



Trafficking Nova tag in CM360

Trafficking Tags in CM360

Instructions

Select the appropriate DSP or Ad Server:

The Trade Desk

Copy Ad Tag

Add this as a third party creative tag.

NOTE: Modifying the ad tag may result in unexpected behaviour.

Support Resources: [Trade Desk Instructions](#)

► Add Viewability Tracker

☐ Show pretty-print version

```
<!--Start of Nova Ad Tag. Visit https://www.createwithnova.wiki/nova-trafficking for information.-->
<!--Creative Name: samsunguk Do you think your cat is grumpy enough to befriend Neo? We're on the search for an unimpressed looking feline to be
<script type="text/mediavoice-tag" data-mediavoice-tag-version="2">
{"creative":{"instance":"fb4503bf04f34d95a0d63e226cf0f2c1"},"meta":{"random":"%%TTD_CACHEBUSTER%%","server":{"adFormat":"%%TTD_ADFORMAT%%","adGro
</script>
<script type="text/mediavoice-adserver-targeting-map">{}</script>
<script type="text/mediavoice-custom-keys">{}</script>
<div class="most_trackable"></div>
<link rel="dns-prefetch" href="//polarcndn-terrax.com" />
<link rel="dns-prefetch" href="//polarcndn-pentos.com" />
<script type="text/javascript" src="https://static.polarcdn.com/creative/creative.js"></script>

<!--NOTE: If you see repeated double-quotes in this tag ("") then the tag is corrupt. When copying the tag from an Excel sheet - double-click in t
<!--End of Nova Ad Tag. Add integration/viewability script below.-->
```

Copy to Clipboard

1

Select the desired **DSP**
or **Ad Server** and click
Copy to Clipboard

1

Trafficking Tags in CM360

2

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

★ Campaign:

ID: 30107464 Status: Active Run dates: 06/26/2023 - 07/26/2023 Advertiser: [Polar](#) Ad blocking: Disabled

New ▾

Copy

Status ▾

Assignments ▾

Edit multiple

Views: Summary ▾

All

Selected (0)

Sta

☐	Name ↑	Status	Include in rotation	Assignments
☐	 Polar.me 5308523			
☐	 370065076	Active		 3
☐	 300x250 Default Web Ad 560955738	Active	Yes	 1  1
☐	 default 300x250 194161751	Active	Yes	 1  1
☐	 Social Ad 561044629	Active	Yes	 1  1
☐	 Social Creative 1 194494047	Active	Yes	 1  1
☐	 Social Ad 2 561046744	Active	Yes	 1  1
☐	 Social Creative 2 193998412	Active	Yes	 1  1

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The screenshot shows the CM360 interface. On the left, a sidebar menu is open, and 'Custom display' is highlighted with a red box. A red circle with the number 3 is positioned next to this menu item. The main area displays a 'New creative' form with the following fields:

- Identification**
 - Creative name (required):
 - Type: Custom display
 - Compatibility (?): Display
 - SSL (?): Compliant
 - Status (?): Active
- Creative assets**
 - Dimensions (required):
- Assets**
 -

In the background, a table lists existing creatives:

	Ad	Status	Include in rotation	Ass
	Standard	Active		
	Click tracker			
	Tracking			
	Creative project			
	Add from advertiser...			
	Creative			
	Batch upload...			
	Add from advertiser...			
	Display			
	Rich media display banner			
	In-stream video			
	In-stream video redirect			
	In-stream audio			
	Custom display			
	Custom display interstitial			
	Display redirect			
	Tracking			

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Add the Creative using
Custom Display

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× New creative <

Save Cancel Preview

Identification

Creative name required

If this field is left blank, the file name will be used as the creative name.

Type Custom display

Compatibility ☒ Display

SSL ☒ Compliant

Status ☒ Active

Creative assets

Dimensions required

Select or create new

4

Set **Creative Name**, **Ad Size** (300x250 or 300x600 or 320x480 or 336x280)

4

Trafficking Tags in CM360

×

New creative

◀

Save

Cancel

Preview

Add asset...

⚠

File name

Preview

Dimensions

Aspect ratio

[Add an asset](#) for this creative.

HTML

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HTML code required

```
{ "creative":  
  { "instance": "a19b224940254e50bab259f5251404b6"}, "meta":  
    { "random": "%TTD_CACHEBUSTER%", "server":  
      { "adFormat": "%TTD_ADFORMAT%", "adGroupID": "%TTD_ADGROU  
PID%", "advertiserID": "%TTD_ADVERTISERID%", "campaignID": "%  
TTD_CAMPAIGNID%", "category": "%TTD_CATEGORY%", "creativeID  
": "%TTD_CREATIVEID%", "dealID": "%TTD_DEALID%", "deviceType"  
: "%TTD_DEVICEID%", "exchangeID": "%TTD_EXCHANGEID%", "impressi  
onID": "%TTD_IMPRESSIONID%", "name": "ttid", "partnerID": "%TTD_P  
ARTNERID%", "supplyVendor": "%TTD_SUPPLYVENDOR%", "url": "%
```

⚠

If you edit this code, you may affect SSL compliance. Campaign Manager 360 will re-scan your creative to check SSL compliance when you save.

⚠

You are responsible for ensuring that your collection and use of user information complies with your legal agreements and applicable laws and policies, including the [EU User Consent Policy](#). Carefully consider your responsibilities before using tracking code to collect information from ad impressions.

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Copy the Nova Ad tag in the **HTML Field**

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Export the DCM tag as
Javascript

Download tags

Campaign: MRSS Campaign ID: 30107464

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

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All Selected (0)

Status Active Search items...

☐	Name	Payment source	Standard	Iframe/Javascript	Internal redirect	Javascript	Click tracker	Pre-fetch	Status
☐			☐	☐	☐	☒	☐	☐	
☐	Polar.me 5308523								
☐	370065076	Agency	n/a	☐	☐	☒	☐	n/a	Active

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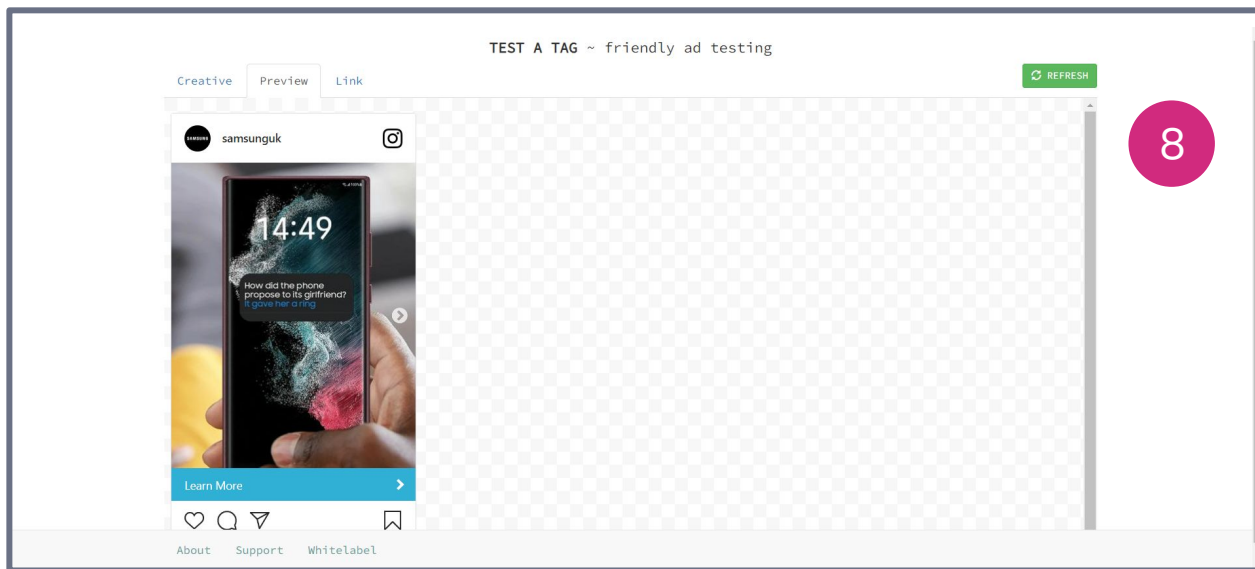
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	Q	
Tag	JavaScript Tag	
	<pre><ins class='dcmads' style='display:inline-block;width:300px;height:250px' data-dcm-placement='N779733.3542314POLAR.ME/B30107464.370065076' data-dcm-rendering-mode='script' data-dcm-https-only data-dcm-api-frameworks='[APIFRAMEWORKS]' data-dcm-omid-partner='[OMIDPARTNER]' data-dcm-gdpr-applies='gdpr=\${GDPR}' data-dcm-gdpr-consent='gdpr_consent=\${GDPR_CONSENT_755}' data-dcm-addtl-consent='addtl_consent=\${ADDTL_CONSENT}' data-dcm-ltd='false' data-dcm-resettable-device-id='' data-dcm-app-id='' data-dcm-click-tracker=''> <script src='https://www.googletagservices.com/dcm/dcmads.js'></script> </ins></pre>	

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Traffic the DCM tag in the DSP

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Preview using
test-a-tag.com

8

Thank You

Contact support@createnovawith.com with any questions



CreateWithNova.com