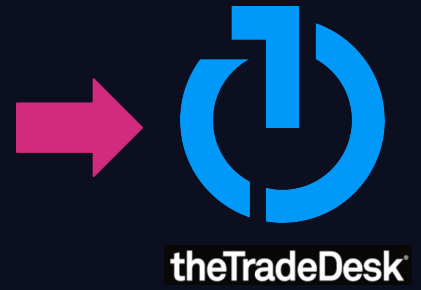




# The Trade Desk Creative Connector

Want an easier way to get campaigns live?

- ✓ Export tags with one click
- ✓ No more copying and pasting between systems
- ✓ Support for multiple ad sizes



## Account Setup

Getting the **Creative Connector** activated in your Nova account is quick and easy. First, connect with your Account Manager at The Trade Desk and ask for **API access**. Once you have signed an **Access Letter** with your Trade Desk Account Manager, send your account credentials to [Nova's support team](#) and include:

- Trade Desk Partner ID
- Trade Desk Username
- Trade Desk Password

## Using the Connector

- Navigate to the ad tag for the creative
- Select **The Trade Desk** from the dropdown
- Select **Export to The Trade Desk**
- Verify the **Account** you want the Creative built under.
- Select the **Advertiser** for the campaign
- Input the **Width** and **Height** for the creative.

Exporting this ad tag will create a Creative belonging to the specified Advertiser. You will then be able to add the Creative to one or more Ad Groups in The Trade Desk.

The screenshot shows the Nova interface with two panels. The left panel, titled 'Instructions', shows the 'Copy Ad Tag' section with a code block containing HTML and JavaScript tags. The right panel, titled 'Export to The Trade Desk', shows a form with the following fields: Account (dropdown menu), Advertiser (dropdown menu), Width (input field with value 300), and Height (input field with value 250). There is also a note about Width and Height requirements. At the bottom of the right panel are buttons for 'Refresh', 'Cancel', and 'Export'.