



# Trafficking Nova tag in CM360

# Trafficking Tags in CM360

## Instructions

Select the appropriate DSP or Ad Server:

CM360

### Copy Ad Tag

Add this as a third party creative tag.

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

Support Resources: [DV360 Instructions](#)

▶ Add Viewability Tracker

Show pretty-print version

```
<!--Start of Nova Ad Tag. Visit https://www.createwithnova.wiki/nova-trafficking for information.-->
<!--Creative Name: NovaFBCreativeA-->
<script type="text/mediavoice-tag" data-mediavoice-tag-version="2">
{"creative":{"instance":"783917ab3ea344dc8bbfc2c43c3de93b"},"meta":{"random":"${CACHEBUSTER}","server":{"auctionID":"${AUCTION_ID}"},"
</script>
<script type="text/mediavoice-adserver-targeting-map">{}</script>
<script type="text/mediavoice-custom-keys">{}</script>
<div class="moat_trackable"></div>
<link rel="dns-prefetch" href="//polarcdn-terrax.com" />
<link rel="dns-prefetch" href="//polarcdn-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
<!--End of Nova Ad Tag. Add integration/viewability script below.-->
```

Copy to Clipboard

1

Select CM360 **DSP** from the DSP dropdown list and click **Copy to Clipboard**

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# Trafficking Tags in CM360

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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) [Star](#)

<input type="checkbox"/>	Name	Status	Include in rotation	Assignments
<input type="checkbox"/>	Polar.me 5308523			
<input type="checkbox"/>	370065076	Active		3
<input type="checkbox"/>	300x250 Default Web Ad 560955738	Active	Yes	1  1
<input type="checkbox"/>	default 300x250 194161751	Active	Yes	1  1
<input type="checkbox"/>	Social Ad 561044629	Active	Yes	1  1
<input type="checkbox"/>	Social Creative 1 194494047	Active	Yes	1  1
<input type="checkbox"/>	Social Ad 2 561046744	Active	Yes	1  1
<input type="checkbox"/>	Social Creative 2 193998412	Active	Yes	1  1

# Trafficking Tags in CM360

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Add the Creative using **Custom Display**

The screenshot shows the CM360 interface. On the left, a 'New' dropdown menu is open, with 'Custom display' highlighted. In the background, a table lists creatives with columns for Name, Status, Include in rotation, and Assigned. A pink circle with the number '3' is overlaid on the table. On the right, the 'New creative' dialog box is open, showing the 'Identification' section with 'Creative name' and 'Type' (set to 'Custom display') fields.

Name	Status	Include in rotation	Assigned
Default Web Ad	Active	Yes	
300x250	Active	Yes	
Creative 1	Active	Yes	
Creative 2	Active	Yes	

**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

Assets

Add asset...

# Trafficking Tags in CM360

× 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

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

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# Trafficking Tags in CM360

× New creative

**Save** Cancel Preview

Creative assets

Dimensions required

Assets

**Add asset...**

File name	Preview	Dimensions	Aspect ratio
<a href="#">Add an asset</a> for this creative.			

HTML

HTML code required

```
{random:"${CACHEBUSTER}",server:
{auctionID:"${AUCTION_ID}",campaignID:"${CAMPAIGN_ID}",creativ
elID:"${CREATIVE_ID}",exchangeID:"${EXCHANGE_ID}",gdpr:"${GDPR
}",gdprConsent755:"${GDPR_CONSENT_755}",insertionOrderID:"${IN
SERTION_ORDER_ID}",inventorySourceExternalID:"${INVENTORY_SO
URCE_EXTERNAL_ID}",name:"dv360",pixelIDs:"${PIXEL_ID_COMMA}
",publisherID:"${PUBLISHER_ID}",universalSiteID:"${UNIVERSAL_SIT
E_ID}",url:"${SOURCE_URL}",track:{"cachebust":[],"click":
["%u",impression:[],"outbound:[]]}
</script>
```

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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# Trafficking Tags in CM360

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 1-2 of 2 < >

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

<input type="checkbox"/>	Name	Payment source	Standard	Iframe/JavaScript	Internal redirect	JavaScript	Click tracker	Pre-fetch	Status
<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	Polar.me 5308523								
<input type="checkbox"/>	370065076	Agency	n/a	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	n/a	Active

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Export the DCM tag as  
**Javascript**

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# Trafficking Tags in CM360

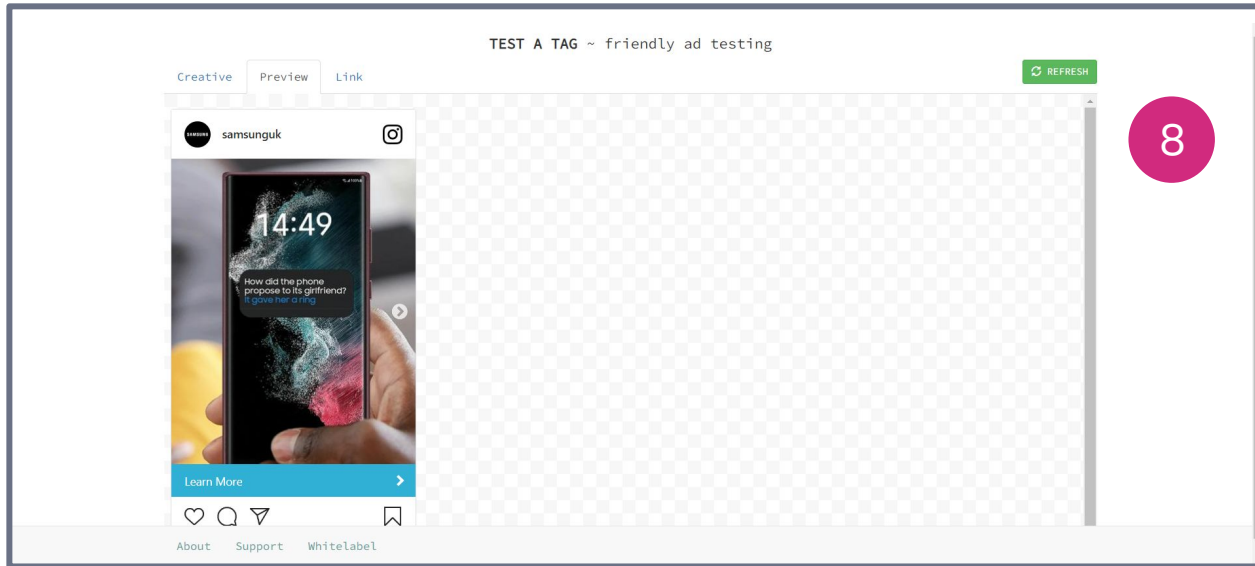
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Traffick the DCM tag in the DSP

Tag	JavaScript Tag
	<pre data-bbox="409 547 1083 857">&lt;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="" &lt;script src='https://www.googletagservices.com/dcm/dcmads.js'&gt;&lt;/script&gt; &lt;/ins&gt;</pre>



# Trafficking Tags in CM360



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Preview using  
[test-a-tag.com](https://test-a-tag.com)

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# Thank You

Contact [support@createnovawith.com](mailto:support@createnovawith.com) with any questions



*CreateWithNova.com*