



# Branded Content in Newsletters

## Getting Started

# Branded Content Distribution | Newsletters

## 1. Ad-block free

- Bypass ad blockers in all email clients

## 2. Custom curation

- Control which content to drive views to

## 3. ESP integration

- Supports the most popular email service providers
- Examples include Sailthru, Adobe, Campaign Monitor, and Silverpop.

## 4. Content Analytics integration

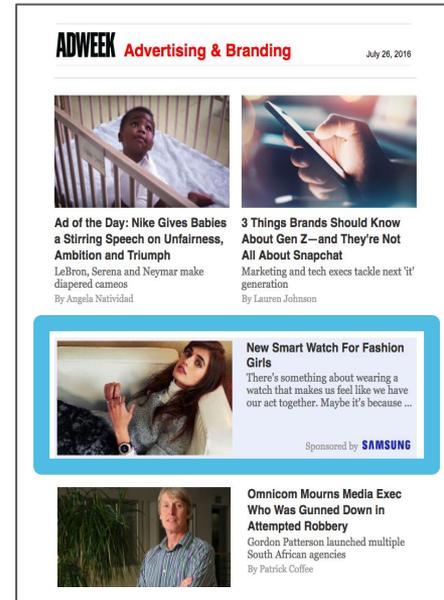
- Track content in your favourite content analytics platform

**+15%**

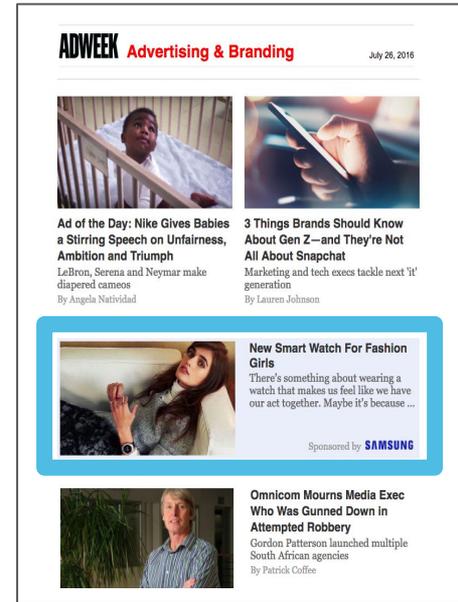
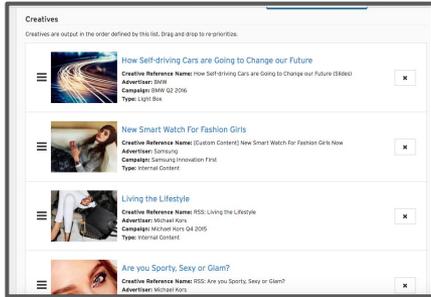
Page Views

**2X**

Time Spent on Content



# Setup Overview | Newsletters



1

Add the Content

2

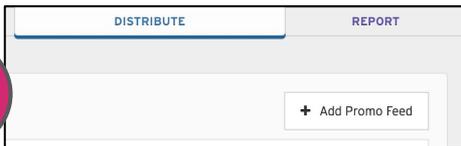
Configure the Email Service Provider (ESP)

3

Set up the Newsletter Template

# Ad Content | Setup

1

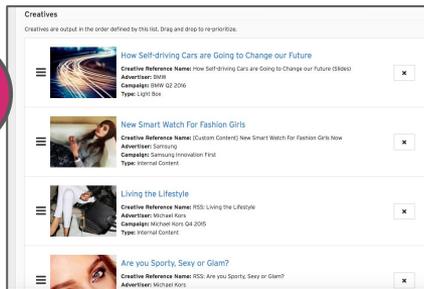


## Create a Promo Feed

Click on “+ Add Promo Feed” on the Distribute Tab in Nova’s Branded Content Platform.

Add a feed name and feed description. Save.

2



## Add Content

Locate the campaign and expand.

Find the desired creative in the list, and hit its Add to Promo Feed button.

3



## Get the JSON or RSS link (whichever the ESP is compatible with)

Scroll down to the **Output Formats** section. Copy the RSS Feed link or JSON link.

(Note that the Output Formats section will not appear if a Promo Feed has never been saved.)

# Configure ESP | Setup – Example using Sailthru\* ESP

1



Manage Data Feeds

Add Single Feed Add Merged Feed Add Content Feed

## Set up a data feed

To save a feed to your account, navigate to the **Content tab** and click **Data Feeds**. You can set up a **Merged Feed** containing the content from multiple feeds.

2



Merged Feed

Merged Feed Name Custom vs Horizon

Feed #1 Key	Custom	Feed #1 URL	http://www.jacksailingthru.com/show/feeds/popProds.js
Feed #2 Key	Personalized	Feed #2 URL	http://feed.sailthru.com/ws/feed?id=5400c3611092031
Feed #3 Key	TopStories	Feed #3 URL	http://feed.sailthru.com/ws/feed?id=5429e28c5f1d5b57
Feed #4 Key		Feed #4 URL	

## Configure a Merged Feed

After clicking Add Merged Feed, enter a title in the “Merged Feed Name” field. In the “Feed #1 Key” field, enter an identifier for this feed. Keep it brief. Enter the URL of your first feed.

In the template, you’d code the feed with the key after selecting the merged feed such as {Custom.content[0].url}, {Personalized.content[0].url}, etc.

*\*Using **Sailthru’s** merged feed walkthrough as example*

# Create the Template | Setup – Example using Sailthru\* ESP

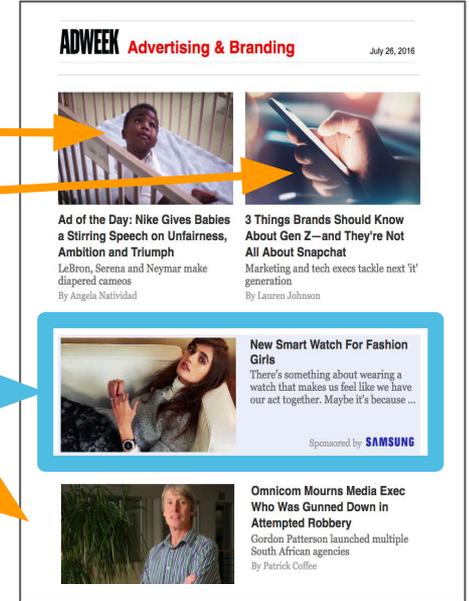
1

## Select Merged Feed

Inside the template or campaign editor, select the Advanced tab. In the Data Feed drop-down, select the name of the feed.

2

```
{ "Firstfeed" : {
  "content" : [
    {
      "title" : "First Feed Article Title #0",
      "url" : "http://path1/to/url0",
      "description" : "First Feed Article Description #0",
      "content" : "First Feed Content #0"
    },
    {
      "title" : "First Feed Article Title #1",
      "url" : "http://path1/to/url1",
      "description" : "First Feed Article Description #1",
      "content" : "First Feed Content #1"
    }
  ]
},
"Secondfeed" : {
  "content" : [
    {
      "title" : "Second Feed Article Title #0",
      "url" : "http://path2/to/url0",
      "description" : "Second Feed Article Description #0",
      "content" : "Second Feed Content #0"
    },
    {
      "title" : "Second Feed Article Title #1",
      "url" : "http://path2/to/url1",
      "description" : "Second Feed Article Description #1",
      "content" : "Second Feed Content #1"
    }
  ]
}
}
```



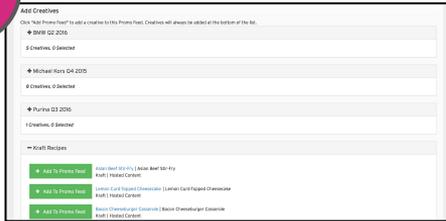
## Map the Merged Feed to the Template

Code the template to include the right items (in the correct order) map the merged feed to the template.

*\*Using **Sailthru's** merged feed walkthrough as example*

# Curate | Newsletter creatives in Nova

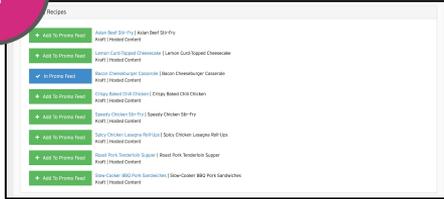
1



## Locate the Campaign

Locate the campaign that the targeted creative is a member of, and expand the campaign's contents (if not already expanded) by hitting the + button beside the campaign's name.

2

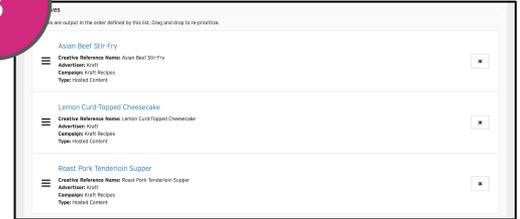


## Find the Creative

Locate the campaign and expand.

Find the desired creative in the list, and hit its **Add to Promo Feed** button.

3



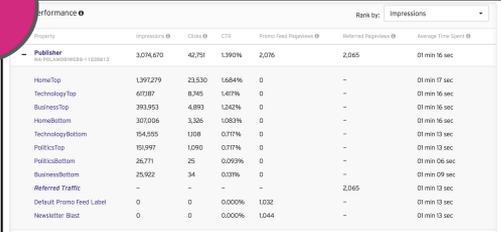
## Curate the Feed

Click and hold the drag handle, and drag up or down to move the creative to the first position.

Hit the **Save** button to persist these changes.

# Report | Newsletters

**A**



Property	Impressions	Clicks	CTR	Promo Feed Pageviews	Referenced Pageviews	Average Time Spent
<b>Publisher</b>	3,074,670	42,751	1.390%	2,076	2,065	01 min 10 sec
HomeTop	1,971,279	21,530	1.089%	0	--	01 min 17 sec
TechnologyTop	677,687	8,765	1.279%	0	--	01 min 16 sec
BusinessTop	393,953	4,893	1.242%	0	--	01 min 16 sec
HomeBottom	307,006	3,326	1.083%	0	--	01 min 16 sec
TechnologyBottom	154,595	1,018	0.717%	0	--	01 min 13 sec
PoliticsTop	151,997	1,090	0.717%	0	--	01 min 13 sec
PoliticsBottom	26,771	25	0.009%	0	--	01 min 06 sec
BusinessBottom	21,602	34	0.28%	0	--	01 min 09 sec
Referenced Traffic	--	--	--	--	2,065	01 min 13 sec
Default Promo Feed Label	0	0	0.000%	1,032	--	01 min 13 sec
Newsletter Blast	0	0	0.000%	1,044	--	01 min 13 sec



## Nova Analytics\*

Nova analytics provides data on:

- Content engagement
- Newsletter source
- Page views

*\*For Nova to report these analytics, Nova's tracking pixel must be present on the Content pages.*

## 3rd Party Content Analytics

Nova's newsletter capability supports 3rd party content analytics providers via query string parameters that can be added to the Promo feed.

Providers may include platforms such as Google Analytics, Google Omniture, and others.

# Nova Analytics | Newsletter Reporting

1

**Analytics Label**

Pageviews driven from this Promo Feed will

## Add a Label

To add a label, simply open your promo feed within Nova, and add a descriptive label for the promo feed.

In the image above, imagine that we had typed “Newsletter Blast”. That would show up within the Site Report as “Newsletter Blast” pictured below.

2



## Ensure Tracking Pixel is Present

Connect with your Nova Solution’s Consultant to set up your analytics tracking pixel.

3

Property	Impressions	Clicks	CTR	Promo Feed Pageviews	Refined Pageviews	Average Time Spent
<b>Publisher</b> NOVA/ANALYTICS/2024-11-08/13	3,074,670	42,791	1.390%	2,076	2,065	01 min 16 sec
HomeTop	1,972,279	23,530	1.684%	0	-	01 min 17 sec
TechnologyTop	422,817	8,810	1.471%	0	-	01 min 18 sec
BusinessTop	393,953	4,893	1.242%	0	-	01 min 16 sec
HomeBottom	307,006	3,326	1.083%	0	-	01 min 16 sec
TechnologyBottom	154,555	1,108	0.717%	0	-	01 min 13 sec
PoliticsTop	151,997	1,090	0.717%	0	-	01 min 13 sec
PoliticsBottom	26,771	25	0.093%	0	-	01 min 06 sec
BusinessBottom	25,922	34	0.039%	0	-	01 min 09 sec
Refined Traffic	-	-	-	-	2,065	01 min 13 sec
Default Promo Feed Label	0	0	0.000%	1,032	-	01 min 13 sec
Newsletter Blast	0	0	0.000%	1,044	-	01 min 13 sec

## View Reporting

In the example, if you were to click on “Site Report”, you should see “Newsletter Blast” under the appropriate property.

# Tracking w/ 3rd Party Clicks | Newsletter Reporting

1

## Tracking

### Query String Parameters

Optionally enter any query string parameters. If specified, these parameters will be automatically appended to every URL in this feed.

For example: `?utm_source=newsletter&utm_medium=email&utm_campaign=content-studio-promo-q3-brand-a`

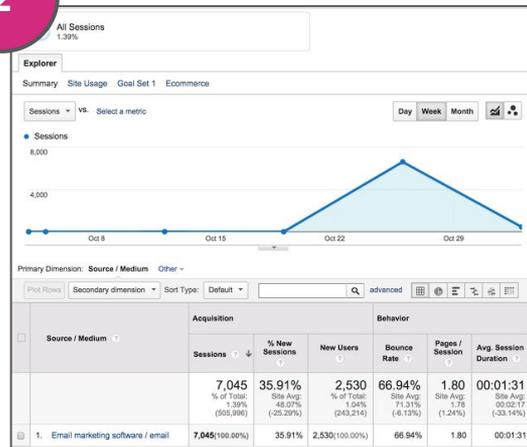
? `utm_campaign=partner-content-cooking-q3&utm_source=newsletter&utm_medium=email`

## Add query string parameters

To set up tracking, simply add the right query string parameters in Nova's promo feed configuration. Common parameters include:

- Utm\_source
- Utm\_medium
- utm\_campaign

2



## View Reporting

In the example, you'll see the appropriate reporting details based on your favourite 3rd party tracking platform.

# Thank You!

For any follow-up questions,  
please contact [support@createwithnova.com](mailto:support@createwithnova.com)



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