Xandr Budgeting Features

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1. Select "Fees"
   (Top Right Hand Corner Drop Down)

2. Create a New Fee
   Use "custom vendor" field

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 (AUD$) ▾]

Calculation Method *   ○ added to media cost
○ added to media cost + data cost
● deducted from revenue

Back   Cancel   [Next]

4

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
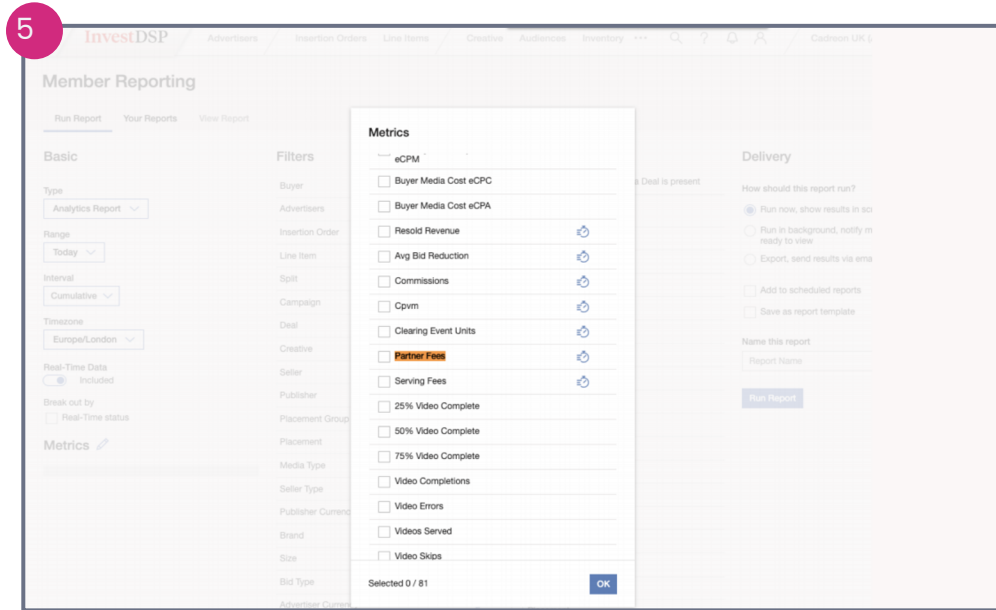
Supply Type   This fee will apply to
☑ Open Exchange Buys
☑ Managed Buys
☑ Deals

Back   Cancel   [Create Fee]

Nova

Xandr Budgeting Features

5. Reporting
   Use "Partner Fees" field to report

Curate

![Nova logo]

Curator ID:

13067

Scaled data from:

12,000 Social Display campaigns
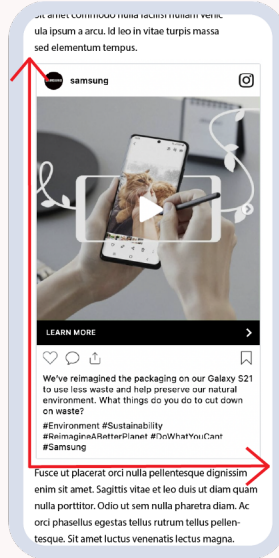
5,000 brands

30+ countries

in the past year alone

Geo-Availability	Global
Formats	300x250, 300x600, and 320x480 standard display ad slots (video, photo, carousel, link)
Devices	Mobile App, Mobile Web, Desktop
Contact	contact@createwithnova.com
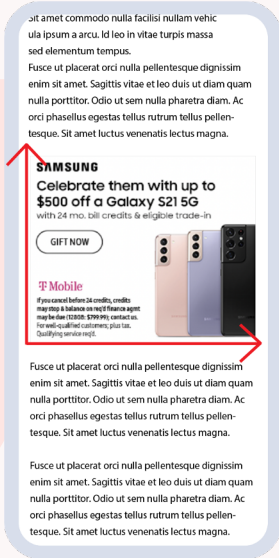
Standard Display   Social Display with Nova

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
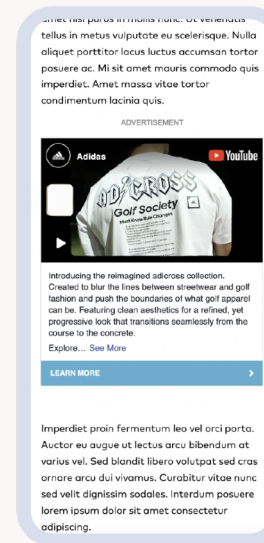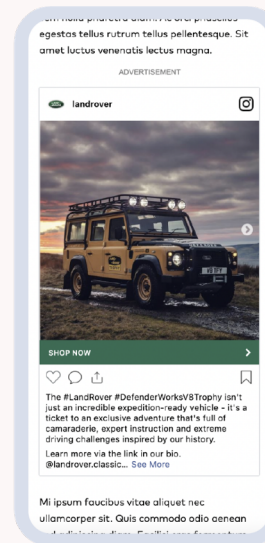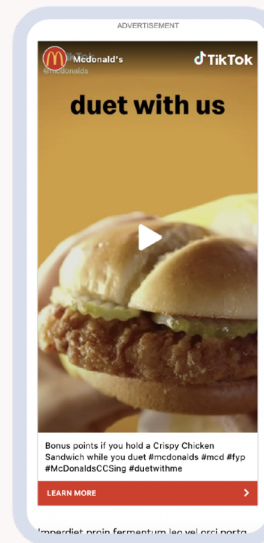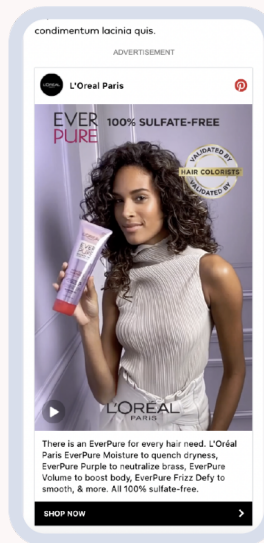
Source: <CLIENT> data

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](#)