

DV360 Trafficking

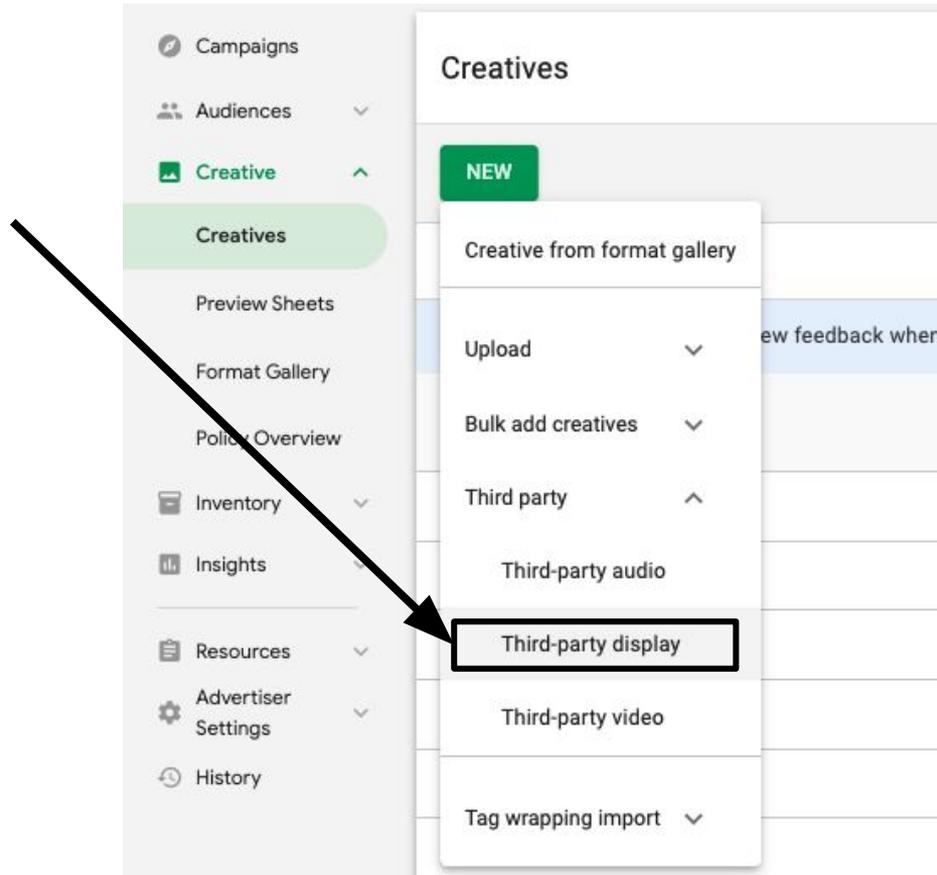
Guidelines

- Supply & Inventory
- Creative Setup
- Preview
- Audit and Exchange Review

Last Updated: July 19th, 2023

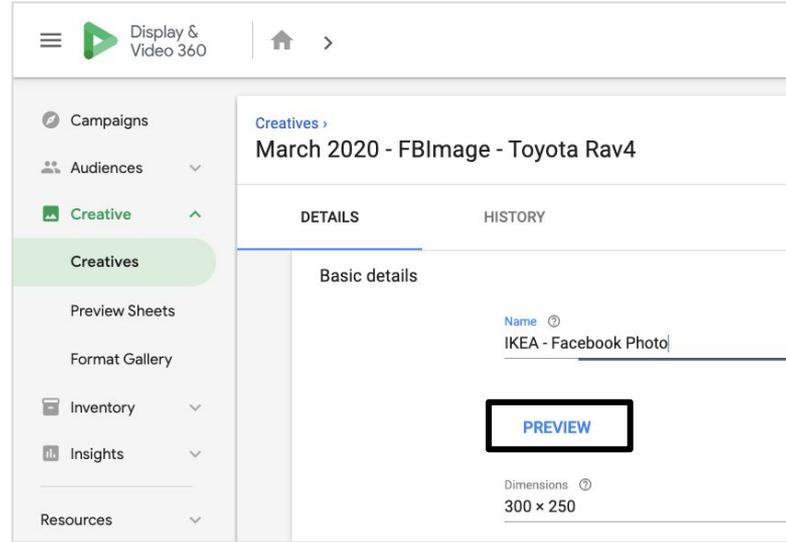
ADD NOVA CREATIVE AS THIRD-PARTY DISPLAY

Under “Third party”
select “**Third-party Display**”.



PREVIEW

After finalizing the creative details and pasting the Nova tag in the Third-party tag section, you can preview Nova creatives in DV360 using the “PREVIEW” button.



AUDIT AND EXCHANGE REVIEW

All creative tags will go through a review process that consists of the following:

- **Creative and landing page review:** this represents DV360's own review of the creative's behaviour and landing page
- **Content and policy review:** this represents DV360's own review of the creative's content
- **Exchange review:** this represents the review from the targeted ad exchange

If your creative is rejected, try re-submitting the same creative. If it fails again, contact support@createwithnova.com

Known caveats with Nova creatives:

- Videos greater than 5MB (i.e. 15 seconds) will be rejected by Google Ad Manager exchange (it will still be servable on other exchanges)
- Carousel creatives with multiple landing page URLs from different domains will be rejected.

Restricted advertiser verticals: to serve ads promoting restricted products and services (e.g. tobacco), you must apply for certification. See: Google's help article on [Restricted products and services](#).

Audit information

 Approved, servable. Approved by 2 of 3 exchanges.

[Troubleshooting?](#)

Audit status 	Resubmit for approval
 Creative and landing page review 	
 Content and policy review 	
 Exchange reviews 	

The overall status should read:

Approved, Servable

If the creative is rejected by Google Ad Manager exchange it will still be servable on other exchanges. The status in this case is:

Rejected, Servable

NOVA FEES SETUP

Optional: Include Nova CPM fees in DV360 to track campaign budget spending

1. Click **Settings**
2. Click **Partner Costs**
3. Enter amount in **CPM fee**
4. Select **Third-party Ad Server**

The screenshot shows the 'Partner Costs' configuration page in the Display & Video 360 interface. The left sidebar contains a menu with 'Settings' (1) and 'Partner Costs' (2) highlighted. The main content area shows a table for 'Default Additional Costs' with columns for 'CPM Fees', 'Amount', and 'Type'. The first row shows 'CPM fee 1' with an amount of 'CA\$ 2' (3) and a type of 'Third-Party Ad Server' (4). The second row shows 'CPM fee 2' with an amount of 'CA\$ 0' and a type of 'Default'. Below the table, there are sections for 'Media Fees' (Percentage and Type) and an 'ADD FEE' button. A 'SAVE' button is located at the bottom right.

Default Additional Costs	CPM Fees	Amount	Type
CPM fee 1	CPM fee 1	CA\$ 2	Third-Party Ad Server
CPM fee 2	CPM fee 2	CA\$ 0	Default

Media Fees	Percentage	Type
Media fee 1	15 %	Default
Media fee 2	4 %	Default

Thank You



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