Nova

Nova 3rd Party Tracking Specifications

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Nova

Impression Trackers

Google Campaign Manager (DDM / DCM)

Google Campaign Manager (formerly DCM) is the most common type of impression tracker.
Please only use the Image Tag Tracker URL. The other two, e.g. iframe tag and JavaScript tag should not be used.

- Image tag
- Iframe tag
- JavaScript tag

Impression Tag (image)

```
<IMG
SRC="https://ad.doubleclick.net/ddm/trackimp/N636.285985NOVA/B20586548.260746160;dc_trk_aid=456683171;dc_trk_cid=124904844;ord=[timestamp];dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;tfua=?" BORDER="0" HEIGHT="1" WIDTH="1" ALT="Advertisement">
```

Google Campaign Manager (DDM / DCM)

Example of Impression Tracker URL:

```
https://ad.doubleclick.net/ddm/trackimp/N636.285985NOVA/B20586548.260746160;dc_trk_aid=456683171;dc_trk_cid=124904844;ord=[timestamp];dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;tfua=?
```

Google Campaign Manager (DDM / DCM)

Supported

- Impression trackers from image tags contain `trackimp`

NOT Supported

- Impression trackers from iframe tags contain `trackimpi`
- Impression trackers from JavaScript tags contain `trackimpj`

Google Campaign Manager (DDM / DCM)

In the standard spreadsheet exported from Google (example) provided by the client, all 3 formats are provided for the same tracker URL.

The impression tracker only needs to be added once to the Nova tag, and it should be added in the Nova Creative UI.

Important Note: When extracting the URL, a common mistake is including the quote (“) character at the end. Ensure there is no quote (“) character at the end when copying.

Note: You can easily tell if the URL is an *impression* tracker (vs. a *click* tracker) if you spot /ddm/trackimp in the URL.

Nielsen (DAR)

Another common type of impression tracker is Nielsen or DAR. It is typically provided in the following format:

DAR

```
<!-- Start Secure Pixel Call / winterboots_plc0003(DisplayClassic_Nova_Nova_@248274@-ROS-pagepostphoto_multidevice_Traffic_cpm) Placement -->
<img src="https://secure-gl.imrworldwide.com/cgi-bin/m?ca=nlsn198328&cr=crtve&ce=winterboots&pc=lwinterboots_plc0003&ci=nlsnci1099&am=3&at=view&rt=banner&st=image&r=[timestamp]"style="display:none"/>
<!-- End Secure Pixel Call / winterboots_plc0003(DisplayClassic_Nova_Nova_@248274@-ROS-pagepostphoto_multidevice_Traffic_cpm) Placement -->
```

Nielsen (DAR)

The impression tracker URL should be extracted from SRC="[TRACKER URL]". It should be added to the Nova Creative UI.

Example of Impression Tracker URL:

```
https://secure-gl.imrworldwide.com/cgi-bin/m?ca=nlsn198328&cr=crtve&ce=winterboots&pc=lwinterboots_plc0003&ci=nlsnci1099&am=3&at=view&rt=banner&st=image&r=[timestamp]
```

***Important Note*:** When extracting the URL, a common mistake is including the quote (") character at the end. Ensure there is no quote (") character at the end when copying.

Nova

Click Trackers

Google Campaign Manager (DDM / DCM)

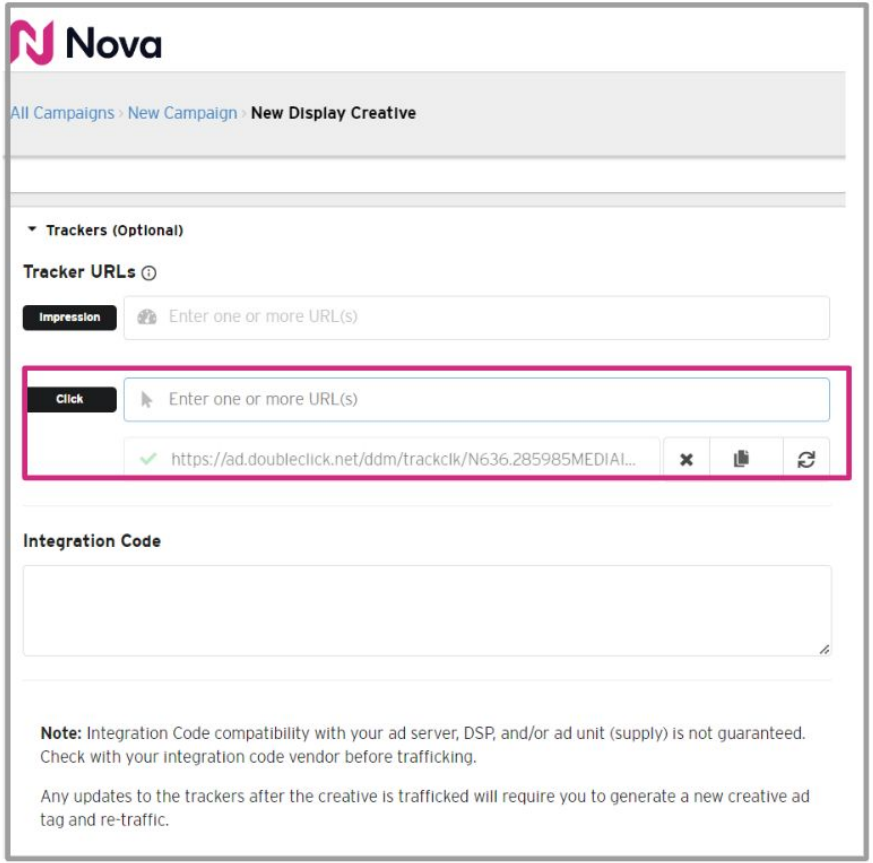
Google Campaign Manager (formerly DCM) is the most common type of click tracker. It is typically provided in the following format:

Click Tag

```
https://ad.doubleclick.net/ddm/trackclk/N636.285985MEDIAIQ/B20586548.260746160;dc trk aid=456
683171;dc_trk_cid=124904844;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;tfua=
```

Note: if the click tag contains [timestamp] – it can be left as is.

The URL should be added in the Nova Creative UI.



Note: You can easily tell if the URL is a *click* tracker (vs. an *impression* tracker) if you spot /ddm/trackclk in the URL.

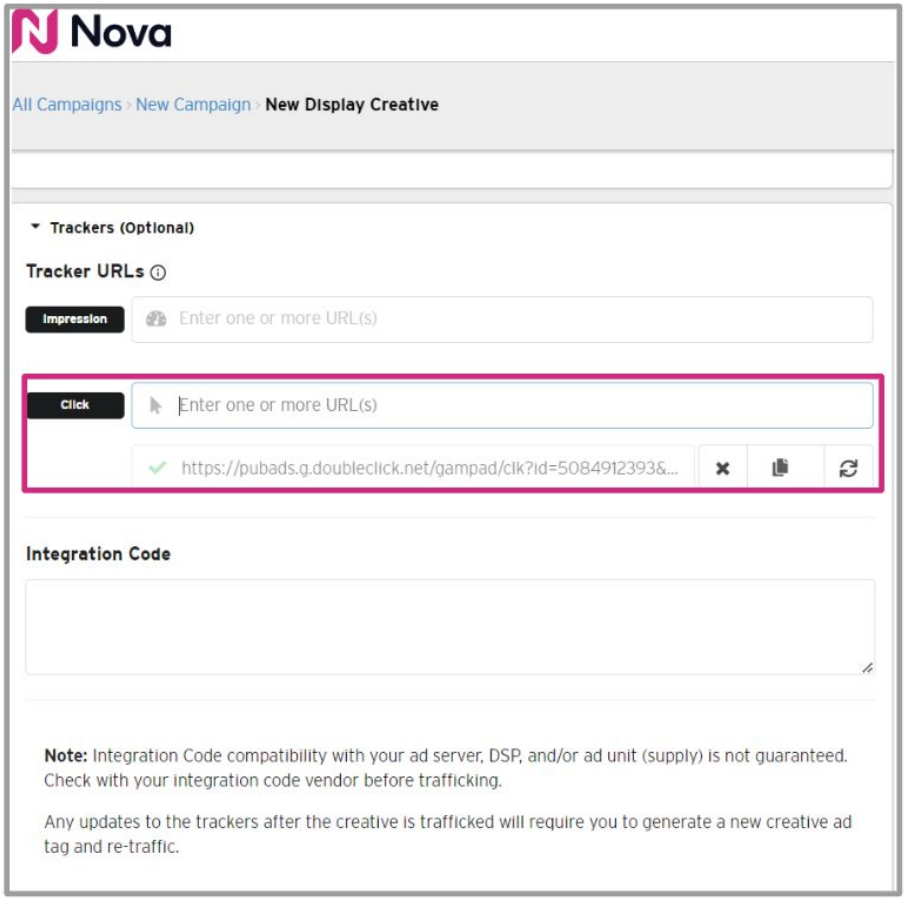
Google Ad Manager (GAM / DFP)

Google Ad Manager (formerly DFP) is another common type of click tracker. It is typically provided in the following format:

Click Tag

```
https://pubads.g.doubleclick.net/gampad/clk?id=5084912393&iu=/5268/jn.pt/Clickcommand
```

The URL should be added in the Nova Creative UI.



Note: Some GAM click trackers (like the above example) do not properly redirect to a webpage so it is important that it does NOT get added to the CTA destination field.

Just like all other click trackers, it should always be added in the click tracker field of the Nova UI.

Click Trackers vs Destination (CTA) URLs

The destination URL (aka CTA field in the Nova Creative UI) is the primary destination page where the consumer is taken to when the ad is clicked.

If the client does not provide a destination page URL but instead provides a click tracker only, then use *the URL that the click tracker redirects to* as the destination URL, and add the tracker URL as a standard click tracker in the Nova Creative UI.

Click Trackers vs Destination (CTA) URLs

Example Scenario:

(1) Click tracker:

```
https://ad.doubleclick.net/ddm/trackclk/N778265.1270091PUBLISHER.FR/B23524584.260447267;
dc_trk_aid=456414509;dc_trk_cid=124655216;dc_lat=;dc_rdid=;tag_for_child_directed_treatm
ent=;tfua=
```

(2) Click tracker redirects to:

```
https://www.advertiser.com/vehicules/corsa-f/vue-d-ensemble.html?systeme=displaydisplayc
lassic&mission=Corsa&utm_campaign=Corsa23716@&utm_source=Mediacom&utm_publisher=publishe
r&utm_medium=display&utm_format=pagepostphoto&utm_creative=NewCorsa&moi=Corsa&cid=D_2352
4584_260447267_456414509_NewCorsa-pagepostphoto@248274@
```

Click Trackers vs Destination (CTA) URLs

In the above scenario, the Landing Page URL of the creative should be (2). The tracker (1) should be added as a standard click tracker in the Nova UI in the click tracker field.

***Note*:** Some GAM click trackers do not properly redirect to a webpage so it is important that it does NOT get added to the CTA destination field.

Example GAM click tracker

(1) Click tracker:

`https://pubads.g.doubleclick.net/gampad/clk?id=5084912393&iu=/5268/jn.pt/Clickcommand`

(2) It does not redirect to anywhere.

(3) Ask the partner for an appropriate landing page destination to add to the CTA destination.

(4) Add the click tracker to the appropriate click tracker field.

Mismatch between Click Tracker and Destination URL

Sometimes, a destination landing page URL provided by the client is not the same as the final page URL that the click tracker redirects to. If this is the case, you should clarify with the client which one should be used. Generally, the URL that a click tracker redirects to is the correct one to use – because it usually contains the UTM tracking parameters.

Example Scenario:

(1) Click tracker:

```
https://ad.doubleclick.net/ddm/trackclk/N778265.1270091PUBLISHER.FR/B23524584.260447267;dc_trk_aid=456414509;dc_trk_cid=124655216;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;tfua=
```

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Mismatch between Click Tracker and Destination URL

(2) Click tracker redirects to:

```
https://www.advertiser.com/vehicules/corsa-f/vue-d-ensemble.html?systeme=displaydisplayclassic&mission=Corsa&utm_campaign=Corsa23716@&utm_source=Mediacom&utm_publisher=publisher&utm_medium=display&utm_format=pagepostphoto&utm_creative=NewCorsa&moi=Corsa&cid=D_23524584_260447267_456414509_NewCorsa-pagepostphoto@248 274@
```

(3) Destination (provided separately):

```
https://www.advertiser.com/vehicules/corsa-f/vue-d-ensemble.html
```

In the above scenario, the destination of the creative should be (2). The tracker (1) should be added as a standard click tracker in the Nova Creative UI. And the partner should be notified of this change.

Destination URL Credits Social Platform

Sometimes, a destination URL may contain a UTM parameter that gives credit to a social platform (e.g. Facebook). This should be changed to the name of your publisher/agency.

Example Scenario:

(1) Destination provided:

`https://www.advertiser.com/vehicules/corsa-f/vue-d-ensemble.html?utm_source=facebook`

(2) Destination updated to:

`https://www.advertiser.com/vehicules/corsa-f/vue-d-ensemble.html?utm_source=telegraph`

In the above scenario, the destination URL (1) gives credit to a social platform (e.g. `?UTM_source=facebook`). It is changed in (2) to credit your publisher or agency (e.g. `?UTM_source=telegraph`). And the client should be notified of this change.

Multiple Click trackers are Provided

If multiple click trackers are provided, verify if they all redirect to the same page and if they match the destination page URL (if provided separately). If not all of them match, clarify with the client which one should be used. Multiple click trackers are supported in the Nova Creative UI.

***Important Note*: Do not add a click tracker to both the CTA field AND click tracker field. This will double-count clicks!**

DCM Click Trackers and IAB TCF v2.0 Support (GDPR)

Google Campaign Manager Click tracking tags recently added support for the IAB Transparency & Consent Framework v2.0 (IAB TCF v2.0). This allows Campaign Manager to receive and pass on user permissions dictating if the users can be added to remarketing lists and attribution reports.

The consent data is included in the Campaign Manager click tracking URLs in the form of macros such as:

```
gdpr=${GDPR};gdpr_consent=${gdpr_consent_755}
```

DCM Click Trackers and IAB TCF v2.0 Support (GDPR)

Example DCM Click Tracking URL with GDPR Macros applied:

```
https://ad.doubleclick.net/ddm/trackclk/N234004.2466709TIMEOUTNY/B24632473.282556380;dc_trk_aid=477909821;dc_trk_cid=137970972;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;tfua=;gdpr=${GDPR};gdpr_consent=${GDPR_CONSENT_755}
```

For publishers that are operating in the European Economic Area, users who have not provided consent or ad events where the above macros are missing will not be tracked in Campaign Manager for attribution purposes.

DCM Click Trackers and IAB TCF v2.0 Support (GDPR)

Note: If the GDPR macros are missing the click event is still valid and will be counted. The user will just not be added to attribution reports or remarketing lists. To ensure that the new GDPR consent macros are properly passed on to Campaign Manager for Social Display creatives you simply need to add the click tracking URL to the 'Trackers' section in the Creative page (as specified above) - no other action is required.

Nova

Viewability Trackers

Viewability Trackers

IAS, MOAT and DoubleVerify trackers can be added in the “Integration Code” segment below the Click and Impression Trackers.

Nova

Viewability Trackers

If you would like to add them in your own respective DSP, the trackers should be added in the ad server or DSP below the Nova creative tag. For some publishers on legacy Nova implementations, IAS trackers can be added in the Nova UI.

MOAT

MOAT Trackers can be added in the Integration Code segment in the Nova UI.

MOAT

Add the third-party JavaScript HTML tag in the Integration Code field. Do not provide the URL, or .jpg/.img version of the HTML tag (it must be the JavaScript tag).

An example of a MOAT JavaScript HTML tag:

```
<noscript
class="MOAT-nova725116604653?moatClientLevel1=949783&amp;moatClientLevel2=99287&amp;moatClien
tLevel3=27316725&amp;moatClientLevel4=57118109&amp;moatClientSlicer1=-&amp;moatClientSlicer2=
-"></noscript>

<script
src="https://z.moatads.com/nova725116604653/moatad.js#moatClientLevel1=949783&moatClientLevel
2=99287&moatClientLevel3=27316725&moatClientLevel4=57118109&moatClie
ntSlicer1=-&moatClientSlice r2=-&skin=0"type="text/javascript"></script>
```

MOAT

Alternatively :

If you choose to add the MOAT trackers in your respective DSP, then they should be added to the end of the Nova creative tag in the ad server or DSP.

If the client is interested in tracking the viewability using their MOAT account, the client must provide their MOAT JavaScript HTML Tag (see example below).

MOAT JavaScript HTML Tag

```
<!--Nova : tracking_pixel_social_cards -->

<noscript
class="MOAT-nova725116604653?moatClientLevel1=949783&amp;moatClientLevel2=99287&amp;moatClien
tLevel3=27316725&amp;moatClientLevel4=57118109&amp;moatClientSlicer1=-&amp;moatClientSlicer2=
-"></noscript>

<script
src="https://z.moatads.com/nova725116604653/moatad.js#moatClientLevel1=949783&moatClientLevel
2=99287&moatClientLevel3=27316725&moatClientLevel4=57118109&moatClientSlicer1=-&moatClientSli
cer2=-&skin=0" type="text/javascript"></script>
```

The entire MOAT tag needs to be added to the end of the Nova creative tag. When appended, the final tag should look like the example below. This should be flighted in the publisher ad server or DSP. *Note*: you can easily tell if a tag is an IAS tracker if you spot moatads.com in the URL.

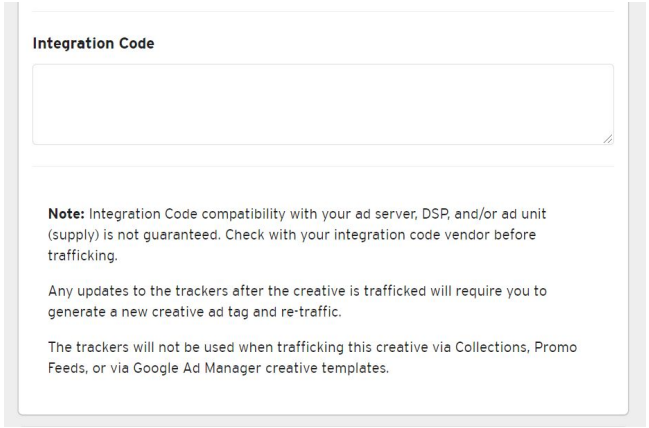
Example of Nova Tag with MOAT Tag

```
<!--Start of Nova Ad Tag. Visit www.createwithnova.wiki/nova-trackers for information.-->
<!--Creative Name: This Giving Tuesday, we're donating $250K to help Etsy sellers impacted by natural disasters this
year.And you can help too! We'll also match any donations you give to the Etsy Disaster Relief Fund up to $50K.
Learn more and donate in our bio.-->
<script type="text/mediavoice-tag" data-mediavoice-tag-version="2">
{"creative":{"instance":"ca9a08ec8e2245f9ac1a9f4b815a0a7c"},"meta":{"random":"${CACHEBUSTER}","server":{"auctionID":
"${AUCTION ID}","campaignID":"${CAMPAIGN ID}","creativeID":"${CREATIVE ID}","exchangeID":"${EXCHANGE ID}","insertion
OrderID":"${INSERTION ORDER ID}","inventorySourceExternalID":"${INVENTORY SOURCE EXTERNAL ID}","name":"dv360","pixel
IDs":"${PIXEL ID COMMA}","publisherID":"${PUBLISHER ID}","universalSiteID":"${UNIVERSAL_SITE_ID}"},"url":"${SOURCE_U
RL}"},"track":{"cachebust":[],"click":["${CLICK URL}"],"impression":[]}}</script>
<script type="text/mediavoice-adserver-targeting-map">{}</script>
src="https://static.polarcdn.com/creative/creative.js"></script>
<script type="text/mediavoice-custom-keys">{}</script>
<div class="moat_trackable"></div>
<link rel="dns-prefetch" href="//polarcdn-terrax.com" />
<link rel="dns-prefetch" href="//polarcdn-pentos.com" />
<script type="text/javascript"
<!--End of Nova Ad Tag. Add integration/viewability script below.-->
<!--Nova : tracking_pixel_social_cards -->
<noscript
class="MOAT-Nova725116604653?moatClientLevel1=949783&amp;moatClientLevel2=99287&amp;moatClientLevel3=27316725&amp;mo
atClientLevel4=57118109&amp;moatClientSlicer1=-&amp;moatClientSlicer2=-"></noscript > <script
src="https://z.moatads.com/nova725116604653/moatad.js#moatClientLevel1=949783&moatClientLevel2=99287&moatClientLevel
3=27 316725&moatClientLevel4=57118109&moatClie ntSlicer1=-&moatClientSlice r2=-&skin=0"
type="text/javascript"></script>
```

Nova

IAS

IAS Trackers can be added in the Integration Code segment in the Nova UI.



Nova

IAS

Add the third-party JavaScript HTML tag in the Integration Code field. Do not provide the URL, or .jpg/.img version of the HTML tag (it must be the JavaScript tag).

An example of a IAS JavaScript HTML tag:

```
<SCRIPT
TYPE="application/javascript"SRC="https://pixel.adsafeprotected.com/rjss/st/367104/40732361/s
keleton.js"></SCRIPT>
```

IAS

Alternatively :

If you choose to add the IAS trackers in your respective DSP, they should be added to the end of the Nova creative tag in the ad server or DSP.

If the client is interested in tracking the viewability using their IAS account, the client must provide their IAS JavaScript Tag (see example below).

IAS JavaScript Tag

```
<SCRIPT TYPE="application/javascript"
SRC="https://pixel.adsafeprotected.com/rjss/st/367104/40732361/skeleton.js"></SCRIPT>
```

The entire IAS tag needs to be added to the end of the Nova creative tag. When appended, the final tag should look like the example below. This should be flighted in the publisher ad server or DSP.

Note: you can easily tell if a tag is an IAS tracker if you spot adsafeprotected.com in the URL.

Important Note: if an IAS tracker is supplied and the only URL is one that ends with skeleton.gif, then you need to request the *JavaScript version* of the IAS tracker from the advertiser/agency. It should have skeleton.js.

Example of Nova Tag with IAS Tag

```
<!--Start of Nova Ad Tag. Visit www.createwithnova.wiki/nova-trackers for information.-->
<!--Creative Name: This Giving Tuesday, we're donating $250K to help Etsy sellers impacted by natural disasters this year. And you can help too! We'll also match any donations you give to the Etsy Disaster Relief Fund up to $50K. Learn more and donate in our bio.-->

<script type="text/mediavoice-tag" data-mediavoice-tag-version="2">

{"creative":{"instance":"ca9a08ec8e2245f9ac1a9f4b815a0a7c"},"meta":{"random":"${CACHEBUSTER}","server":{"au
ctionID":"${AUCTION ID}","campaignID":"${CAMPAIGN ID}","creativeID":"${CREATIVE ID}","exchangeID":"${EXCHAN
GE ID}","insertionOrderID":"${INSERTION ORDER ID}","inventorySourceExternalID":"${INVENTORY SOURCE EXTERNAL
 ID}","name":"dv360","pixelIDs":"${PIXEL ID COMMA}","publisherID":"${PUBLISHER ID}","universalSiteID":"${UN
IVERSAL SITE_ID}"},"url":"${SOURCE_URL}"},"track":{"cachebust":[],"click":["${CLICK_URL}"],"impression":[]}
}</script>
<script type="text/mediavoice-adserver-targeting-map">{}</script>
<script type="text/mediavoice-custom-keys">{}</script>
<div class="moat trackable"></div>
<link rel="dns-prefetch" href="//polarcdn-terrax.com" />
<link rel="dns-prefetch" href="//polarcdn-pentos.com" />
<script type="text/javascript" src="https://static.polarcdn.com/creative/creative.js"></script>
<!--End of Nova Ad Tag. Add integration/viewability script below.-->

<SCRIPT TYPE="application/javascript"
SRC="https://pixel.adsafeprotected.com/rjss/st/367104/40732361/skeleton.js"></SCRIPT>
```

For legacy publisher Nova implementations

For some publishers on legacy Nova implementations, an IAS tracker can also be added in the Nova UI.

The client must provide their IAS JavaScript URL which can be extracted from the full IAS JavaScript Tag which looks like the example below.

Example of IAS JavaScript Tag:

```
<SCRIPT TYPE="application/javascript"
SRC="https://pixel.adsafeprotected.com/rjss/st/367104/40732361/
skeleton.js"></SCRIPT>
```

In the above example, the IAS JavaScript URL is:

`https://pixel.adsafeprotected.com/rjss/st/367104/40732361/skeleton.js`

This should be added to the Nova Creative UI in the IAS field.

Example of Nova Tag with IAS Tag (Continued)

Sometimes, the existing impression tag already contains the IAS tracker.

In other words the impression tag is sometimes “wrapped” with the IAS tag.

Example of Nova Tag with IAS Tag (Continued)

Example of Impression Tag with IAS Tracker:

```
<IMG
SRC="https://ad.doubleclick.net/ddm/trackimp/N778265.1270091MPUBLICITE.FR/B23524584.260447267
;dc_trk_aid=456414509;dc_trk_cid=124655216;ord=[timestamp];dc_lat=;dc_rdid=;tag_for_child_dir
ected_treatment=;tfua=?" BORDER="0" HEIGHT="1" WIDTH="1"ALT="Advertisement"><script
src="mraid.js"></script>
```

```
<SCRIPT TYPE="application/javascript"
SRC="https://pixel.adsafeprotected.com/rjss/st/367104/40732361/skeleton.js"></SCRIPT>
<NOSCRIPT><IMG SRC="https://pixel.adsafeprotected.com/rfw/st/367104/40732360/skeleton.gif"
BORDER=0 WIDTH=1 HEIGHT=1 ALT=""></NOSCRIPT>
```

Example of Nova Tag with IAS Tag (Continued)

In the above example, the IAS JavaScript URL is the highlighted part and this should be added to the Integration Code Field. Therefore, as highlighted, note that the <script> tags need to be included for IAS tags to be used in the Integration Code field.

***Note*:** you can easily tell if a tag is an IAS tracker if you spot adsafeprotected.com in the URL. If an IAS tracker is supplied and the only URL is one that ends with skeleton.gif, then you need to request the *JavaScript version* which has skeleton.js

DoubleVerify

DoubleVerify Trackers can be added in the Integration Code segment in the Nova UI.

Add the third-party JavaScript HTML tag in the Integration Code field. Do not provide the URL, or .jpg/.img version of the HTML tag (it must be the JavaScript tag).

DoubleVerify

An example of a DoubleVerify JavaScript HTML tag:

```
<script
src="https://cdn.doubleverify.com/dvtp_src.js?ctx=10200000&cmp=21000000&sid=3448000&plc
=226701160&num=&adid=&advid=868000&adsrv=1&region=30&btreg=&btadsrv=&crt=&crtname=&chnl=&unit
=&pid=&uid=&tagtype=&app=&sup=&DVP_EXID=&DVP_CDID=&DVP_D
MGRV=&DVP_LAT=&DVP_LONG=&dvtagver=6.1.src" type="text/javascript"></script>
```

DoubleVerify

Alternatively :

If you choose to add the DoubleVerify trackers in your respective DSP, they should be added to the end of the Nova creative tag in the ad server or DSP.

If the client is interested in tracking the viewability using their DoubleVerify account, the client must provide their DoubleVerify JavaScript HTML Tag (see example below).

DoubleVerify JavaScript HTML Tag

```
<script
src="https://cdn.doubleverify.com/dvtp_src.js?ctx=10200000&cmp=21000000&sid=3448000&plc=22670
1160&num=&adid=&advid=868000&adsrv=1&region=30&btreg=&btadsrv=&crt=&crtname=&chnl=&unit=&pid=
&uid=&tagtype=&app=&sup=&DVP_EXID=&DVP_CDID=&DVP_DMGRV=&DVP_LAT=&DVP_LONG=&dvtagver=6.1.src"
type="text/javascript"></script>
```

The entire DoubleVerify tag needs to be added to the end of the Nova creative tag. When appended, the final tag should look like the example below. This should be flighted in the publisher ad server or DSP.

Note: you can easily tell if a tag is a DoubleVerify tracker if you spot doubleverify.com in the URL.

Example of Nova Tag with DoubleVerify Tag

```
<!--Start of Nova Ad Tag. Visit www.createwithnova.wiki/nova-trackers for information.-->
<!--Creative Name: This Giving Tuesday, we're donating $250K to help Etsy sellers impacted by natural disasters this year.And you can help too! We'll also match any donations you give to the Etsy Disaster Relief Fund up to $50K. Learn more and donate in our bio.-->
<script type="text/mediavoice-tag" data-mediavoice-tag-version="2">
{"creative":{"instance":"ca9a08ec8e2245f9ac1a9f4b815a0a7c"},"meta":{"random":"${CACHEBUSTER}","server":{"auctionID":"${AUCTION_ID}","campaignID":"${CAMPAIGN_ID}","creativeID":"${CREATIVE_ID}","exchangeID":"${EXCHANGE_ID}","insertionOrderID":"${INSERTION_ORDER_ID}","inventorySourceExternalID":"${INVENTORY_SOURCE_EXTERNAL_ID}","name":"dv360","pixelIDs":"${PIXEL_ID_COMMA}","publisherID":"${PUBLISHER_ID}","universalSiteID":"${UNIVERSAL_SITE_ID}"},"url":"${SOURCE_URL}"},"track":{"cachebust":[],"click":["${CLICK_URL}"],"impression":[]}}</script>
<script type="text/mediavoice-adserver-targeting-map">{}</script>
<script type="text/mediavoice-custom-keys">{}</script>
<div class="moat_trackable"></div>
<link rel="dns-prefetch" href="//polarcdn-terrax.com" />
<link rel="dns-prefetch" href="//polarcdn-pentos.com" />
<script type="text/javascript" src="https://static.polarcdn.com/creative/creative.js"></script>
<!--End of Nova Ad Tag. Add integration/viewability script below.-->
<script
src="https://cdn.doubleverify.com/dvtp_src.js?ctx=10200000&cmp=21000000&sid=3448000&plc=226701160&num=&adid=&advid=868000&adsrv=1&region=30&btreg=&btadsrv=&crt=&crtname=&chnl=&unit=&pid=&uid=&tagtype=&app=&sup=&DVP_EXID=&DVP_CDID=&DVP_DMGRV=&DVP_LAT=&DVP_LONG=&dvtagver=6.1.src" type="text/javascript"></script>
```

Example of Nova Tag with DoubleVerify Tag

Important Note: an incorrect version of the DoubleVerify tracker is supplied as such:

```
<script
src="https://tps.doubleverify.com/visit .jpg?ctx=16205751&cmp=23554053&sid=5808720&plc=2618036
25&adsrv=1&btreg=&btadsrv=&crt=&tagtype=&dvtagver=6.1. img&"></script>
```

You'll notice .jpg and img in the src URL. You need to request the *JavaScript version* of the DoubleVerify tracker from the client.

Nova

Changes to Tracking

Changes to Tracking

Sometimes, clients would like to request changes. If changes are required, a new ad tag may or may not be required to be trafficked.

Any changes to the following require updates in the Nova Creative UI and a NEW ad tag to be generated and trafficked:

1. Impression trackers
2. Click trackers
3. IAS trackers (if added to the Integration Code field)
4. MOAT Trackers (if added to the Integration Code field)
5. DoubleVerify Trackers (if added to the Integration Code field)

Changes to Tracking

If you add Viewability trackers (such as IAS/MOAT/DoubleVerify) to the Integration Code field **in the Nova UI** and make any changes to them after exporting the Nova tags, you will need to export a fresh copy of the Nova tags and re-traffick them in your DSP/Adserver.

If the viewability tracker has NOT been added to Nova but has been added directly to the DSP/Adserver, then any changes to the trackers also needs to be updated in the DSP/Adserver (No need to update Nova tags, in such case)

Changes to Tracking

Any changes to the following in the Nova Creative UI **DO NOT require a new ad tag**:

1) Destination (CTA) landing URL
2) CTA Text
3) Creative Name
4) Caption
5) Image Asset
6) Video Asset

Thank You!

For any follow-up questions,

Please contact support@createwithnova.com

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