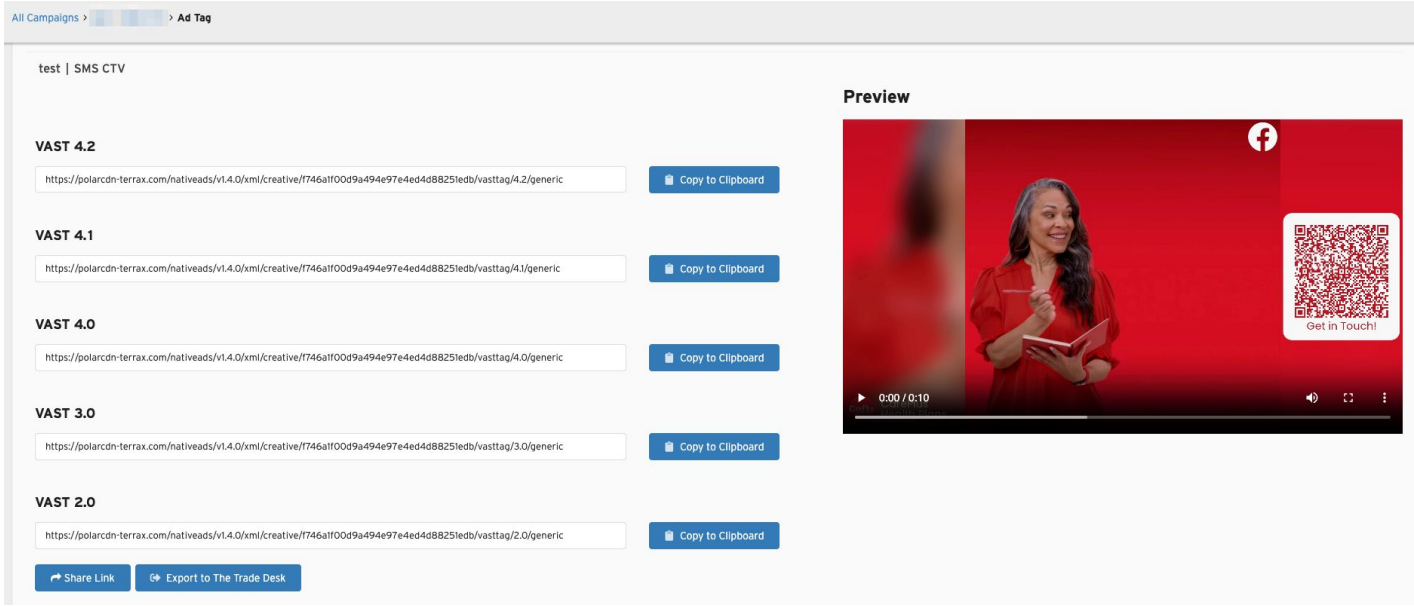
Nova

Trafficking Nova CTV/OLV (VAST) tag in CM360

Trafficking Tags in CM360

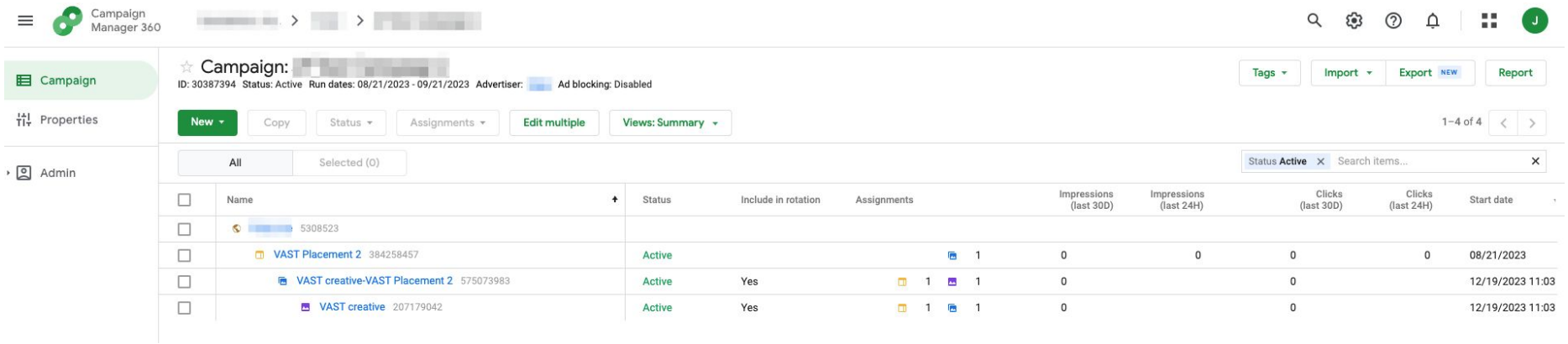
Select any **VAST Tag** version from your campaign in Nova UI and click Copy to Clipboard.



Nova

Trafficking Tags in CM360

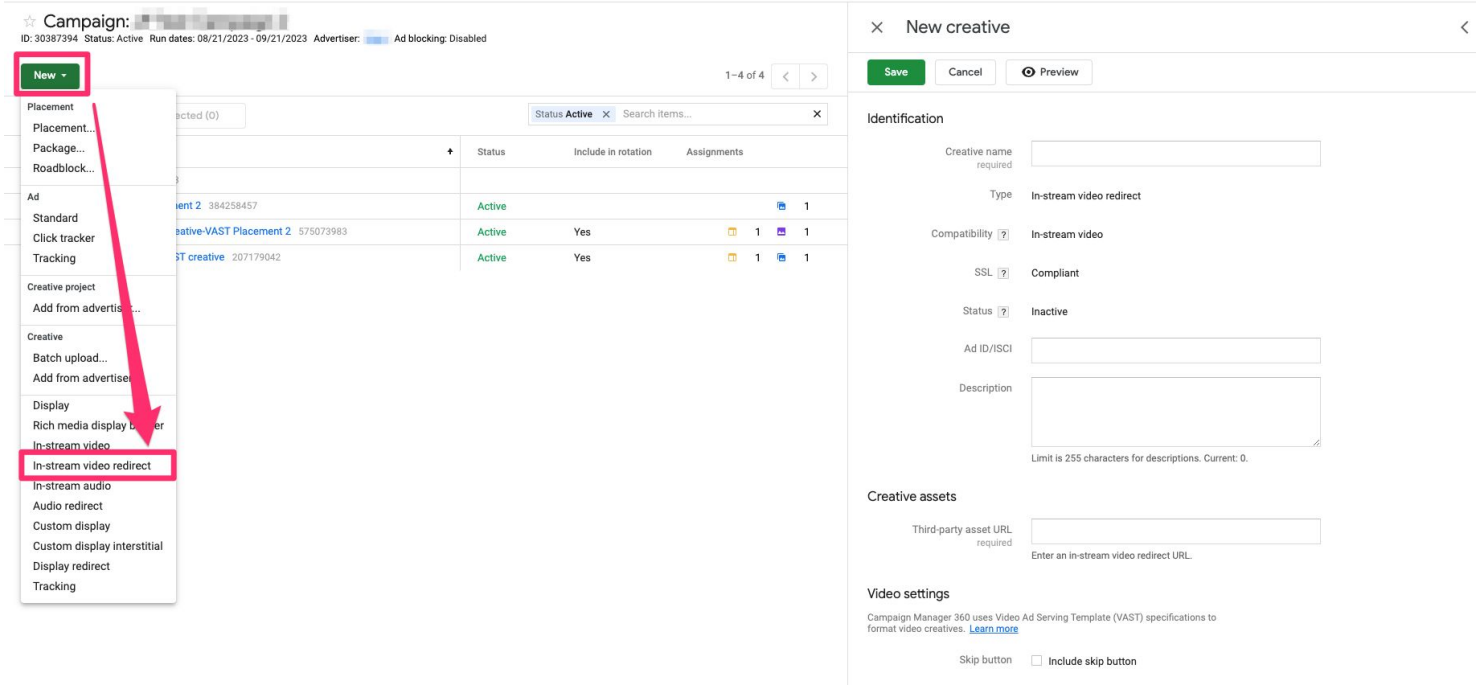
Setup the **Campaign**, **Placement**, and **Ad** in CM360



Nova

Trafficking Tags in CM360

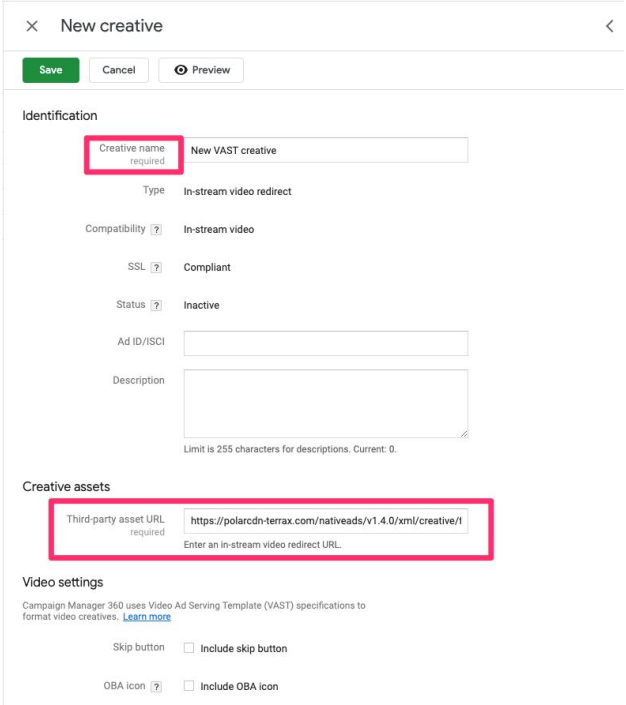
Add the Creative(s) using In-stream Video Redirect option



Nova

Trafficking Tags in CM360

Set Creative Name and paste the VAST Tag copied from Nova UI under **"Third-Party asset URL"** option and hit **Save**



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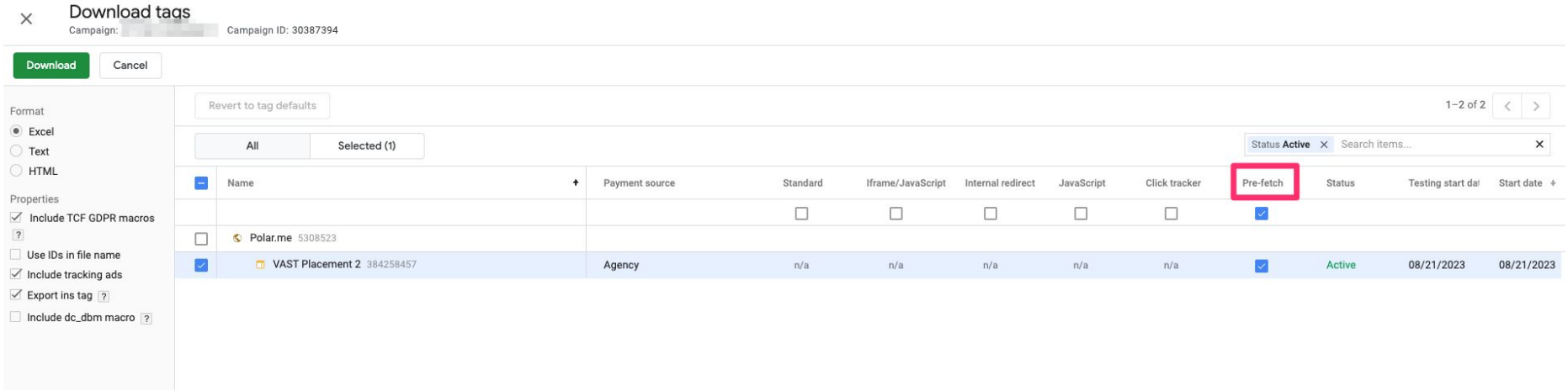
Trafficking Tags in CM360

Export the DCM tag as Pre-fetch



Nova

Trafficking Tags in CM360

Traffick the VAST Pre-fetch tag (compatible with your DSP) in the DSP platform

DCM is VAST 2.0, 3.0, and 4.0 compliant. We provide pre-fetch tags of all types. Please pick the tag that you need or send them all to the publisher.		
VAST 2.0 Pre-fetch Tag	**VAST 3.0 Pre-fetch Tag**	**VAST 4.0 Pre-fetch Tag**
https://ad.doubleclick.net/ddm/pfadx/N779733.3542314POLAR.ME/B30387394.384258457;sz=0x0;ord=[timestamp];dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;tfua=;dc_tdv=1;dcmt=text/xml;dc_sdk_apis=[APIFRAMEWORKS];dc_omid_p=[OMIDPARTNER];gdpr=${GDPR};gdpr_consent=${GDPR_CONSENT_755};dc_mpos=[BREAKPOSITION];ltd=	https://ad.doubleclick.net/ddm/pfadx/N779733.3542314POLAR.ME/B30387394.384258457;sz=0x0;ord=[timestamp];dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;tfua=;dc_tdv=1;dcmt=text/xml;dc_sdk_apis=[APIFRAMEWORKS];dc_omid_p=[OMIDPARTNER];dc_vast=3;gdpr=${GDPR};gdpr_consent=${GDPR_CONSENT_755};dc_mpos=[BREAKPOSITION];ltd=	https://ad.doubleclick.net/ddm/pfadx/N779733.3542314POLAR.ME/B30387394.384258457;sz=0x0;ord=[timestamp];dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;tfua=;dc_tdv=1;dcmt=text/xml;dc_sdk_apis=[APIFRAMEWORKS];dc_omid_p=[OMIDPARTNER];dc_vast=4;gdpr=${GDPR};gdpr_consent=${GDPR_CONSENT_755};dc_mpos=[BREAKPOSITION];ltd=

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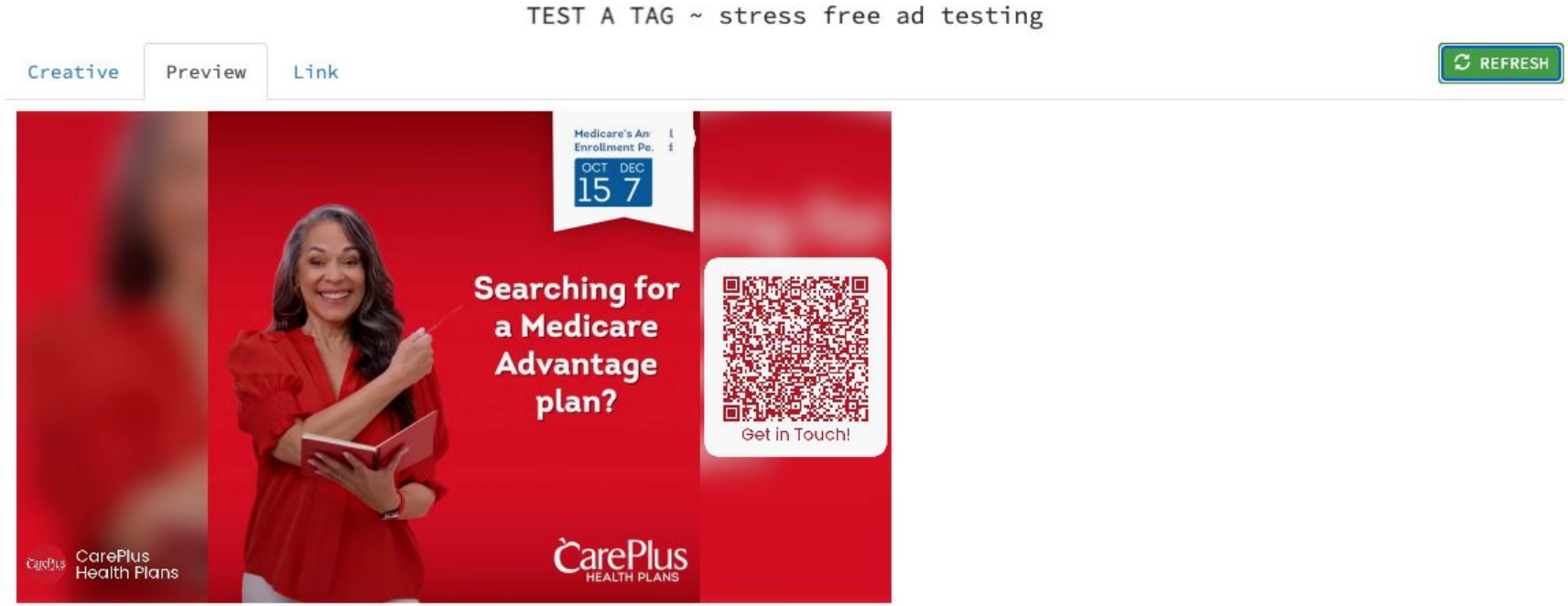
Trafficking Tags in CM360

To confirm everything is set up properly make sure to Preview using test-a-tag.com or the respective DSP preview.



Thank You

Contact support@createwithnova.com with any questions

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