

Social Display Always-On Campaigns



CreateWithNova.com

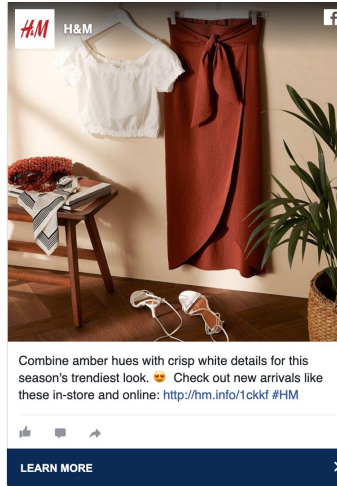
Always-On Campaigns

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

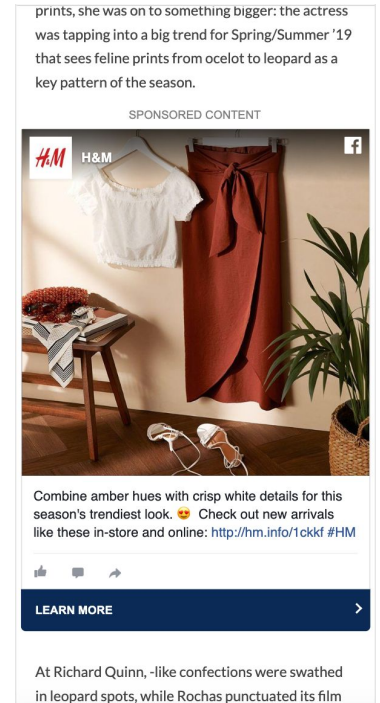
Always-On content from
brand running continuously



***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



Easy to Set Up

Initial One-time Setup Per Brand

1

**IDENTIFY BRAND
PAGE**

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

2

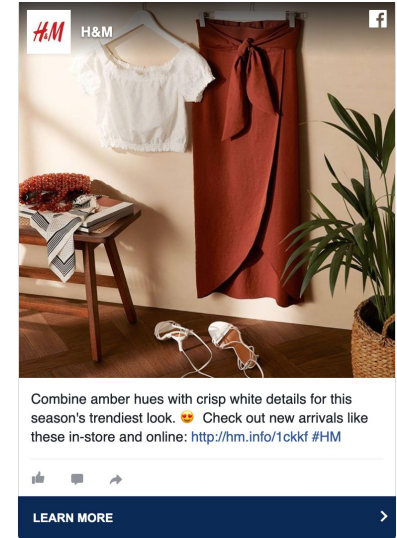
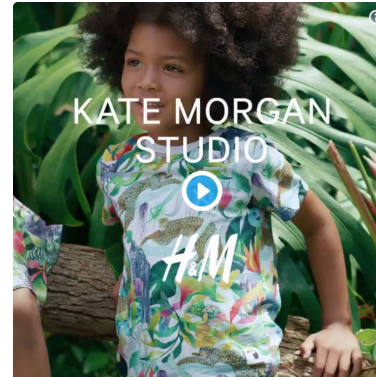
**CONFIGURE
FEED**

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

3

**TRAFFIC SINGLE
TAG**

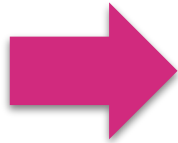
Copy and paste Nova feed tag into ad server, and apply desired delivery settings



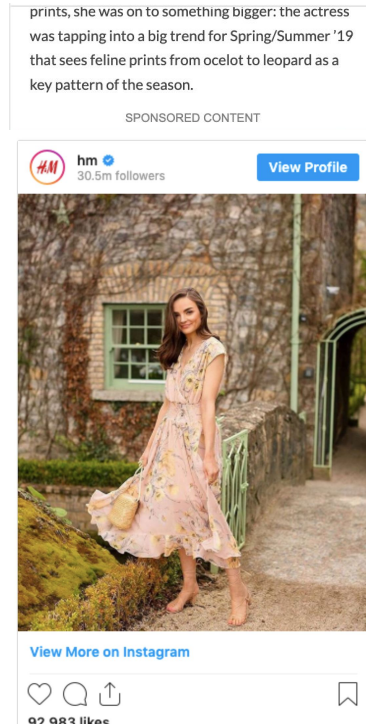
Easy to Execute

Ongoing posts workflow

**Brand publishes
post to social page**



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



Measure Results





Workflow Training

Create a Campaign

The screenshot shows the 'Manage Ads' interface. At the top, there are two tabs: 'CREATE' (highlighted in orange) and 'DISTRIBUTE' (in blue). Below the tabs, the 'Manage Ads' section contains a search bar with the text 'Search Active Campaigns' and a magnifying glass icon. A red circle with the number '1' is positioned to the left of the search bar. A red box highlights the '+ Add Campaign' button, which is a green button with a white plus sign and the text '+ Add Campaign'. A red arrow points from the right side of the red box to the '+ Add Campaign' button, with a callout box containing the text 'Click "Add Campaign"'. Below the search bar, there is a table with the following columns: 'Creative', 'Post Type', 'Last Modified', and 'Actions'. The table area is currently empty, displaying the message 'No result found' in a light blue box.

Configure Campaign

[Back to Previous](#) · [New Campaign](#)

Save Cancel

New Campaign

▼ Campaign Overview

Name ⓘ

Logo (Optional)



Advertiser ⓘ

Select...

Advertiser Vertical (Optional)

Select...

Note: No Advertiser Selected

▼ Campaign Details (Recommended)

The details in this section will be used for proactive monitoring of your campaign delivery and billing.

Primary Campaign Objective ⓘ

Select...

Estimated Impressions Booked ⓘ

1,000,000

Planned Campaign Dates ⓘ

Start Date



End Date



1

Configure fields.

2

Click "Save".

Set Up Social Account

The screenshot displays the 'Manage Ads' interface. At the top, there are two tabs: 'CREATE' (highlighted in orange) and 'DISTRIBUTE'. Below the tabs, there is a 'Manage Ads' section with a '+ Add Campaign' button, a search bar for 'Active Campaigns', and a dropdown menu for 'Active Campaigns'. The main content area is a table with columns: 'Creative', 'Post Type', 'Last Modified', and 'Actions'. A campaign entry is visible with a gear icon in the 'Actions' column. A red circle with the number '1' highlights this gear icon. A red arrow points from the gear icon to a pink callout box that says 'Click "Campaign Actions"'. Below the gear icon, a dropdown menu is open, showing options under 'ADMINISTRATION' and 'AD OPS ACTIONS'. A red circle with the number '2' highlights the 'Setup Social Handle' option. A red arrow points from this option to another pink callout box that says 'Click "Setup Social Handle"'. The table also contains a message: 'There are no creatives for this campaign. Press the "Add Social Post" button'. At the bottom left, there are social media icons for Twitter, LinkedIn, Facebook, and Email. At the bottom right, the footer text reads: 'MediaVoice v3.458.0 - Copyright 2019 Polar | Terms of Service'.

Configure Social Account

CREATE DISTRIBUTE

All Campaigns > Coca-Cola Facebook > New Social Handle

Feed Settings

Social Network (Required)
Facebook Post Social Feed

Social Handle (Required)
CocaColaUnitedStates

Please include user handle here (e.g. Nike). User handle should not include the @ symbol.

1 Select desired Social platform.

2 Enter handle.

MediaVoice v3.459.0 – Copyright 2019 Polar | [Terms of Service](#)

Refresh Create Tab

CREATE

DISTRIBUTE

Manage Ads + Add Campaign Active Campaigns

	Creative	Post Type	Last Modified	Actions
Campaign Coca-Cola Facebook Advertiser Coca-Cola ✔ Imported from @CocaColaUnitedStates on Facebook + Add Social Post	1 RSS: We believed. You believed. But most importantly, they believed! Congrats to the U.S. Soccer team on bringing home the and their 4th 🌟	Facebook Post	23 minutes ago	Ad Tag More ▾
	RSS: Dads are taking over Facebook for #FathersDay. Terrible jokes. Awesome advice. Comment below to get your dose of #poptimism.	Facebook Post	23 minutes ago	Ad Tag More ▾
	RSS: Peel, scan and #Enjoy an action-packed summer with free movie tickets, theme park access and more. Check it out at coke.com.	Facebook Post	23 minutes ago	Ad Tag More ▾
	RSS: Coke and #NASCAR go way back. This prom season, we're throwing it back with our Coke Racing Family. Can you guess which #throwback #prom photo belongs to these drivers? Bubba Wallace Denny Hamlin Kyle Petty	Facebook Post	23 minutes ago	Ad Tag More ▾
	RSS: Totally #rad surprises all summer long. Peel and scan to see what you unlock this summer. Find out more at coke.com. #Enjoy	Facebook Post	23 minutes ago	Ad Tag More ▾
	RSS: Everyone: I don't think Stranger Things can get any more 80's. Stranger Things: Hold my New Coke... #StrangerThings3 #Enjoy	Facebook Post	23 minutes ago	Ad Tag More ▾
	RSS: Coke and #prom go to together like celebrities and throwback photos. Can you match the stars with their prom pics in the comments? Jordan Spieth Kelley O'Hara Ryan Seacrest	Facebook Post	23 minutes ago	Ad Tag More ▾
	RSS: When you wear all the hats, of course you're going to go by many names. Tell us what you call the woman who brings so many people together! #HappyMothersDay	Facebook Post	23 minutes ago	Ad Tag More ▾
	RSS: Hard to believe we're 133 years young today! Does that make us the	Facebook Post	23 minutes ago	Ad Tag More ▾

Wait a couple of mins and refresh page to see ingested posts.

Add a Promo Feed

The screenshot displays the Polar MediaVoice user interface. At the top left is the Polar logo. The top navigation bar includes 'MediaVoice', 'Contact Us', a user profile for 'Albert Lam', and a dropdown menu for 'Demo-Sales Social Display'. A 'CREATE' button is visible in the top left of the main content area. A blue line with a circular callout '1' points to a 'DISTRIBUTE' button. A pink callout box with an arrow points to this button with the text 'Click on "Distribute".'. Below this, a 'Promo Feeds' section shows '0' feeds and a message: 'You do not have any active Promo Feeds.'. A pink callout '2' points to a '+ Add Promo Feed' button. A pink callout box with an arrow points to this button with the text 'Click on "Add Promo Feed".'. The bottom of the page features social media icons (Twitter, LinkedIn, Facebook, Email) and a footer with the text 'MediaVoice v3.458.0 - Copyright 2019 Polar | Terms of Service'.

Configure Promo Feed

CREATE DISTRIBUTE

— Metadata

Promo Feed Name
Coca-Cola Orange Vanilla Enter name.
A name to uniquely identify this Promo Feed. This is used for internal reference use only.

Promo Feed Description
3 most recent posts for Orange Vanilla campaign Enter description (optional).
A description of the Promo Feed. This is used for internal reference only. Optional.

— Auto-Sync

Enable Auto-Sync Toggle on Auto-Sync.
Enabling this feature allows you to automatically curate a list of creatives from your desired campaigns. Creatives cannot be manually ordered, added, or removed while Auto-Sync is enabled.

Order Creatives By
Published Date ▼
The selected ordering option will be applied to the aggregated pool of creatives from the synced campaigns.

Enable Keyword Filter Toggle on filter (optional).
Altering a filter field will update current and future creatives synced. Filters search the text of a social post, or the title of web content.


#orangevanilla Enter filter (optional).
[Keyword Filter Guidelines](#)

Select Campaign to Sync


CREATE **DISTRIBUTE**

Creatives


Creatives are output in the order defined by this list. This list is auto-generated by aggregating creatives from the synced campaigns and ordering by the option configured above.



New flavor. New reason to . #OrangeVanilla
Creative Reference Name: RSS: New flavor. New reason to . #OrangeVanilla
Advertiser: Coca-Cola | **Campaign:** Coca-Cola Facebook
Type: Facebook Post
Published Date: February 25th 2019, 2:00 pm



When meets , it's true ❤️. #OrangeVanilla
Creative Reference Name: RSS: When meets , it's true ❤️. #OrangeVanilla
Advertiser: Coca-Cola | **Campaign:** Coca-Cola Facebook
Type: Facebook Post
Published Date: February 25th 2019, 2:00 pm



When you take those first two sips of new Orange Vanilla Coke. #OrangeVanilla
Creative Reference Name: RSS: When you take those first two sips of new Orange Vanilla Coke. #OrangeVanilla
Advertiser: Coca-Cola | **Campaign:** Coca-Cola Facebook
Type: Facebook Post
Published Date: February 25th 2019, 2:00 pm

Select Campaigns to Sync

Select your desired campaigns to sync. This action will automatically add creatives from the synced campaigns to the Promo Feed. The number of active creatives will determine how many creatives from the synced campaign to add.

Q Search for... Campaigns ▾

Coca-Cola Facebook SYNCED	Last Modified: Jul. 9, 2019
Sync <input checked="" type="checkbox"/> 3 creatives	

- Select campaign to sync.
- Select desired number of creatives to include in rotation.

2 Save Click "Save".

Navigate to Ad Tag

The screenshot shows a user interface with two tabs: 'CREATE' and 'DISTRIBUTE'. The 'DISTRIBUTE' tab is active. On the left, there is a 'Promo Feeds' section with a count of '1'. Below this, a feed item for 'Coca-Cola Orange Vanilla' is displayed, with the text 'Last Modified a few seconds ago'. On the right side of the interface, there are two buttons: '+ Add Promo Feed' and 'Active Promo Feeds'. A red circle with the number '1' is placed over the 'Active Promo Feeds' button. A dropdown menu is open from this button, showing three options: 'View Single-Creative Tag', 'View RSS Feed', and 'Archive'. A red circle with the number '2' is placed over the 'View Single-Creative Tag' option. A red box highlights the 'View Single-Creative Tag' option in the dropdown menu. At the bottom left, there are social media icons for Twitter, LinkedIn, Facebook, and Email. At the bottom right, there is a footer with the text 'MediaVoice v3.458.0 - Copyright 2019 Polar | Terms of Service'.

1) Click on Promo Feed Actions.

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

Copy Ad Tag

Metadata CREATE DISTRIBUTE

Ad Tags & Trackers

Warning: Third party Impression & Click tracker URLs defined at the creative level will not fire when a Promo Feed ad tag is served.

Single-Creative

Ad tags can be trafficked into your favourite ad server. Once trafficked, you can continue to curate the feed and alter what gets served without the need to re-traffic the tag.

Rotate Creatives

- Manually (Top creative in the promo feed will be served)
- Evenly (Creatives in the promo feed rotate evenly)
Please note - creatives served are updated every 5 minutes

Ad Tag ID:
0eb3c47395ca4bac916419e28c18db85

Enable Trackers

Add 3rd party impression and click trackers to the promoted ad tag.

Trackers

- Impression**
- Click**

Third party impression & click tracker URLs will fire when this Promofeed is delivered via an ad tag. A single impression is fired once per Promofeed tag, when a creative is rendered on page. A click tracker is fired when one of the creatives within the Promofeed is clicked.

Any changes to the above URLs after trafficking will not be live until the tag is re-generated and re-trafficked. The tracker URLs added to each single-creative will not be applied for the promo feed ad tag here.

IAS Trackers

- Impression**

IAS tracker will fire when this creative is served via a standard single-creative ad tag. The IAS tracker will

DFP

1

```
<script type="text/mediavoice-tag" data-mediavoice-tag-version="2">
{
  "meta": {
    "adUnit": "%ADUNIT%",
    "height": "%HEIGHT%",
    "hostname": "%SITE%",
    "placementKey": "%PATTERN:MVPlacementKey%",
    "property": "%PATTERN:MVPropertyID%",
    "random": "%CACHEBUSTER%",
    "server": {
      "adUnitID": "%epid!",
      "advertiserID": "%eady!",
      "creativeID": "%ecid!",
      "isPreviewMode": "%PREVIEW_MODE%",
      "lineItemID": "%eaid!",
      "name": "dfp",
      "orderId": "%ebuy!",
      "userAdID": "%ADVERTISING_IDENTIFIER_PLAIN%",
      "userAdIDType": "%ADVERTISING_IDENTIFIER_TYPES%",
      "userLAT": "%ADVERTISING_IDENTIFIER_IS_LAT%"
    },
    "url": "%PATTERN:url%",
    "width": "%WIDTH%"
  },
  "source": {
    "id": "0eb3c47395ca4bac916419e28c18db85",
    "isCollection": false,
    "type": "promofeed"
  },
  "track": {
    "cachebust": [],
    "click": [
      "%CLICK_URL%"
    ]
  }
}
```

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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