

Supported DSPs/Ad Servers

- Active Agent
- Acuity
- Ad360Global
- AdButler
- Adelphic
- AdTech
- Adform
- Adobe DSP
- Nexxen (Formerly Amobee)
- **AppNexus / Xandr**
- Avazu
- Basis DSP
- Beeswax
- **DV360**
- Deep Intent
- Eskimi
- Freewheel
- GAM (Google Ad Manager)
- Logicad
- MediaMath
- MediaSmart
- MarketOne
- Mocean
- OAS
- OpenX
- Platform 161
- Quantcast
- SAS
- Scale Out
- Simpli.fi
- StackAdapt
- **The Trade Desk**
- TubeMogul
- Verizon
- Yahoo DSP
- Zemanta
- Zeta

New DSP Addition Process

Nova creatives are DSP agnostic and generally work with any Display advertising DSP.

If your preferred DSP is not in the list above then enable the option for you in our platform or add support for a new DSP using the following steps:

Step 1 (Mandatory): A click-macro for the DSP to be provided to Nova. This macro is required for the DSP to be able to track any clicks from Nova creatives. *Example: the click-macro for DV360 is `click_url`*

Step 2 (Recommended): Provide documentation on additional macros from the DSP - this enables Nova to track other debugging information in the creative ad tag. *Example: you can see the DV360 macro documentation [here](#)*

Nova will provide a sample creative ad tag for you to test within the DSP.