



# Xandr Budgeting Features

# Xandr Budgeting Features

1. Select "Fees"  
(Top Right Hand Corner Drop Down)
2. Create a New Fee  
Use "custom vendor" field

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InvestDSP Advertisers Insertion Orders Line Items Creative Audiences Inventory Planning Reporting

EDTHEADOPSGUY (0)  
→ Switch Members

Fees  
Billing  
Apps Marketplace  
Member Settings  
Member Users  
Advertiser Users  
Roles  
Teams

Name	ID	Issues	Flight Progress	Flight Budget Delivery	Flight Imp Del
Megan UI Testing No End Date (709014) ADV: Megan Arend JetGreen Airways (282483)		No eligible creati...	31 Jan 2018 - No end date(EST)	Unlimited budget Daily budget set to \$10.00	
LI Copy of Cost Plus Revenue, No Goal, View Payme... Test (5557106) ADV: Megan Arend JetGreen Airways (282483)	5557106	No eligible creati...	Unlimited 31 Jan 2018 - No end date(EST)	0 delivered Unlimited budget Daily budget set to \$100,000...	0 imps
LI Copy of bug bounty test (5317292) ADV: SPLITTERS BUGBOUNTY (721146) MicheleTest (1959059)	5317292	LI is inactive +1 Creatives 8296...	Unlimited 06 Feb 2018 - No end date(EST)	0 delivered Unlimited budget Daily budget set to \$100.00	0 imps
LI Cost+Test (5317269) ADV: SPLITTERS BUGBOUNTY (721146) MicheleTest (1959059)	5317269	LI is inactive +1 Creatives 8296...	Unlimited 06 Feb 2018 - No end date(EST)	0 delivered Unlimited budget Daily budget set to \$0.00	0 imps \$0.00

2

### Create a New Fee

1 Fee Overview 2 Fee Calculation 3 Fee Application

Name\* Polar Test

Vendor\* Custom Vendor 1

Fee Type\* Ad Serving

Description

Cancel Next

# Xandr Budgeting Features

3. Select "CPM" fee type and enter value and currency
4. Select what Advertiser and Line Item to connect the fee to

3

### Create a New Fee

✓ Fee Overview — 2 Fee Calculation — 3 Fee Application

Fee Value\* AUD\$ 0.10 % CPM AUD (AUDS) ▾

Calculation Method

- added to media cost
- added to media cost + data cost
- deducted from revenue

Back Cancel Next

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### Create a New Fee

✓ Fee Overview — ✓ Fee Calculation — 3 Fee Application

Advertiser Permission\* ⓘ This fee may be applied to All Advertisers Specific Advertisers

Requirement ⓘ Optional Required for all new Line Items within eligible Advertisers

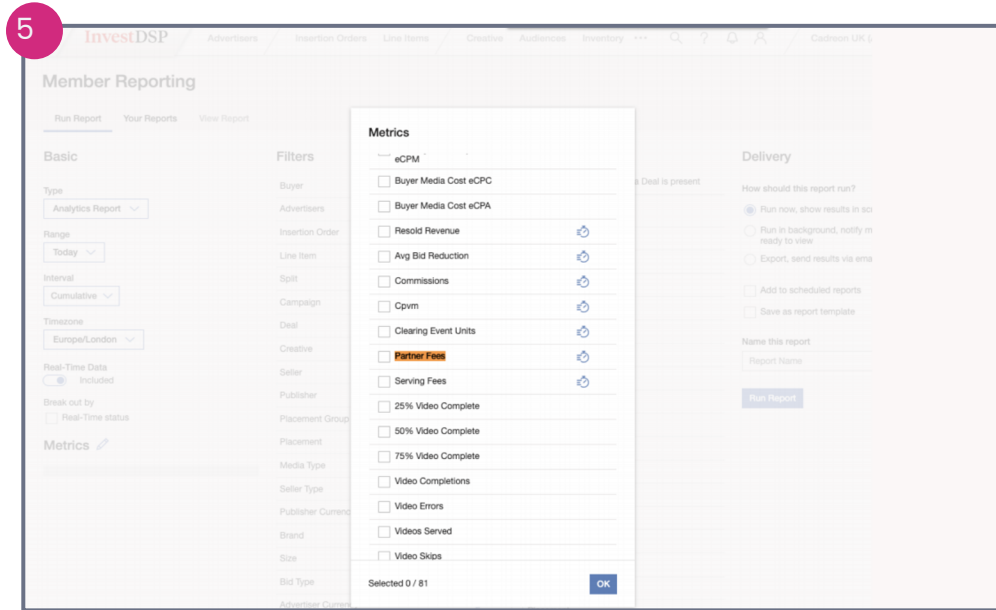
Supply Type This fee will apply to

- Open Exchange Buys
- Managed Buys
- Deals

Back Cancel Create Fee

# Xandr Budgeting Features

- 5. Reporting  
Use "Partner Fees" field to report



# Curate



Curator ID:

13067

Scaled data from:

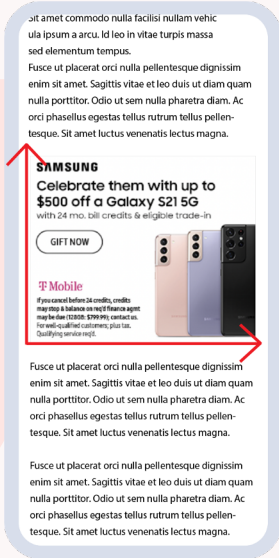
12,000 Social Display campaigns

5,000 brands

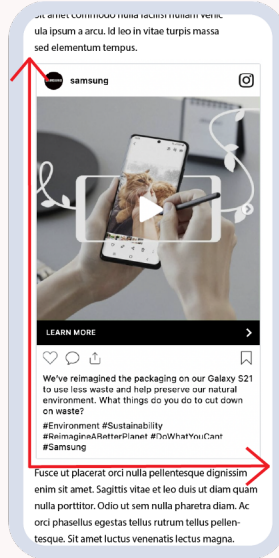
30+ countries

in the past year alone

<b>Geo-Availability</b>	Global
<b>Formats</b>	300x250, 300x600, and 320x480 standard display ad slots (video, photo, carousel, link)
<b>Devices</b>	Mobile App, Mobile Web, Desktop
<b>Contact</b>	contact@creativewithnova.com



Standard Display



Social Display with Nova

Social Display with Nova enables the best creative from social to be distributed programmatically, at scale, in any standard display supply, within minutes.

Amazon, American Express, L’Oreal, McDonalds, Microsoft, P&G, Samsung, Spotify, Starbucks and Walmart, are some of the 5,000 brands that activated 12,000 campaigns in 30+ countries using Social Display with Nova in the past year. [View the campaign showcase](#) to see more brands that have activated Social Display with Nova. [View our case studies](#) to see their success with our product.

Nova is the leader in Social Display, with 75 people in 16 countries.

Benefits:

- Social Display works up and down the funnel
- Extend campaign reach with Social Display on the open web
- Improve user engagement with stronger creative than existing standard display
- Increase conversions with higher performing creative
- Cost efficient high-impact creative for programmatic
- No new creative production costs or approvals needed
- Avoid delays when display creative is not ready, social creative is always accessible
- Complement existing social activity across more channels without the creative headaches
- Complement to social platforms
- Reach audiences in new places
- Reduce the dependency on Facebook
- Maximize existing creative investments

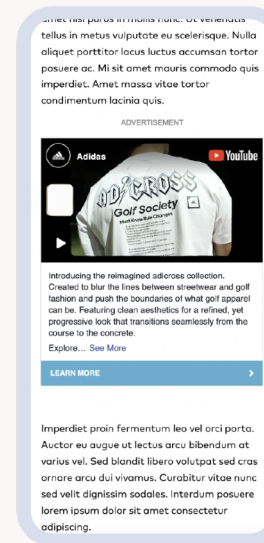
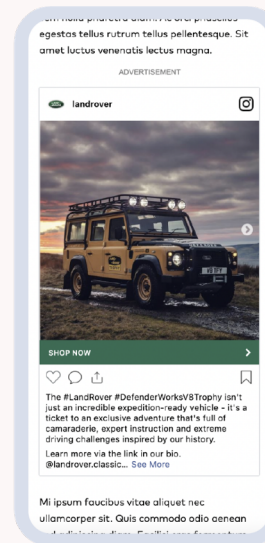
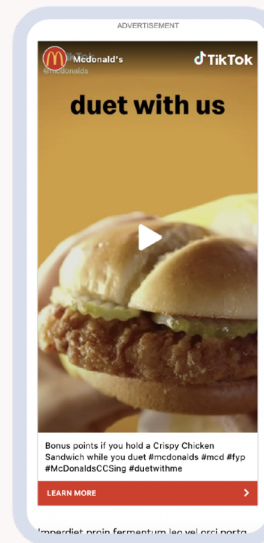
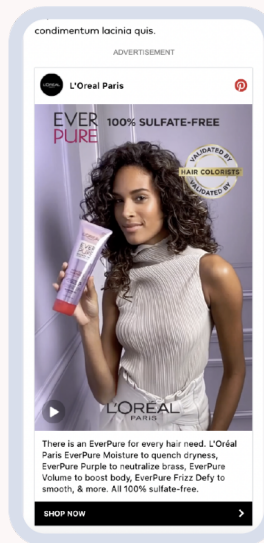
Social Display with Nova works across all social platforms:

- Facebook
- Instagram
- LinkedIn
- Pinterest
- TikTok
- Twitter
- Snapchat
- YouTube

And all format types:

- Carousel
- Link
- Photo
- Video

[View examples of all formats.](#)



Learn more about Social Display with Nova at [CreateWithNova.com](https://CreateWithNova.com)