



**Copy a creative ad tag**

# Copy a creative ad tag

All Campaigns > Nike - Just Do It

Manage Ads Search Creatives 🔍

	Creative	Post Type	Last Modified	Actions
<b>Campaign</b> Nike - Just Do It	Never stop chasing your crazy dream. #justdoit	Instagram Photo	a few seconds ago	<b>Ad Tag</b>   Preview   More ▾

**Advertiser**  
Nike

Click "Ad Tag" from the Creative page or Dashboard

All Campaigns > Nike - Just Do It > **View Social Creative**

Save Preview **Ad Tag** Copy Instance ID View API Delete Cancel

1 of 1

Social Post Import

**Creative Details**


**Creative Name (Required)**  
Never stop chasing your crazy dream. #justdoit

**Social Type**  
Instagram

**Format Type**  
Photo

**Social Icon**  
 Social Brand Page <https://www.instagram.com/nike/>

**Preview**



# Copy a creative ad tag

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All Campaigns > Nike - Just Do It > Never stop chasing your crazy dream. #justdoit > Ad Tag

Nike - Just Do It | Never stop chasing your crazy dream. #justdoit

### Instructions

1 Select the appropriate DSP or Ad Server:  
DV360

### Copy Ad Tag

Add this as a third party creative tag.  
NOTE: Modifying the ad tag may result in unexpected behaviour.

Support Resources: DV360 Instructions | DV360 Video Tutorial

• Add Viewability Tracker

```
<!--Start of Polar Ad Tag. Visit polar.me/trafficking for information.-->
<!--Creative Name: Never stop chasing your crazy dream. #justdoit-->
<script type="text/mediavoice-tag" data-mediavoice-tag-version="2">
  {"creative":{"instance":"b3c089c6c6a426486ff0f1326a0b4ca"},"meta":{"random":"${CACHEBUSTER}","server":{"auction
</script>
<script type="text/mediavoice-adservice-targeting-map">{}</script>
<script type="text/mediavoice-custom-keys">{}</script>
<div class="moat_trackable"></div>
<link rel="dns-prefetch" href="//polarcdn-tenrax.com" />
<link rel="dns-prefetch" href="//polarcdn-pentos.com" />
<script type="text/javascript" src="https://static.polarcdn.com/creative/creative.js"></script>
<!--End of Polar Ad Tag. Add integration/viewability script below.-->
```

### Trafficking Recommendations

Follow these recommendations to achieve optimal CTR:

- Supply: All exchanges/SSPs except Google Ad Manager (GAM)

### Preview

LEARN MORE

When they say there's no way, show them one.

Faced with an unimaginable choice between giving up

2 Copy to Clipboard

3 Share Link

1

Select your DSP Platform

2

Copy Tag snippet and Paste in your DSP

3

Optional Share link to ad tag with external stakeholders

