



How to create a campaign

In Nova's UI

Campaign Setup

Log into the Nova Hub, hosted on mediavoice.com.

Nova's team will email your login details.

Contact support@createwithnova.com for help.

The screenshot shows the MediaVoice Login interface. At the top left is the Nova logo. At the top right, it says 'MediaVoice | Contact Us'. The main content area is a light gray box with the title 'MediaVoice Login'. Below the title are two input fields: 'Email address' and 'Password'. A blue 'Log In' button is positioned below the password field. Underneath the button, there are two links: 'Forgot Password?' and 'Unable to access your account? Contact support.'. At the bottom left of the page, there are social media icons for Twitter, LinkedIn, Facebook, and Instagram. At the bottom right, the footer text reads 'MediaVoice v3.563.0 - Copyright 2020 Polar | Terms of Service | Privacy Policy'.

Campaign Setup

Click on **“Add Campaign”** to start adding social content to Nova.

The screenshot shows the 'Manage Ads' dashboard in the Agency Nova system. At the top right, there are links for 'Support Resources', 'Contact Us', and 'Agency Demo'. A search bar for 'Active Campaigns' is also present. The main content area is a table with columns for 'Creative', 'Post Type', 'Last Modified', and 'Actions'. There are three main sections of ads, each with a '+ Add Social Creative' button and an 'Export Ad Tags' button. The first section is for Bell Media, the second for Bell, and the third for Samsung Spring 2020.

	Creative	Post Type	Last Modified	Actions
Campaign ⌵ Bell Media	Bell Let's Talk	Facebook Photo	Oct. 19, 2020	Ad Tag Preview More ⌵
Advertiser Bell	Raptors & Bell Cable	Facebook Video	Oct. 19, 2020	Ad Tag Preview More ⌵
	Tiff Film Preview	Instagram Photo	Oct. 18, 2020	Ad Tag Preview More ⌵
+ Add Social Creative Export Ad Tags ↻				
Campaign ⌵ Samsung Spring 2020	The Lux was first launched in 2013 and quickly rose through the ranks of ultralight and efficient, cross-country race machines and proved itself a force to be recognised-Modern cross-country racing places a massive range of demands on bikes. A competit	Instagram Carousel	Sep. 2, 2020	Ad Tag Preview More ⌵
Advertiser Samsung	Pour coffee. Add hot water. Drink instant coffee is deceptively easy to prepare. But how much work went into the launch of @Starbucks new range of soluble coffee? Find out by visting the link in our bio... #Coffee #Innovation #Starbucks #Nestle	Instagram Carousel	Jun. 8, 2020	Ad Tag Preview More ⌵
	Enter the world of Thom Browne and Samsung. @thombrowneny #SamsungGalaxy #SamsungThomBrowne	Instagram Photo	Jun. 3, 2020	Ad Tag Preview More ⌵
+ Add Social Creative Export Ad Tags ↻				

Campaign Setup

1. Add a **“Name”** and select an **“Advertiser”** from the drop down menu.
2. *Optional:* Fill in the following fields for tracking and informational purposes.
3. Click **“Save”**.

Agency Nova | Powered by Nova | Support Resources | Contact Us | Agency Demo | Agency Demo

Back to Previous | New Campaign

New Campaign

Campaign Details

Name
Enter a campaign name, this name will be used for billing and reporting purposes.

Advertiser
Select an advertiser from the list or enter a new advertiser name to add.
Select...

Impressions Booked (Optional)
Enter (estimated) Impressions booked. This will not affect ad delivery but may be used to assign campaign CPM rates.
1,000,000

Planned Campaign Dates (Optional)
Enter the planned start and end dates for the campaign. Dates entered here do not affect ad delivery and are for informational purposes only.
Start Date | End Date

Trader's Name (Optional)
Enter the name of the Trader for this campaign. This will be used for any campaign related communication from Polar.

Trader's Email (Optional)
Enter the email address of the Trader for this campaign. This will be used for any campaign related communication from Polar.

Notes (Optional)
Enter any other notes that may be relevant for the campaign (for informational purposes).

Save | Cancel

Campaign Setup Tips

1. Name your campaign using the same campaign name that is used in the DSP
2. Add estimated Impressions Booked so that Nova can help you monitor pacing

1

▼ Campaign Details


Name
Enter a campaign name, this name will be used for billing and reporting purposes.


Advertiser
Select an advertiser from the list or enter a new advertiser name to add.

2

Impressions Booked (Optional)
Enter (estimated) impressions booked. This will not affect ad delivery but may be used to assign campaign CPM rates.

Planned Campaign Dates (Optional)
Enter the planned start and end dates for the campaign. Dates entered here do not affect ad delivery and are for informational purposes only.

Start Date 

End Date 

Campaign Setup Tips

3. Include contact information for the person responsible for running the campaign in the DSP.

Note: We use our data to spot trends and areas for improvement if we see below-benchmark performance.

3

Trader's Name (Optional)
Enter the name of the Trader for this campaign. This will be used for any campaign related communication from Polar.

Trader's Email (Optional)
Enter the email address of the Trader for this campaign. This will be used for any campaign related communication from Polar.

Notes (Optional)
Enter any other notes that may be relevant for the campaign (for informational purposes).

