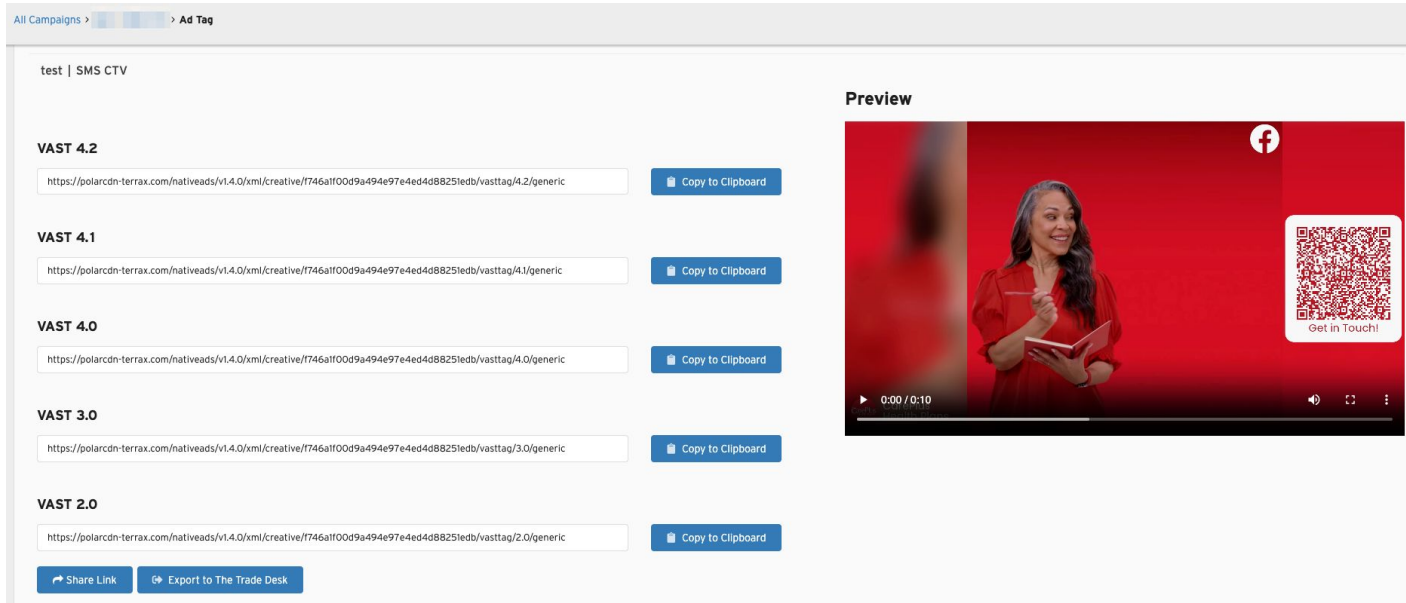




Trafficking Nova CTV/OLV (VAST) tag in CM360

Trafficking Tags in CM360

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



The screenshot displays the Nova UI interface for managing advertising campaigns. At the top, there is a breadcrumb navigation: "All Campaigns > Ad Tag". Below this, the campaign name "test | SMS CTV" is shown. The main area lists five VAST tags, each with a version number and a "Copy to Clipboard" button:

- VAST 4.2**: <https://polarcdn-terrax.com/nativeads/v1.4.0/xml/creative/1746a1f00d9a494e97e4ed4d88251edb/vasttag/4.2/generic> [Copy to Clipboard]
- VAST 4.1**: <https://polarcdn-terrax.com/nativeads/v1.4.0/xml/creative/1746a1f00d9a494e97e4ed4d88251edb/vasttag/4.1/generic> [Copy to Clipboard]
- VAST 4.0**: <https://polarcdn-terrax.com/nativeads/v1.4.0/xml/creative/1746a1f00d9a494e97e4ed4d88251edb/vasttag/4.0/generic> [Copy to Clipboard]
- VAST 3.0**: <https://polarcdn-terrax.com/nativeads/v1.4.0/xml/creative/1746a1f00d9a494e97e4ed4d88251edb/vasttag/3.0/generic> [Copy to Clipboard]
- VAST 2.0**: <https://polarcdn-terrax.com/nativeads/v1.4.0/xml/creative/1746a1f00d9a494e97e4ed4d88251edb/vasttag/2.0/generic> [Copy to Clipboard]

At the bottom left, there are two buttons: "Share Link" and "Export to The Trade Desk". On the right side, a "Preview" section shows a video player. The video features a woman in a red dress holding a book, with a QR code overlay that says "Get in Touch!". A Facebook logo is visible in the top right corner of the video frame. The video player controls show a duration of 0:00 / 0:10.

Trafficking Tags in CM360

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

Campaign Manager 360

Campaign: [Redacted] ID: 30387394 Status: Active Run dates: 08/21/2023 - 09/21/2023 Advertiser: [Redacted] Ad blocking: Disabled

Tags Import Export NEW Report

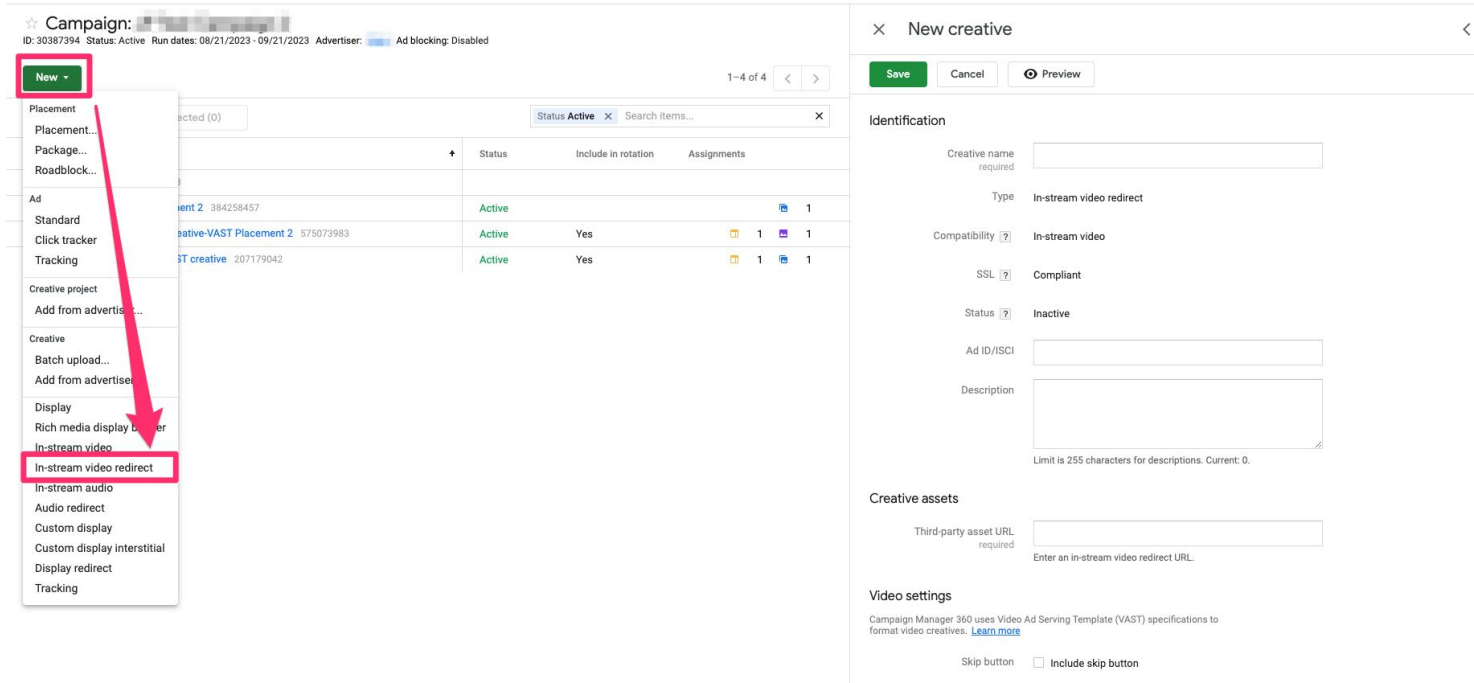
New Copy Status Assignments Edit multiple Views: Summary 1-4 of 4

All Selected (0) Status Active Search items...

<input type="checkbox"/>	Name	Status	Include in rotation	Assignments	Impressions (last 30D)	Impressions (last 24H)	Clicks (last 30D)	Clicks (last 24H)	Start date
<input type="checkbox"/>	[Redacted] 5308523								
<input type="checkbox"/>	VAST Placement 2 384258457	Active		1	0	0	0	0	08/21/2023
<input type="checkbox"/>	VAST creative-VAST Placement 2 575073983	Active	Yes	1	0		0		12/19/2023 11:03
<input type="checkbox"/>	VAST creative 207179042	Active	Yes	1	0		0		12/19/2023 11:03

Trafficking Tags in CM360

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



The screenshot displays the Campaign Manager 360 interface. On the left, a 'Campaign' summary is shown with ID: 30387394, Status: Active, Run dates: 08/21/2023 - 09/21/2023, Advertiser: [redacted], and Ad blocking: Disabled. A 'New' button is highlighted with a red box. A dropdown menu is open, showing various options, with 'In-stream video redirect' highlighted by a red box and a red arrow pointing to it. The main area shows a table of creatives with columns for Placement, Ad, Status, Include in rotation, and Assignments. The table contains three rows of data.

Placement	Ad	Status	Include in rotation	Assignments
Placement 2	384258457	Active		1
Placement 2	575073983	Active	Yes	1
Placement 2	207179042	Active	Yes	1

On the right, the 'New creative' form is visible. It includes fields for Creative name, Type (set to In-stream video redirect), Compatibility (set to In-stream video), SSL (set to Compliant), Status (set to Inactive), Ad ID/ISCI, and Description. There is also a field for Third-party asset URL and a checkbox for 'Include skip button'.

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**

× New creative <

Save Cancel Preview

Identification

Creative name required

Type

Compatibility [?](#)

SSL [?](#)

Status [?](#)

Ad ID/ISCI

Description

Limit is 255 characters for descriptions. Current: 0.

Creative assets

Third-party asset URL required

Enter an in-stream video redirect URL.

Video settings

Campaign Manager 360 uses Video Ad Serving Template (VAST) specifications to format video creatives. [Learn more](#)

Skip button **Include skip button**

OBA icon [?](#) **Include OBA icon**

Trafficking Tags in CM360

Export the DCM tag as Pre-fetch



Download tags

Campaign: [redacted] Campaign ID: 30387394

Download

Cancel

Format

- Excel
- Text
- HTML

Properties

- Include TCF GDPR macros
- Use IDs in file name
- Include tracking ads
- Export ins tag
- Include dc_dbm macro

Revert to tag defaults

1-2 of 2

All Selected (1)

Status Active Search items...

<input checked="" type="checkbox"/>	Name	Payment source	Standard	Iframe/JavaScript	Internal redirect	JavaScript	Click tracker	Pre-fetch	Status	Testing start date	Start date
<input type="checkbox"/>	Polar.me 5308523		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>			
<input checked="" type="checkbox"/>	VAST Placement 2 384258457	Agency	n/a	n/a	n/a	n/a	n/a	<input checked="" type="checkbox"/>	Active	08/21/2023	08/21/2023

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

```
https://ad.doubleclick.net/ddm/pxad/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_api=[APIFRAMEWORKS];dc_omid_p=[OMIDPARTNER];gdpr=${GDPR};gdpr_consent=${GDPR_CONSENT_755};dc_mpos=[BREAKPOSITION];itd=
```

VAST 3.0 Pre-fetch Tag

```
https://ad.doubleclick.net/ddm/pxad/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_api=[APIFRAMEWORKS];dc_omid_p=[OMIDPARTNER];dc_vast=3;gdpr=${GDPR};gdpr_consent=${GDPR_CONSENT_755};dc_mpos=[BREAKPOSITION];itd=
```

VAST 4.0 Pre-fetch Tag

```
https://ad.doubleclick.net/ddm/pxad/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_api=[APIFRAMEWORKS];dc_omid_p=[OMIDPARTNER];dc_vast=4;gdpr=${GDPR};gdpr_consent=${GDPR_CONSENT_755};dc_mpos=[BREAKPOSITION];itd=
```

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.

TEST A TAG ~ stress free ad testing

Creative

Preview

Link

REFRESH

Medicare's An
Enrollment Pe. 1
1

OCT DEC
15 7

Searching for
a Medicare
Advantage
plan?

Get in Touch!

CarePlus
Health Plans

CarePlus
HEALTH PLANS

The advertisement is a vertical banner with a red background. On the left, a woman with long dark hair, wearing a red top, is smiling and holding a red folder. In the top right corner, there is a white box with the text 'Medicare's An Enrollment Pe. 1 1' and a blue box with 'OCT DEC 15 7'. The main text in the center reads 'Searching for a Medicare Advantage plan?'. On the right side, there is a white box containing a QR code and the text 'Get in Touch!'. At the bottom left, the CarePlus Health Plans logo is visible, and at the bottom right, the CarePlus HEALTH PLANS logo is displayed.

Thank You

Contact support@creativewithnova.com with any questions



CreateWithNova.com