Manual Asset Upload

How to Add a Creative via Manual Asset Upload

Manual asset upload

All Campaigns › Nova Wiki › **New Display Creative**

▾ **Social Post Import**

3 🌐 Social Post URL

or Create Social Display Ad Manually ⍰

No need to wait on a social posting or launch kick off
Can create Social Display ads even if no post exists or is planned, if you have the assets
Add creative variation by uploading the same assets into different social media templates

For more details refer to our Wiki Article at this link

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Which post requires manual assets upload?

- **<u>Non-Public posts</u>** from Facebook, Instagram, TikTok and X (formerly Twitter). The Public posts from Facebook, Instagram, TikTok, Youtube, X (formerly Twitter) and LinkedIn can be imported via auto-fill.

- (Public posts are easily accessible to users without the requirement of logging into the social media platform, and they are not restricted by geographic location. To verify this, you can try opening the URL in an Incognito window.)

- Any other social post formats (like Pinterest, Snapchat, Threads)

- Posts which are geo-locked, age-restricted (like Alcohol, Gambling, Adult content etc.), sponsored or private

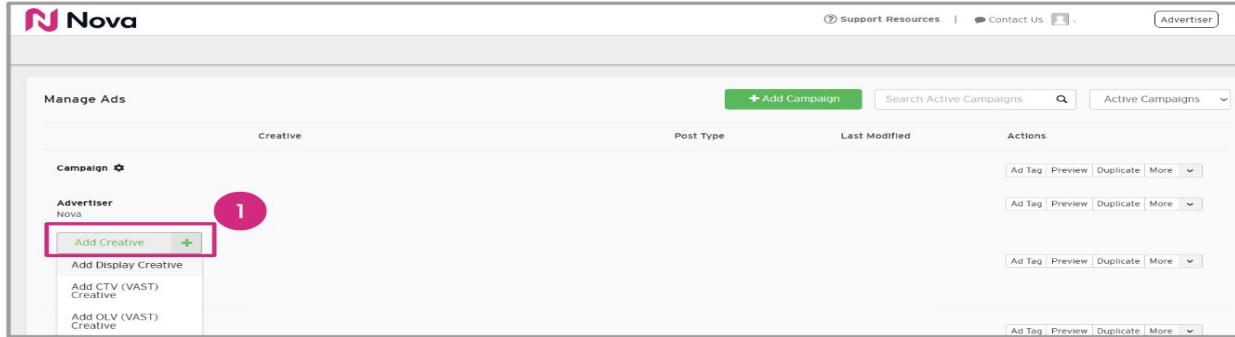- Posts from a Private Social Media Page and Posts related to events

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- Posts which have a **Gear Icon** instead of a Globe icon beside the time-stamp indicates that it has some sort of restriction or targeting applied to it. This can be age restriction, geo-restriction etc.
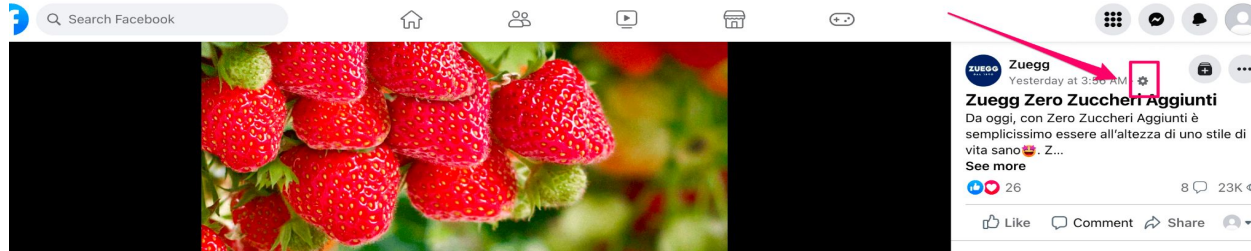
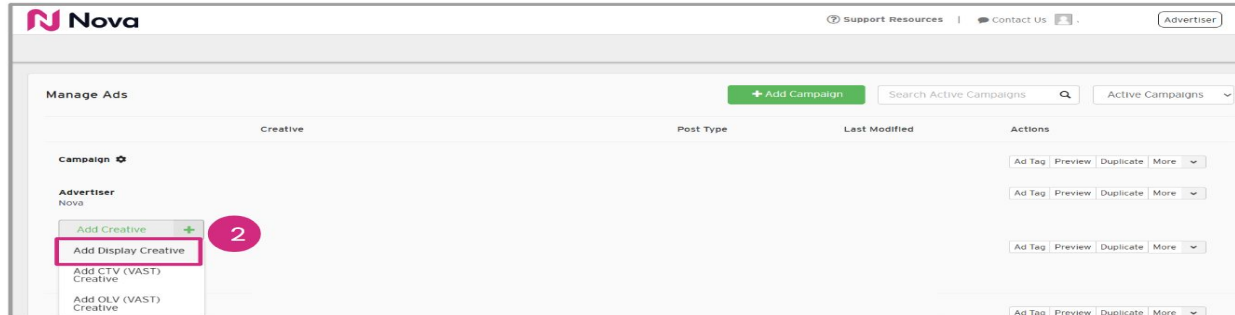- Posts from a Social Media page which is Geo-restricted (Page having region/country   restriction)

- Posts created using Meta/Facebook Ad Manager or Business post from Meta/Facebook   Platform

- Posts that have not yet been published on the social media platform

How to add creative in Nova UI

1. In the Nova UI Dashboard, under any Campaign click on **Add Creative**
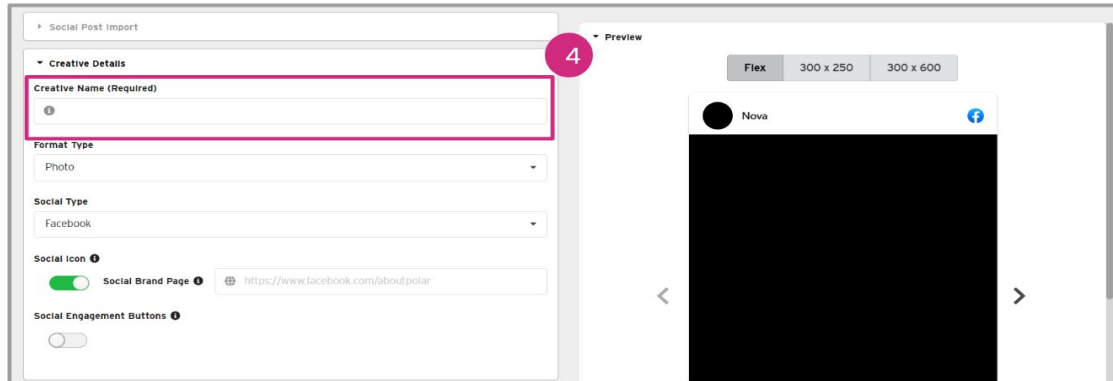   *Learn How to create a campaign in Nova UI <u>Here</u>*

2. Click **Add Display Creative**
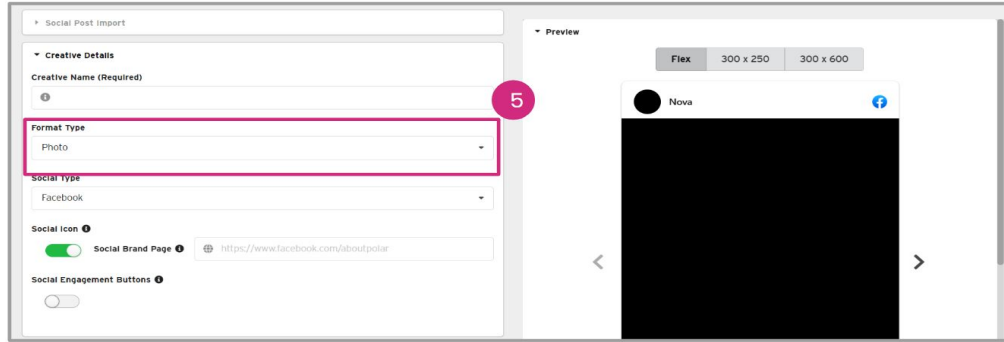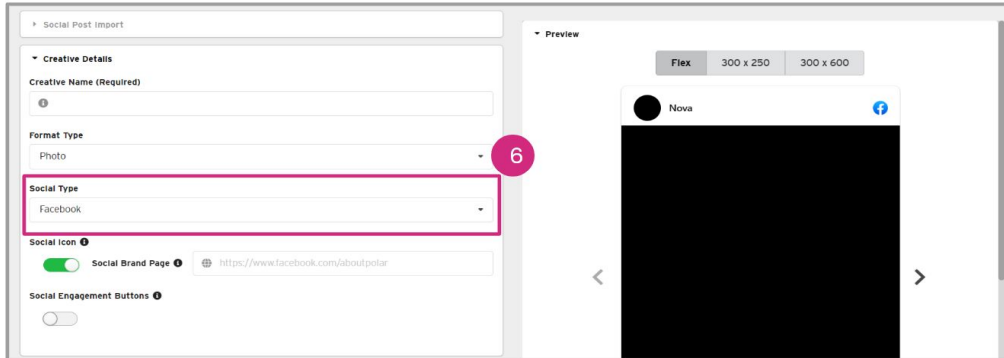
3. Click **Create Social Display Ad Manually**

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or Create Social Display Ad Manually ⑦

4. Input the **Creative Name**

▸ Social Post Import

▼ Creative Details

Creative Name (Required)

ⓘ

Format Type

Photo ▾

Social Type

Facebook ▾

Social Icon ⓘ

🟢 Social Brand Page ⓘ 🌐 https://www.facebook.com/aboutpolar

Social Engagement Buttons ⓘ

⚪

4

▼ Preview

| Flex | 300 x 250 | 300 x 600 |

⚫ Nova 🔵

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5. Select the **Format Type**

6. Select the **Social Type**

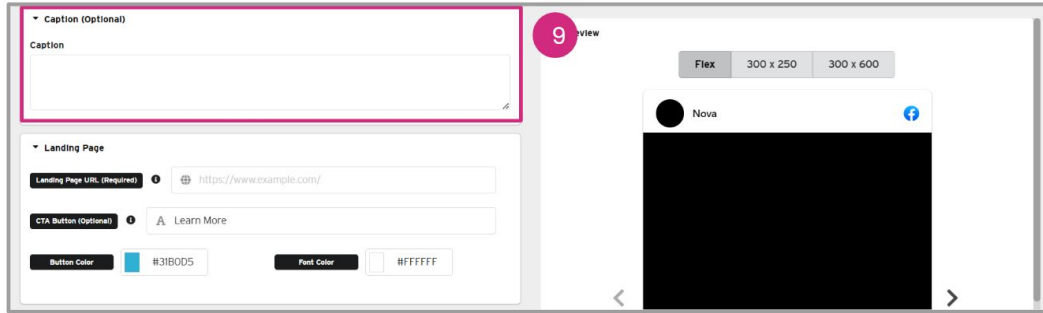7. Input the social media homepage link under **Social Icon**
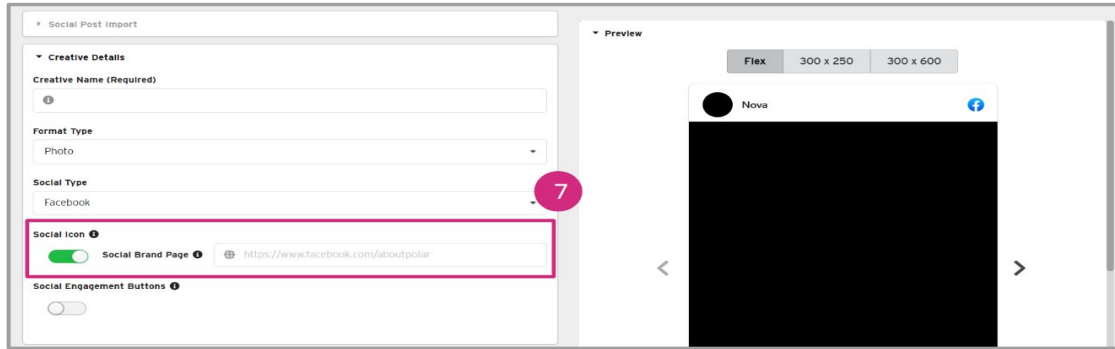
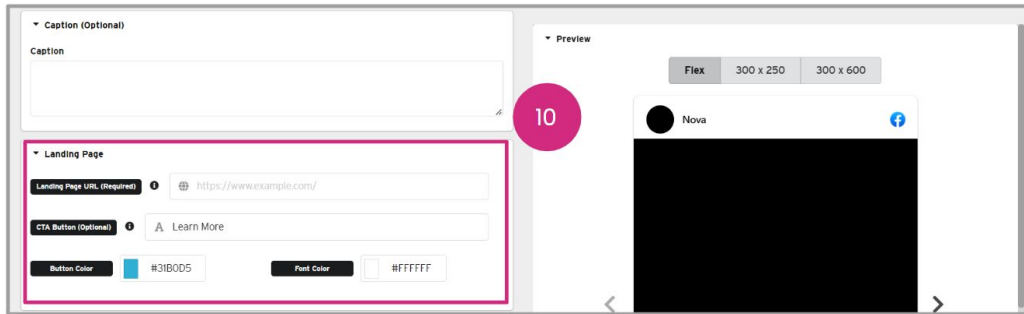8. *Optional*: Input a link for **Social Engagement Buttons** and toggle ON **Verified Badge**

9. Input a **Caption -** Emojis are fully supported in Caption

10. Input the **Landing Page URL, CTA Button** text and color

Note: The **Landing Page URL** describes the location the user will be sent to upon clicking the ad. Any website URL, Telephone Number, and Email can also be added.

11. Input the **Brand Name** and **Logo**

12. Upload the required **Media** asset

Note: For best image quality, always use PNG format for image files. Convert from JPG to PNG to Fix Blurry or Pixelated Images.

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13. *Optional*: Input the desired **Click** and **Impression Trackers** along with their **Integration Code**

14. Click **Save**

Thank You!

For any follow-up questions,

please contact support@createwithnova.com

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