

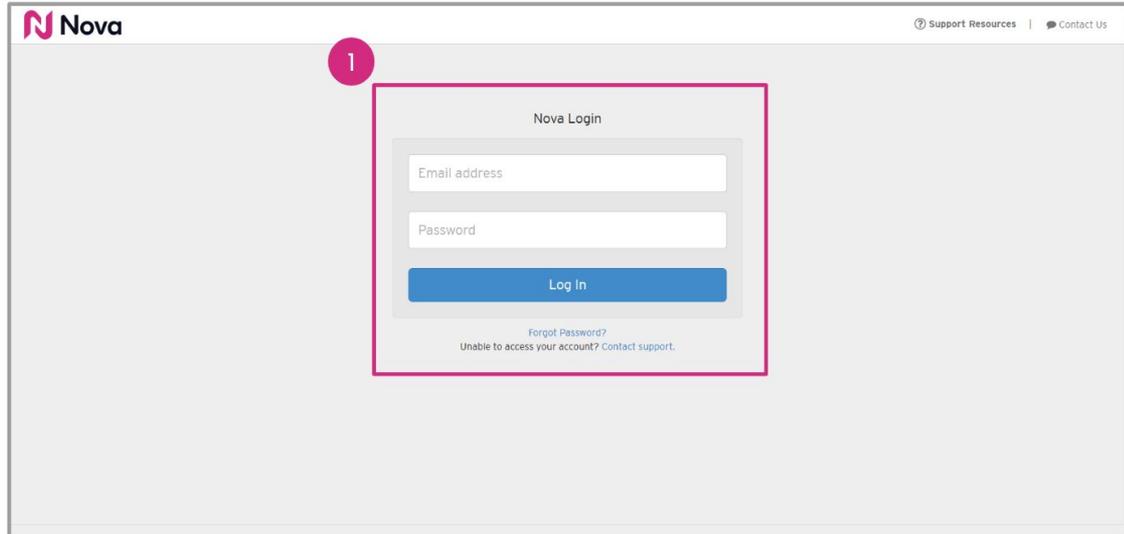


How to Create a Campaign

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 user interface for managing ads. At the top left is the Nova logo. On the top right, there are links for 'Support Resources' and 'Contact Us', along with an 'Advertiser' dropdown menu. Below the navigation bar, there is a search bar labeled 'Search Active Campaigns' and a dropdown menu for 'Active Campaigns'. A pink circle with the number '2' is positioned above a green button labeled '+ Add Campaign', which is highlighted with a pink rectangular box. Below the search bar, there is a table with columns for 'Creative', 'Post Type', 'Last Modified', and 'Actions'. 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

3 Campaign Overview

Name

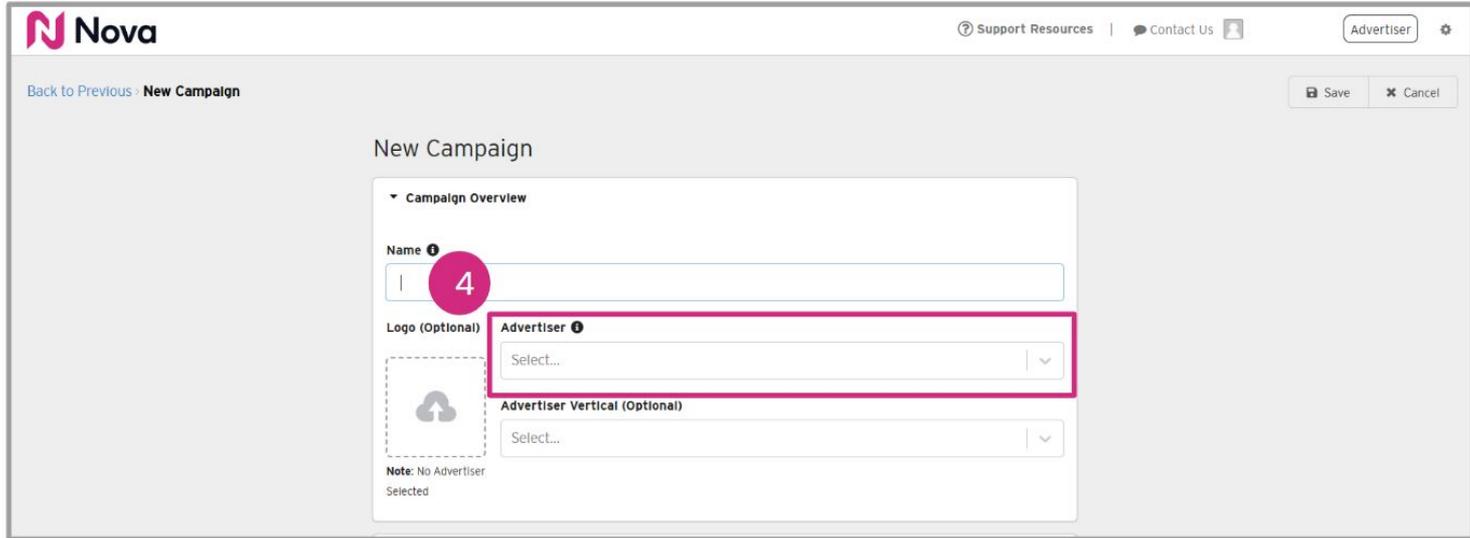
Logo (Optional) **Advertiser**

Advertiser Vertical (Optional)

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 a user profile icon, along with a search bar containing the word 'Advertiser'. Below the header, there are '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 are two dropdown menus: 'Advertiser' and 'Advertiser Vertical (Optional)'. The 'Advertiser' dropdown is highlighted with a red rectangular box. To the left of these fields is a 'Logo (Optional)' section with a dashed box and a refresh icon. A note at the bottom of the form states: 'Note: No Advertiser Selected'.

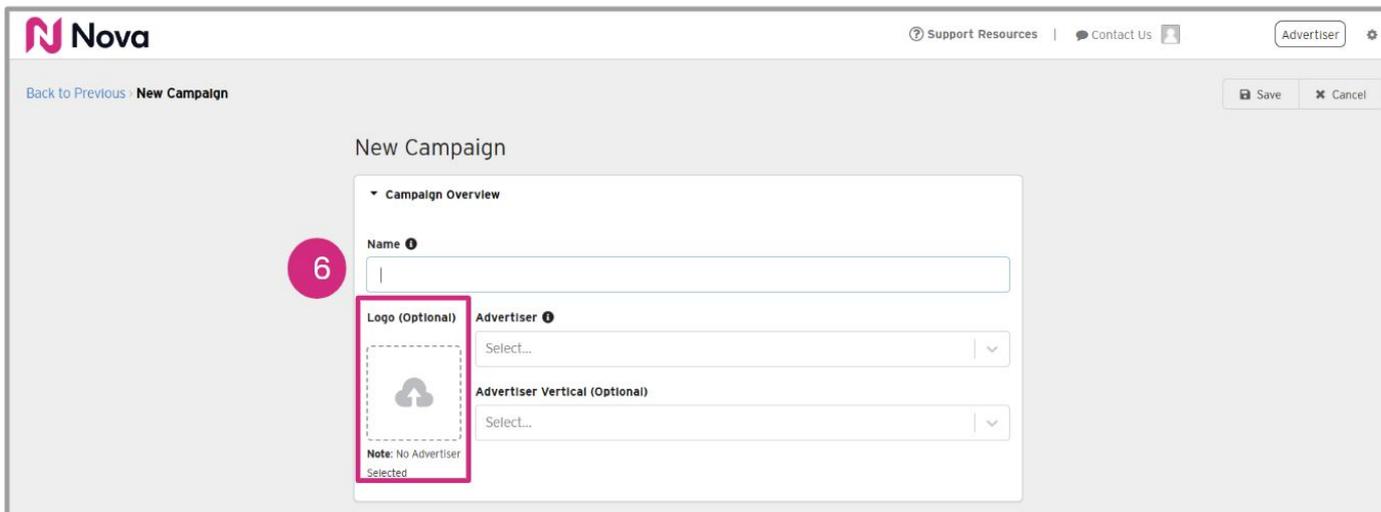
Campaign setup

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

The screenshot shows the 'New Campaign' setup interface in the Nova system. The page header includes the Nova logo, 'Support Resources', 'Contact Us', and an 'Advertiser' dropdown menu. The main content area is titled 'New Campaign' and contains a 'Campaign Overview' section. This section includes a 'Name' field, a 'Logo (Optional)' field with a red circle containing the number 5, an 'Advertiser' dropdown menu, and an 'Advertiser Vertical (Optional)' dropdown menu. A red rectangle highlights the 'Advertiser Vertical (Optional)' field. A note at the bottom of the form states 'Note: No Advertiser Selected'.

Campaign setup

Optional: Upload a logo



Nova Support Resources | Contact Us Advertiser

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

New Campaign

▼ Campaign Overview

Name ?

Logo (Optional)



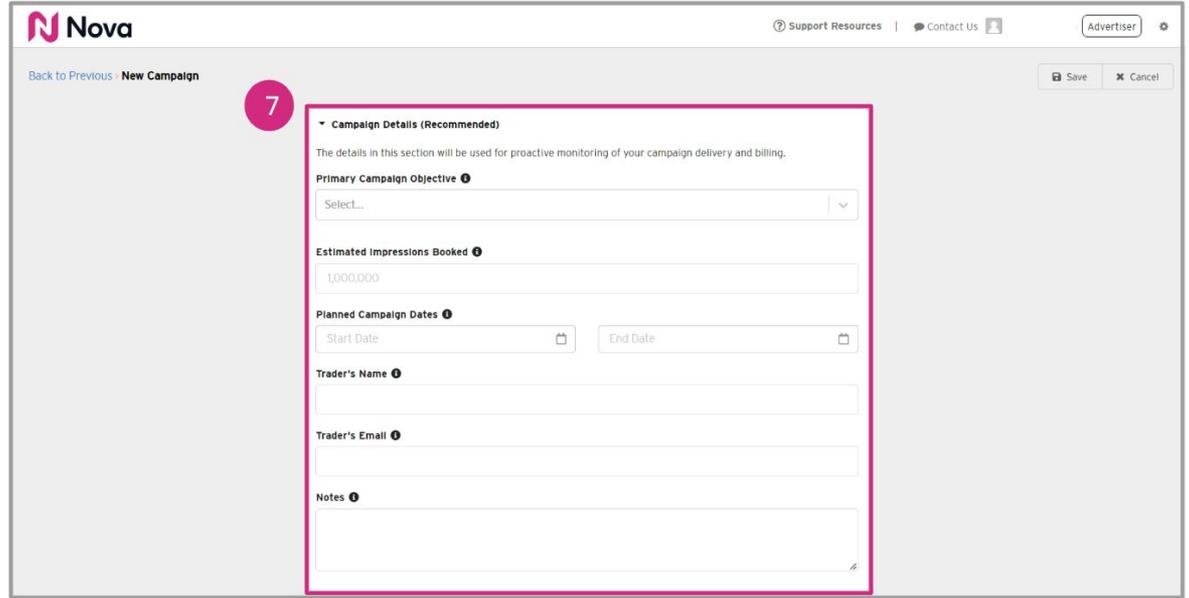
Note: No Advertiser Selected

Advertiser ?

Advertiser Vertical (Optional)

Campaign setup

Optional: Fill in the following fields for tracking and informational purposes



Nova Support Resources | Contact Us Advertiser

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

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▼ Campaign Details (Recommended)

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

Primary Campaign Objective ⓘ
Select... ▼

Estimated Impressions Booked ⓘ
1,000,000

Planned Campaign Dates ⓘ
Start Date End Date

Trader's Name ⓘ

Trader's Email ⓘ

Notes ⓘ

Campaign setup

Click **Save**

Nova Support Resources | Contact Us | Advertiser

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

New Campaign

Campaign Overview

Name ⓘ

Logo (Optional) **Advertiser** ⓘ



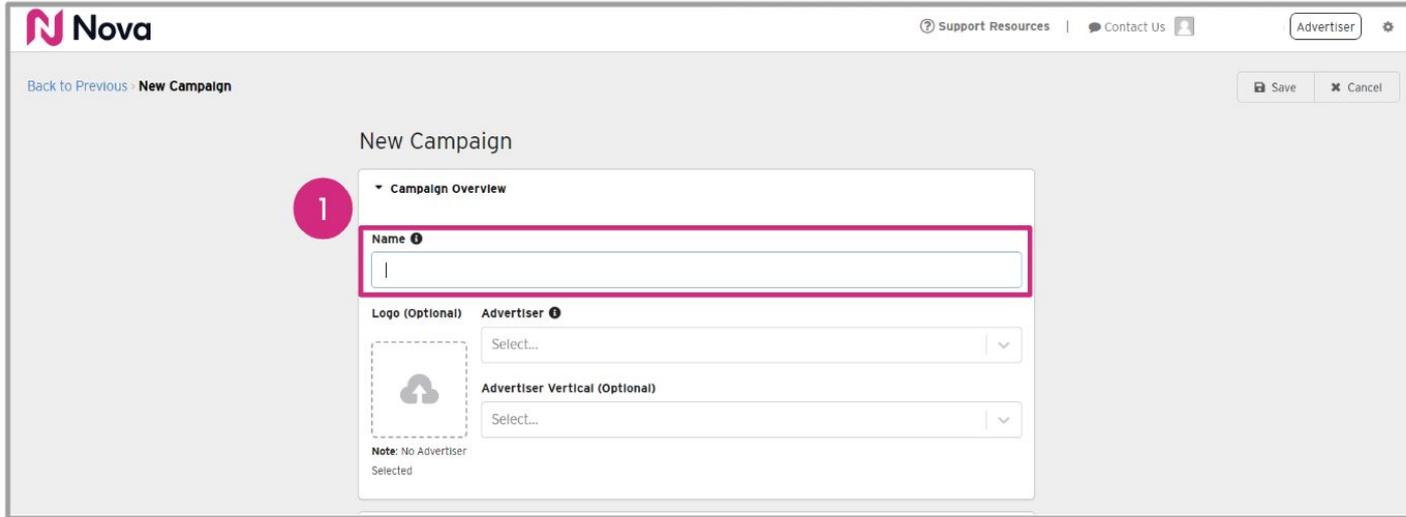
Advertiser Vertical (Optional)

Note: No Advertiser Selected

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Campaign setup tips

Name your campaign using the same campaign name that is used in the DSP



The screenshot shows the Nova interface for creating a new campaign. The top navigation bar includes the Nova logo, 'Support Resources', 'Contact Us', and an 'Advertiser' dropdown menu. Below the navigation, there are 'Save' and 'Cancel' buttons. The main content area is titled 'New Campaign' and features a 'Campaign Overview' section. A red circle with the number '1' is positioned to the left of the 'Name' input field, which is also highlighted with a red rectangular border. Below the 'Name' field, there are two columns of options: 'Logo (Optional)' with a dashed box and upload icon, and 'Advertiser (Optional)' with a dropdown menu. Below these are 'Advertiser Vertical (Optional)' with another dropdown menu. A note at the bottom states 'Note: No Advertiser Selected'.

1

Name

Logo (Optional)

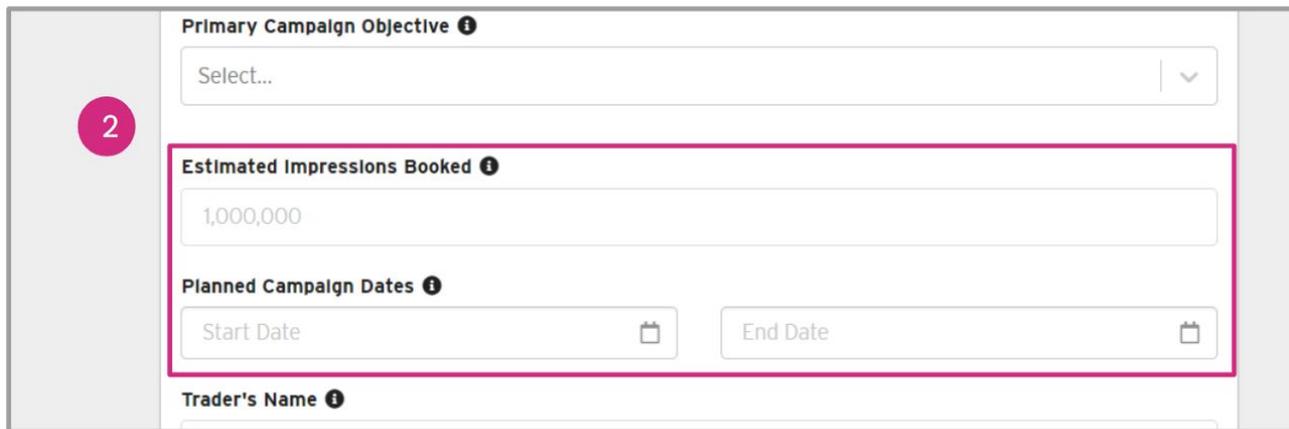
Advertiser (Optional)

Advertiser Vertical (Optional)

Note: No Advertiser Selected

Campaign setup tips

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 red rectangular box highlights the 'Estimated Impressions Booked' field and the 'Planned Campaign Dates' section.

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Primary Campaign Objective ⓘ
Select... | v

Estimated Impressions Booked ⓘ
1,000,000

Planned Campaign Dates ⓘ
Start Date | End Date

Trader's Name ⓘ

Campaign setup tips

Include contact information for the person responsible for running the campaign in the DSP

Note: We use our data to spot trends and areas for improvement if we see below-benchmark performance.



A screenshot of a campaign setup form. On the left side, there is a grey vertical bar containing a pink circle with the number '3'. The main form area is white and contains three input fields, each with a red border. The first field is labeled 'Trader's Name' with an information icon. The second field is labeled 'Trader's Email' with an information icon. The third field is labeled 'Notes' with an information icon. A red rectangular box highlights the entire form area.

Thank You!

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



CreateWithNova.com