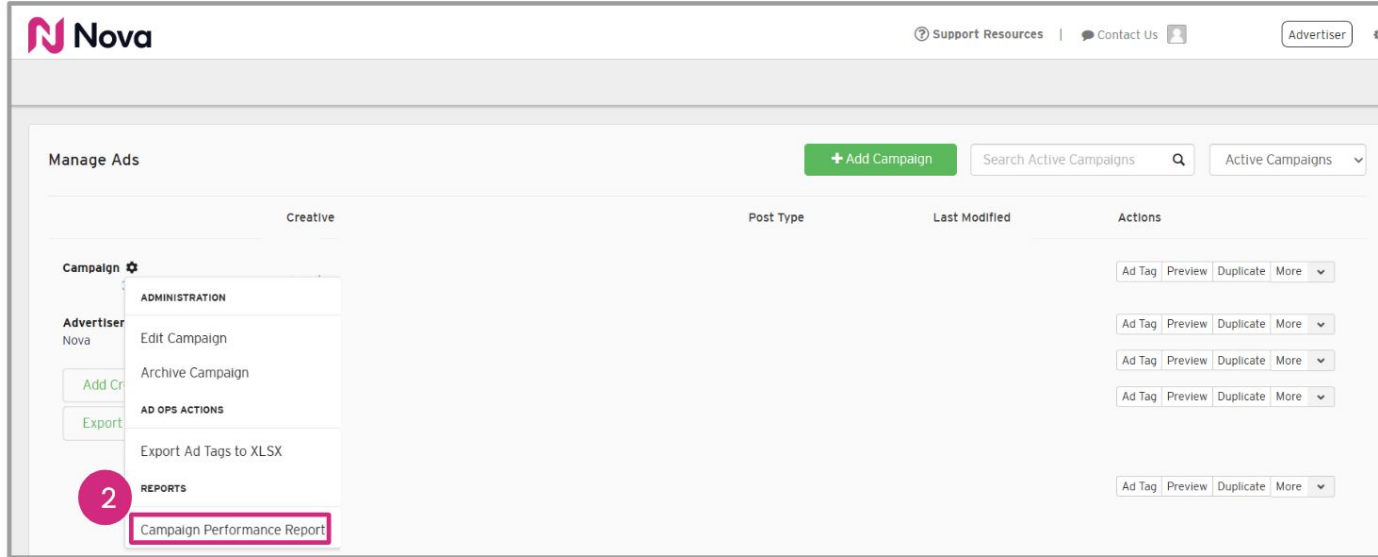


The screenshot shows the Nova Ads management interface. At the top left is the Nova logo. On the right, there are links for 'Support Resources', 'Contact Us', and 'Advertiser' with a gear icon. Below the header is a 'Manage Ads' section with a '+ Add Campaign' button, a search bar for 'Active Campaigns', and a dropdown menu. A table below lists ad creatives. The first row is highlighted, and a pink circle with the number '1' is next to the 'Campaign' label, which has a gear icon next to it. 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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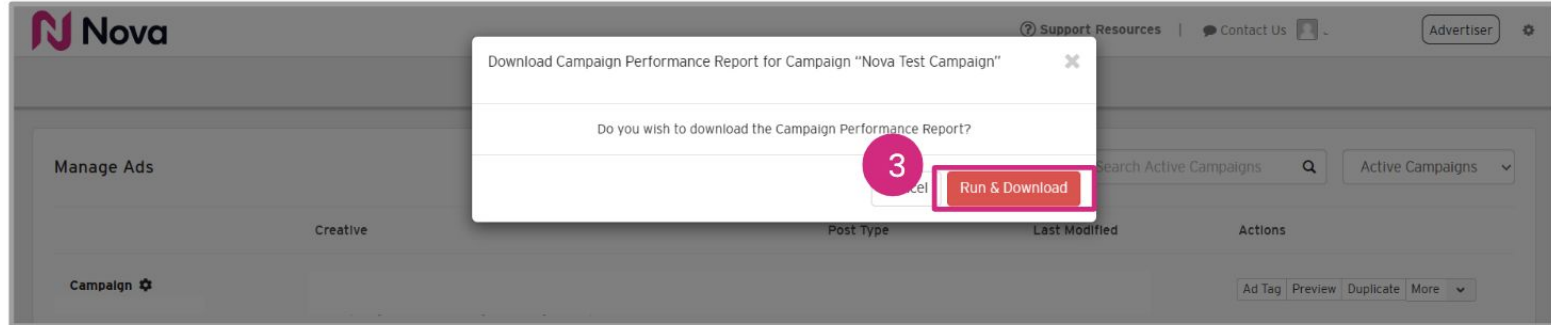
Click **Campaign Performance Report** to download the report



The screenshot displays the Nova user interface for managing ads. At the top left is the Nova logo. On the right side of the header, there are links for 'Support Resources', 'Contact Us', and a user profile labeled 'Advertiser'. Below the header is a 'Manage Ads' section with 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 'REPORTS' category is expanded, and the 'Campaign Performance Report' option is highlighted with a red box and a red circle containing the number '2'. The table rows show various ad tags with actions like '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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