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Supply and Inventory

We suggest that you apply the following supply source and inventory targeting recommendations:

Supply Sources

All exchanges/SSPs are supported

- <u>Recommendation:</u> Avoid GAM supply, if possible, because Nova ads are not capable of resizing in GAM supply, and will render in fixed-size formats. Fixed sized formats still perform 4 times better than Standard display but overall they perform poorer than Nova Flex formats.
  In some markets, however, Google AdX has the most inventory available. For those markets Ad performance may be slightly lower compared to other exchanges/SSPs.

Environments

All Display Environments are supported (Web and App)

- <u>Recommendation:</u> Mobile and Tablet Web Environments generally show best performance because users are most familiar with social formats on a mobile device.

Sizes

- <u>Include:</u>
  - 300x250 (Medium Rectangle)
  - 336x280 (Large Rectangle)
  - 300x600 (Half Page)
  - 320x480 (Mobile Interstitial)

Devices

- <u>Include:</u>
  - Smartphone
  - Tablet (optional)
  - Computer (if Desktop Web required)
- <u>Exclude:</u>
  - Connected TV (for Social display ads)

Viewability

- <u>Recommendation:</u> 80% or greater

Geo Targets
- You may apply any geo targeting as necessary. Note: extremely granular targeting at the city/town level will likely create inventory constraints similar to any display campaign.

Audience Targets
- You may apply any First/Third Party Audience target list you have.

Contextual Targets
- You may apply any contextual targeting available via your DSP/DMP.

Other Guidelines

Creative Type
- The Nova Social Display ad tag should always be uploaded as a "third-party creative" in every DSP.

DV360
- Please refer to DV360 Trafficking Instructions:
  https://www.createwithnova.wiki/dv360-trafficking

The Trade Desk
- Please refer to The Trade Desk Trafficking Instructions:
  https://www.createwithnova.wiki/nova-ttd

Xandr
- To budget Nova Fees in Xandr directly, please refer to the Xandr Polar Fees Setup Instructions. Note: Nova CPM fees are still invoiced separately.

⚠ Note: Copying tags from spreadsheets
When copying ad tags from Excel sheets or other spreadsheets, you should double-click the cell and select the text within the cell. If you select the cell and copy, then the ad tags are corrupted with extra double quotes. This will cause blank ads to render – so there would be no clicks recorded.

We highly recommend using the Nova "Copy to Clipboard" button when copying tags from the Ad tag page, for trafficking. Alternatively, you can even use our "Share Link" button also found in the Ad tag page.

Best Practices

Once the campaign is live, review these best practices to optimize CTR:
https://www.createwithnova.wiki/nova-dsptargeting

Troubleshooting Tips

If the DSP is not registering any impressions, please contact
support@createwithnova.com with the following information:

- Copy the ad tag from the DSP and paste it into a text file.
- Take screenshots of the Campaign and Creative configuration pages in the DSP.

If the marketer's ad server (e.g. Google Campaign Manager) is not registering any
impressions, please contact support@createwithnova.com with the following
information:

- Copy the ad tag from the DSP and paste it into a text file.
- Take screenshots of the Campaign and Creative configuration pages in the DSP.
- The original impression trackers.