# Social Display Always-On Campaigns

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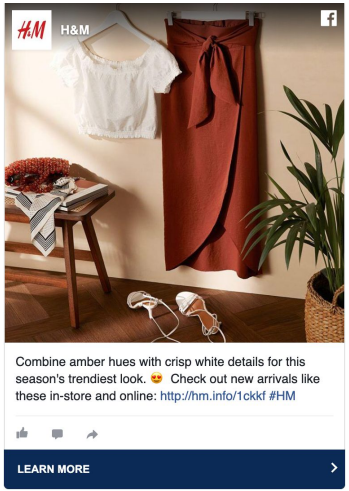
# Always-On Campaigns

New capability to automatically ingest social posts in real-time with a single ad tag

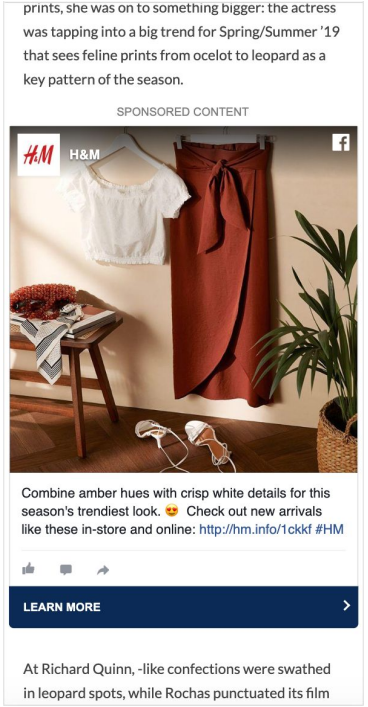
***Real-time*** delivery from Social page to publisher site

***Hands-free*** workflow

***Always-On*** content from brand running continuously




***Organic post delivered to publisher site in real-time***




Always-On campaigns have a ***25% higher*** CTR performance than benchmark thanks to creative variety and real-time alignment

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# Easy to Set Up

Initial One-time Setup Per Brand

**1** **IDENTIFY BRAND PAGE**

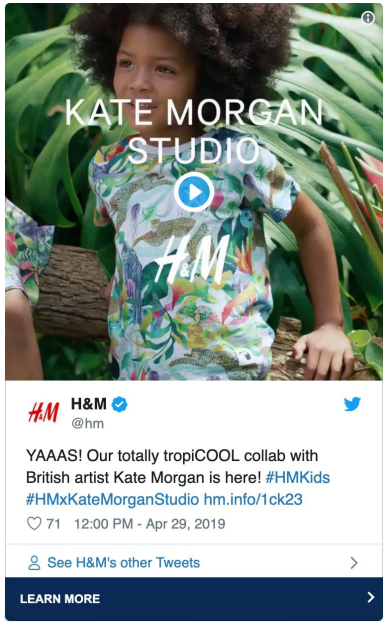
Identify desired brand page (e.g. @nike)

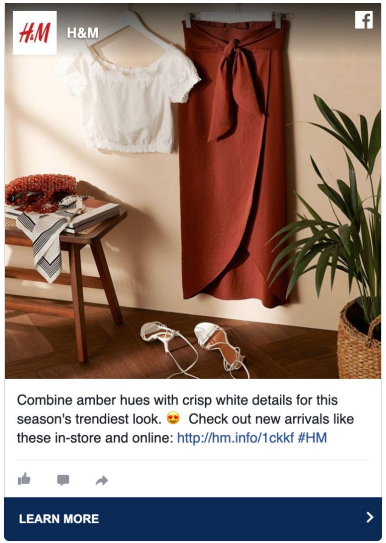
**2** **CONFIGURE FEED**

Configure number of posts to be active and rotated, and a desired hashtag filter (optional)

**3** **TRAFFIC SINGLE TAG**

Copy and paste Nova feed tag into ad server, and apply desired delivery settings



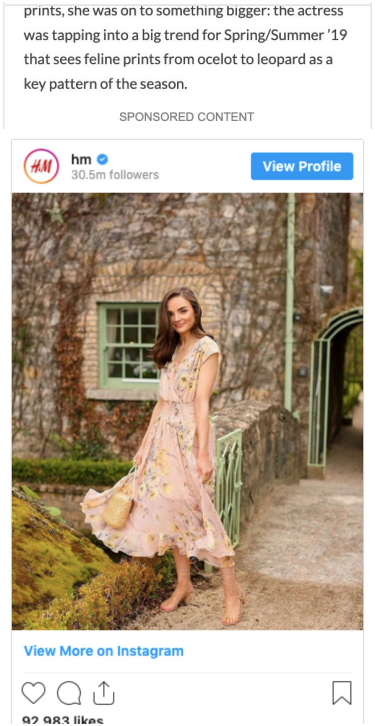



# Easy to Execute

Ongoing posts workflow

***Brand publishes post to social page***

***Post is distributed to publisher site in real-time***




***Measure Results***

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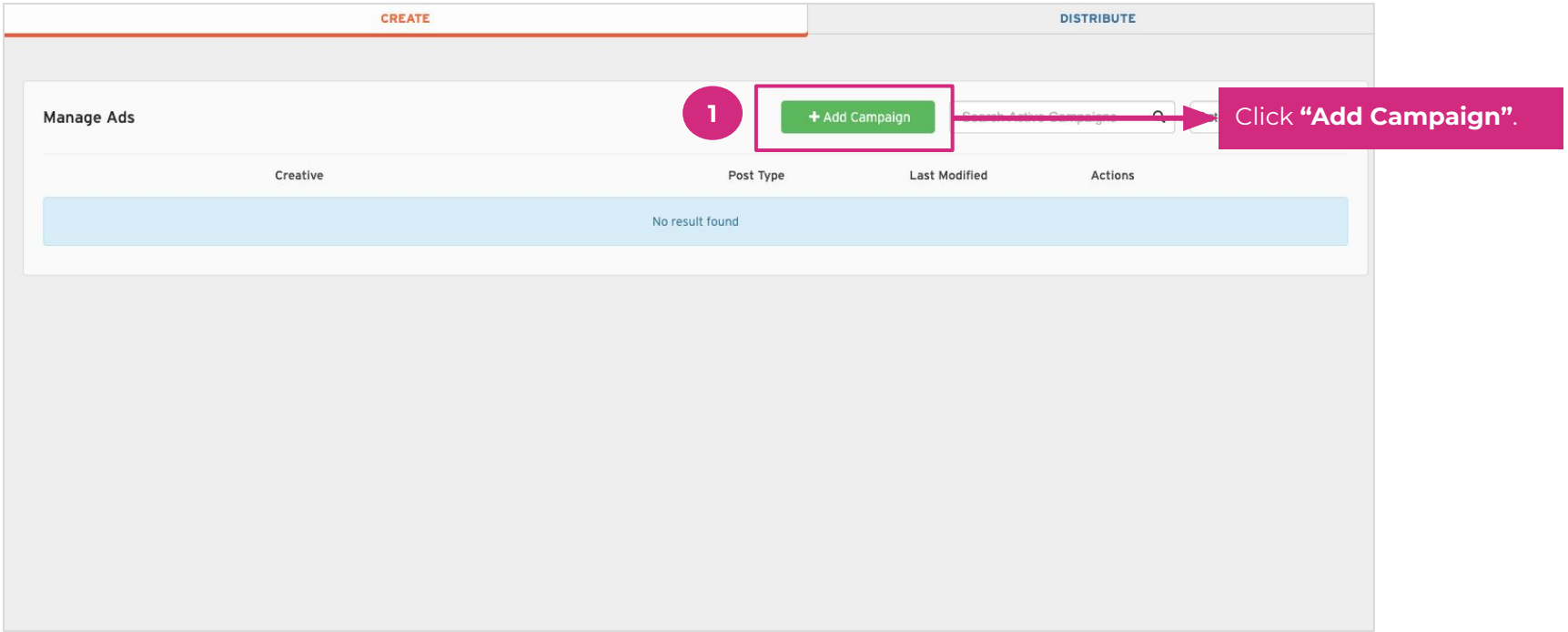
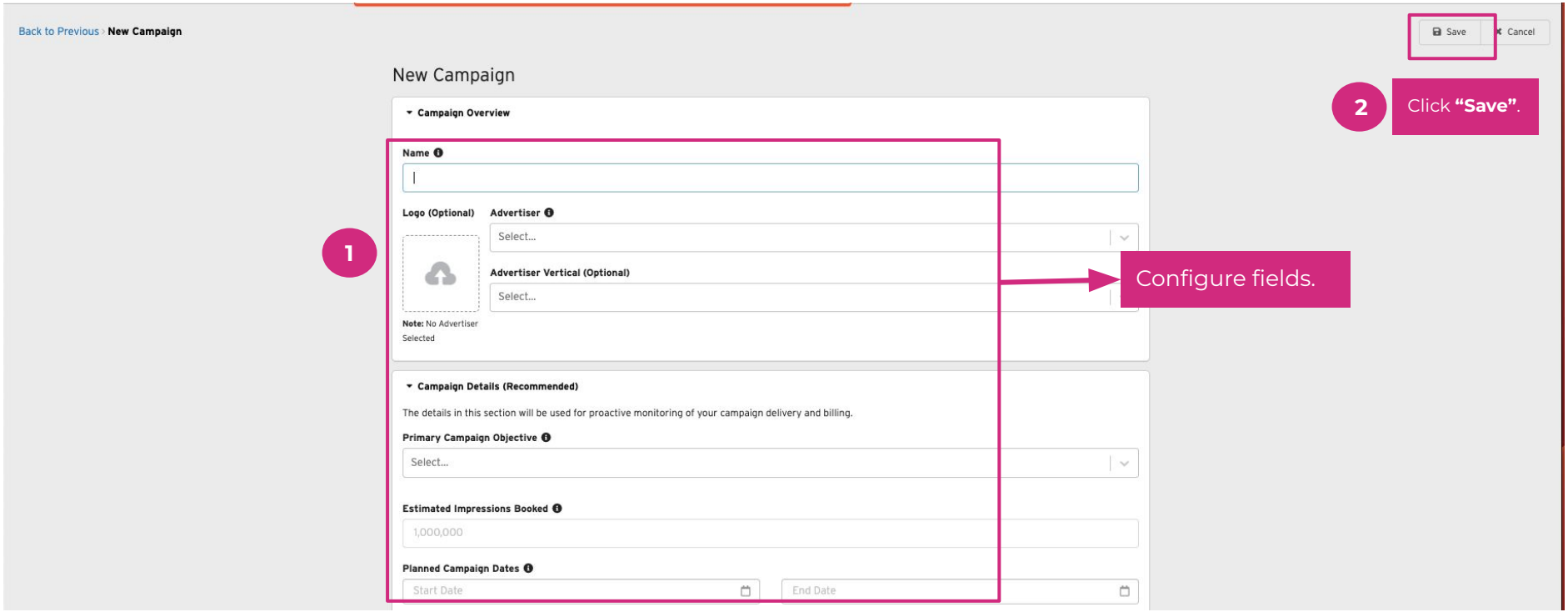
# Workflow Training

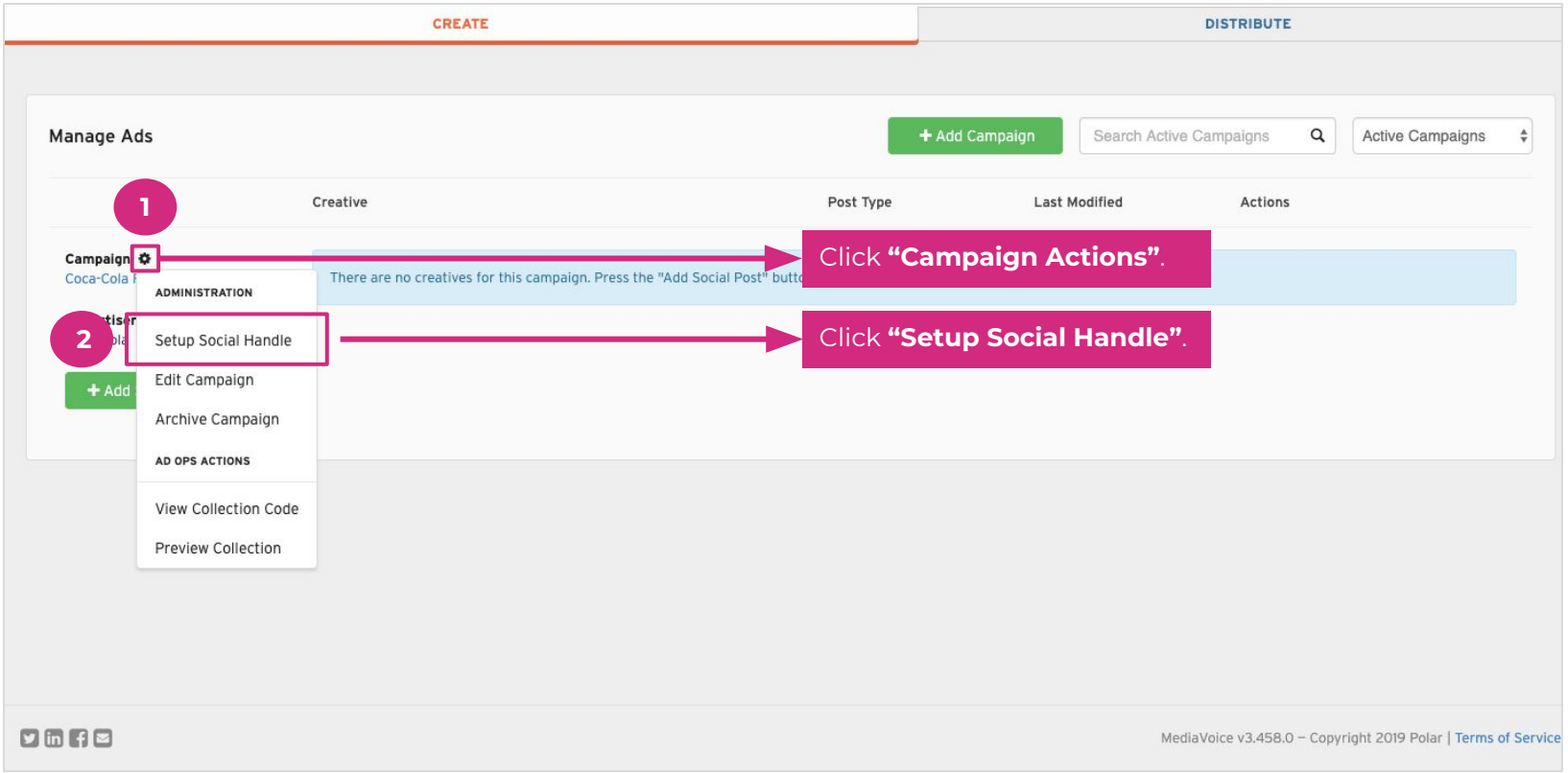
# Create a Campaign



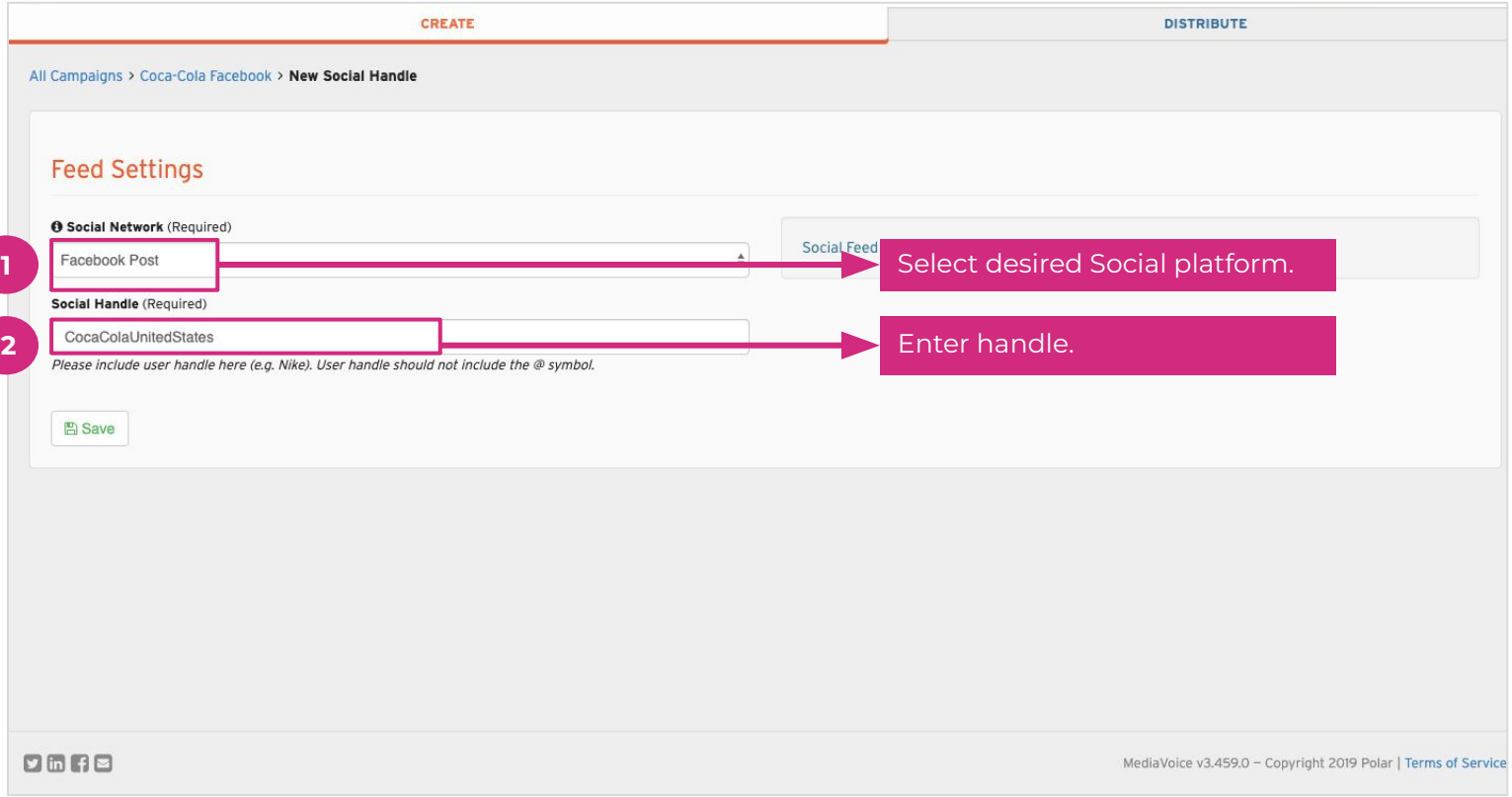
# Configure Campaign



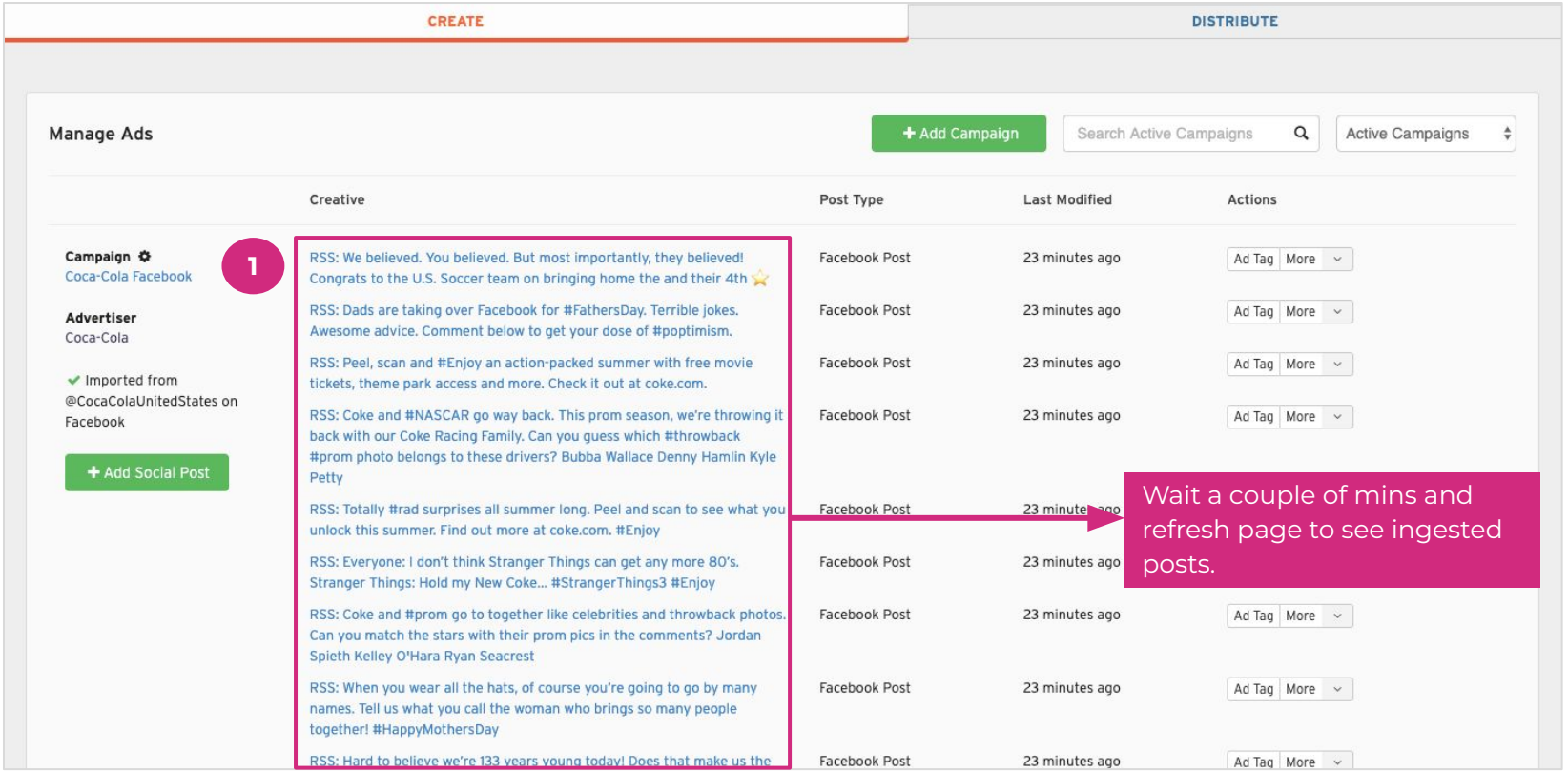
# Set Up Social Account



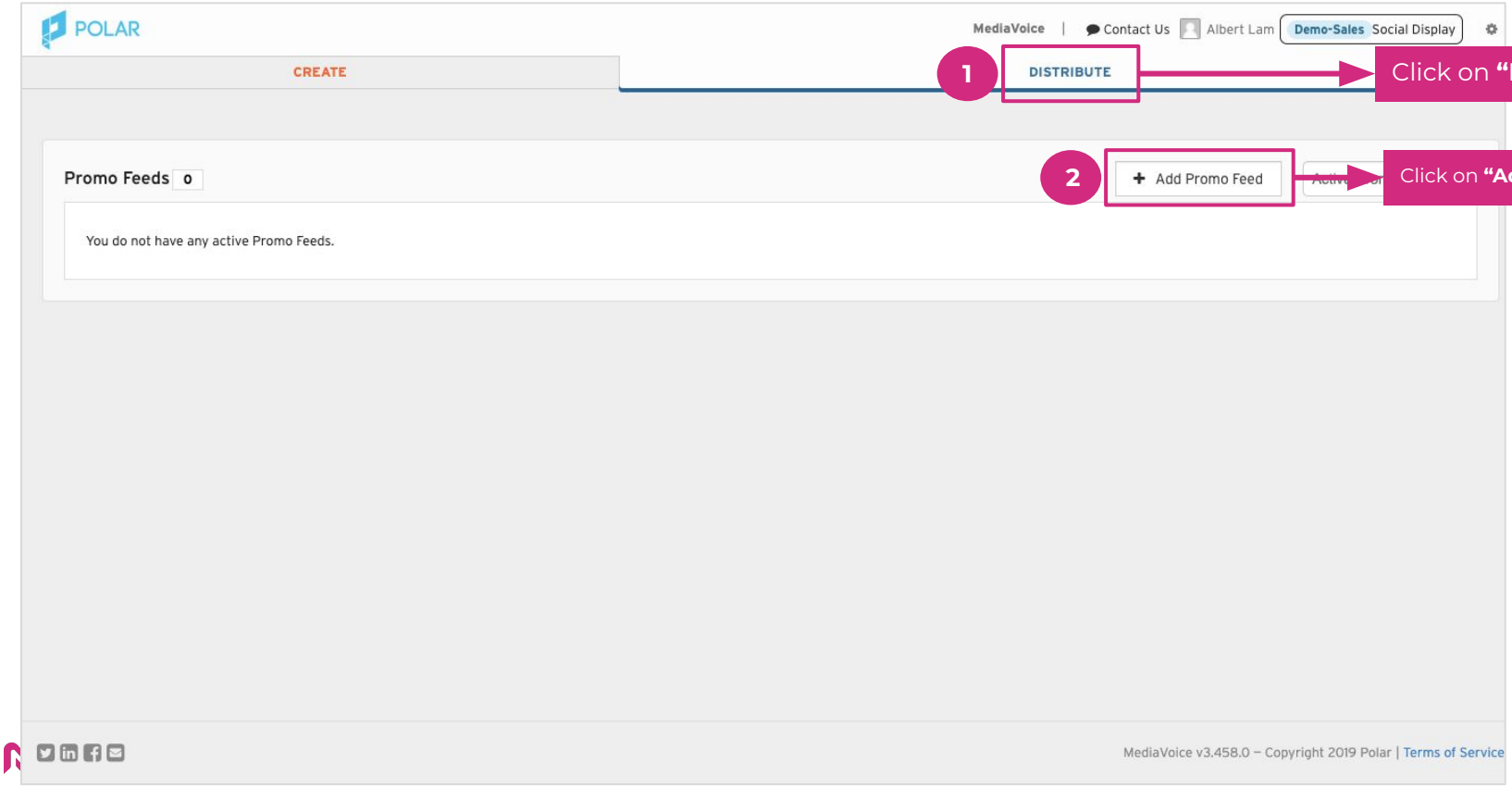
# Configure Social Account



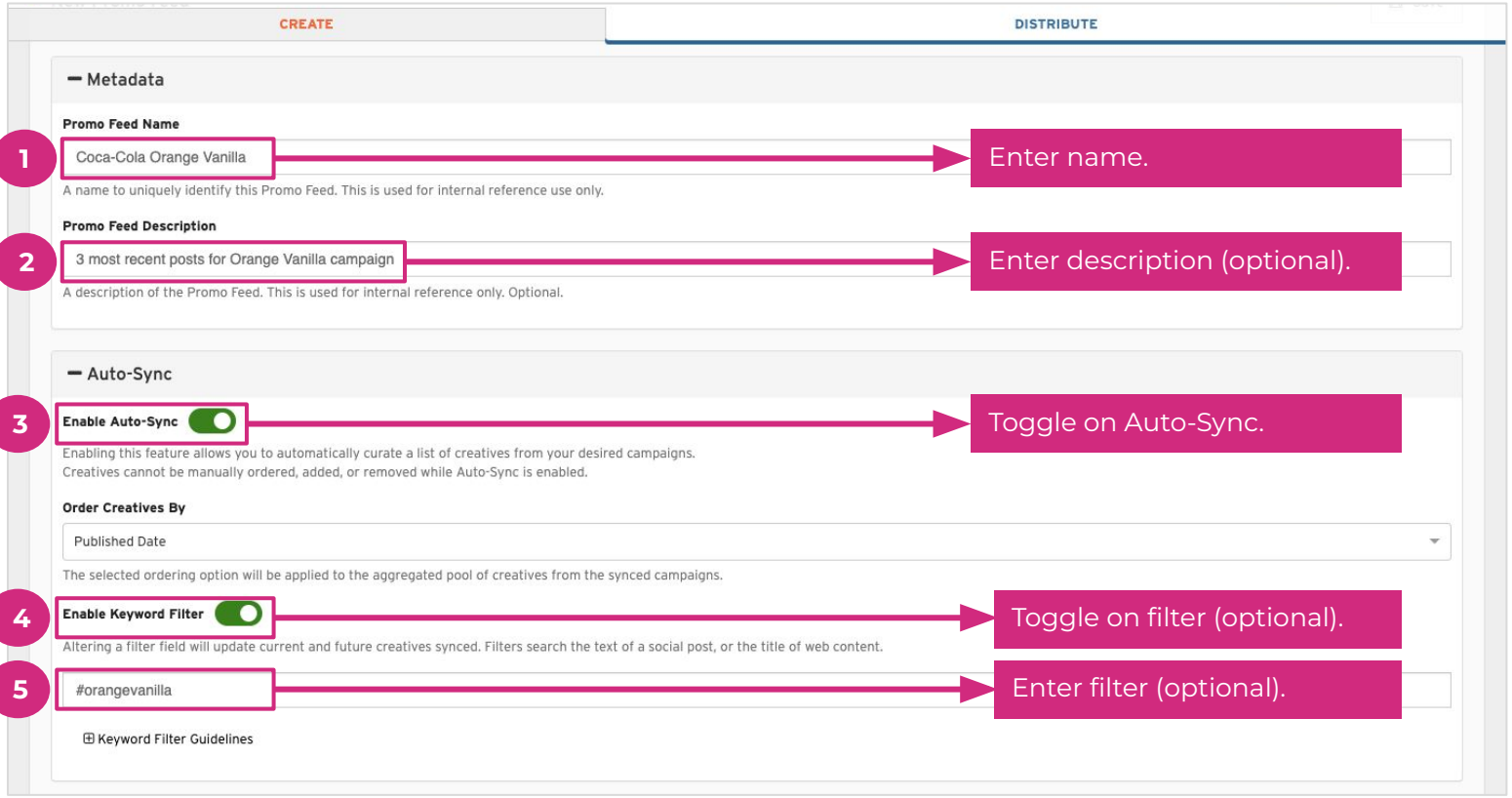
# Refresh Create Tab



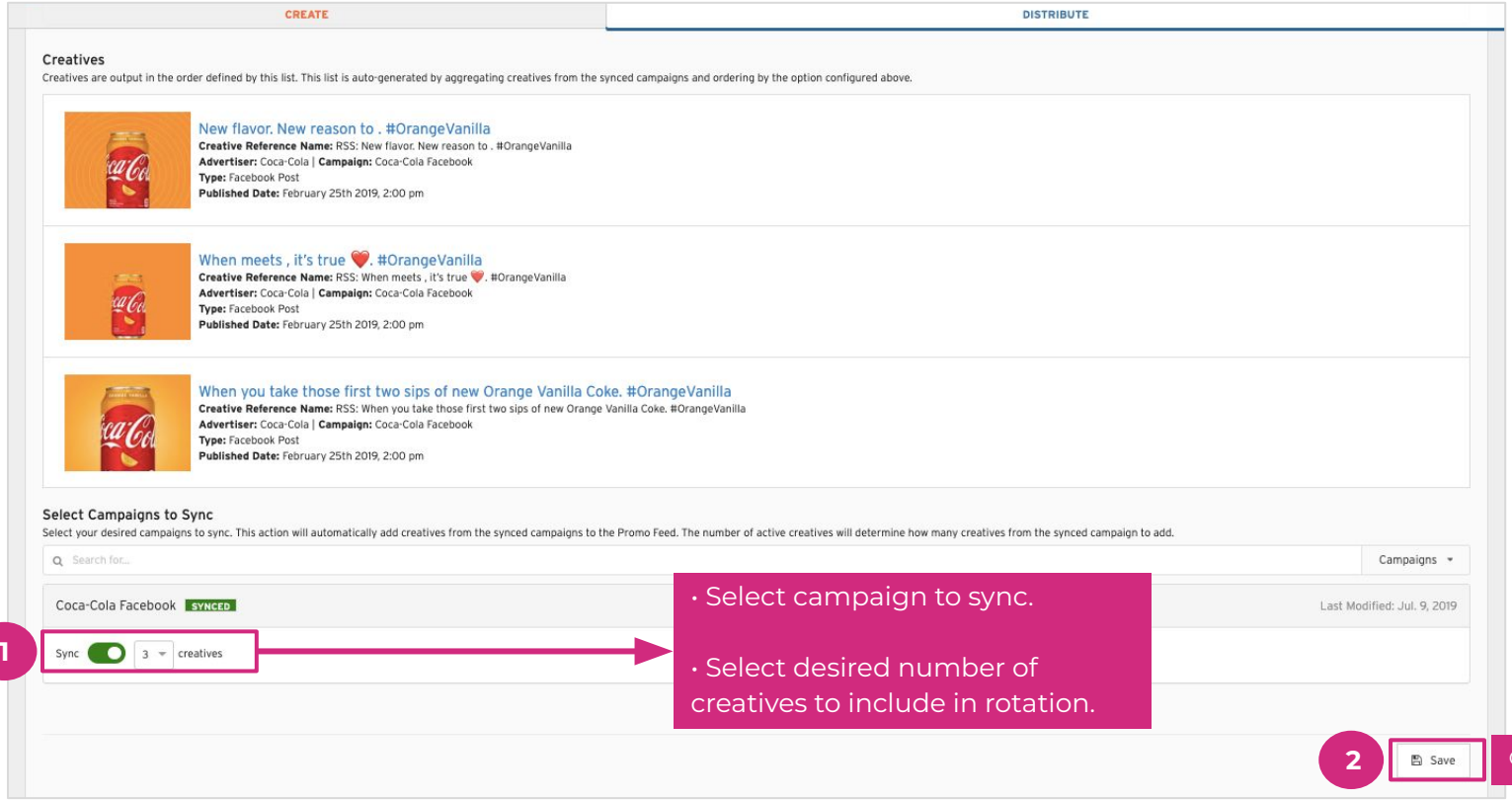
# Add a Promo Feed



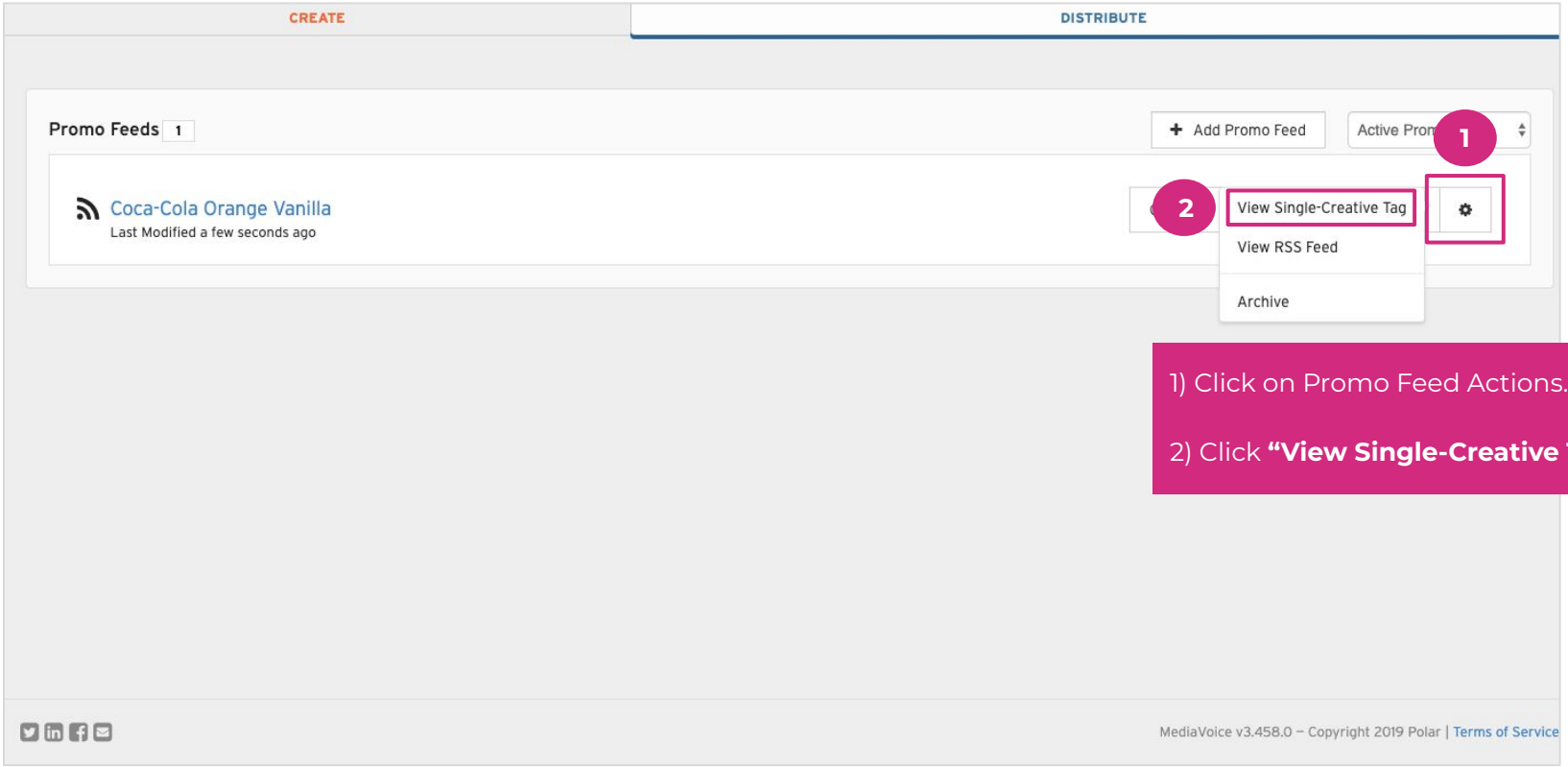
# Configure Promo Feed



# Select Campaign to Sync



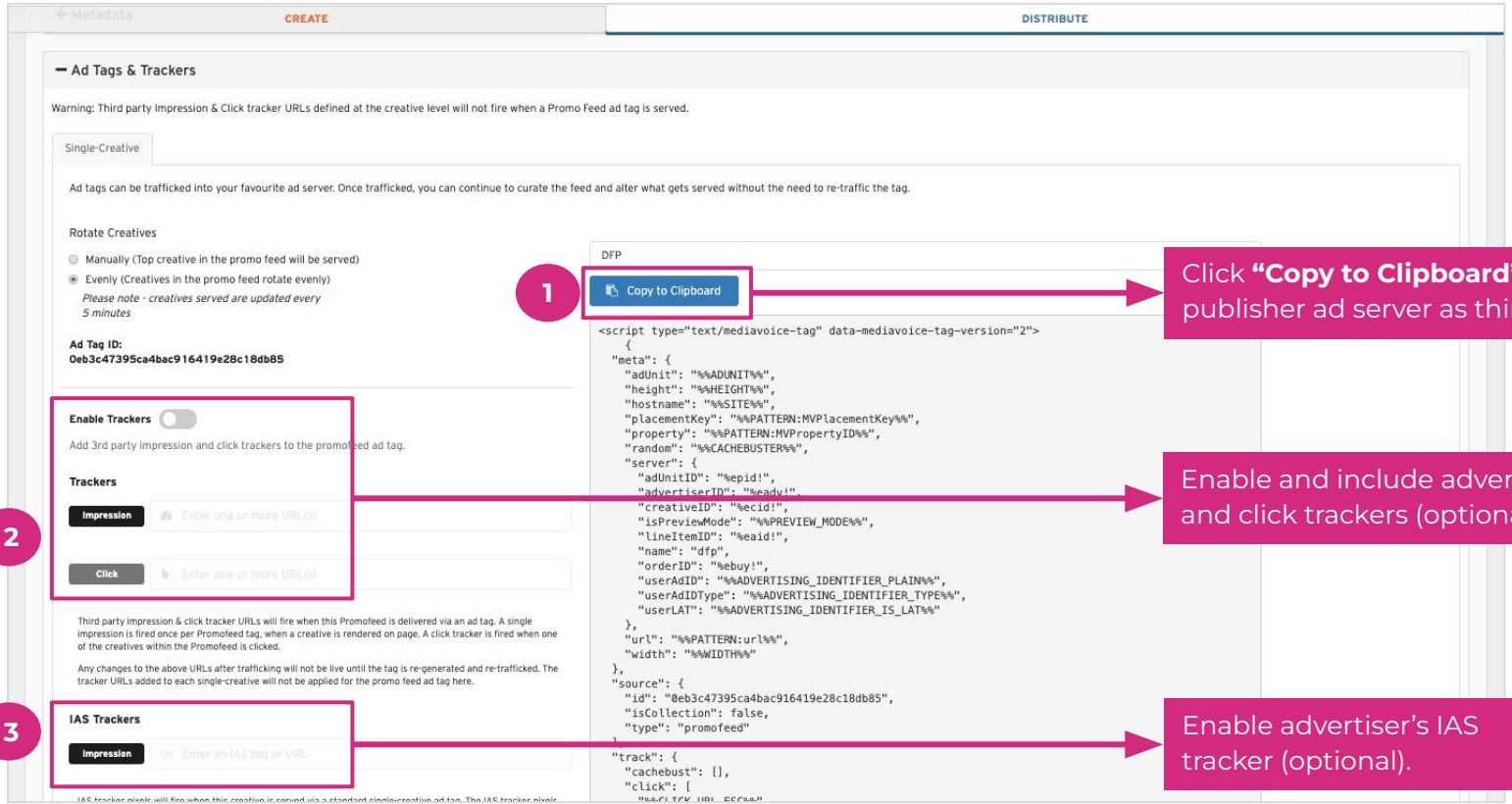
# Navigate to Ad Tag




1) Click on Promo Feed Actions.

2) Click **“View Single-Creative Tag”**.

# Copy Ad Tag




Click **“Copy to Clipboard”** and traffic in publisher ad server as third-party creative.

Enable and include advertiser’s impression and click trackers (optional).

Enable advertiser’s IAS tracker (optional).

# Important Notes

- **Initial Setup**
  - Only the 20 most recent posts will be auto-ingested initially
- **For Twitter**
  - Only Tweets (and not Replies) will be auto-ingested
  - If the 20 most recent posts are all Replies, nothing will be ingested initially
- **Reporting**
  - Reporting data is only aggregated by campaign in publisher ad server
    - Creative-level reporting is available from Nova reports

# Thank You

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