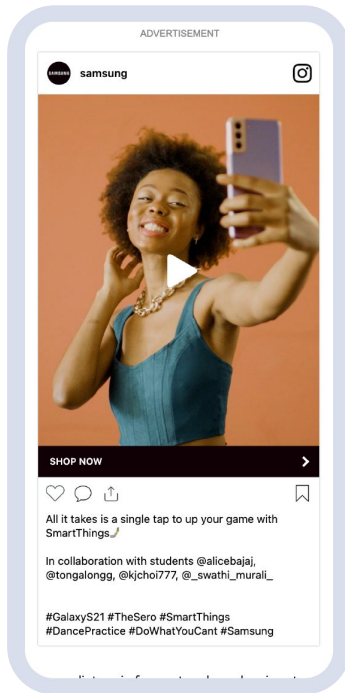
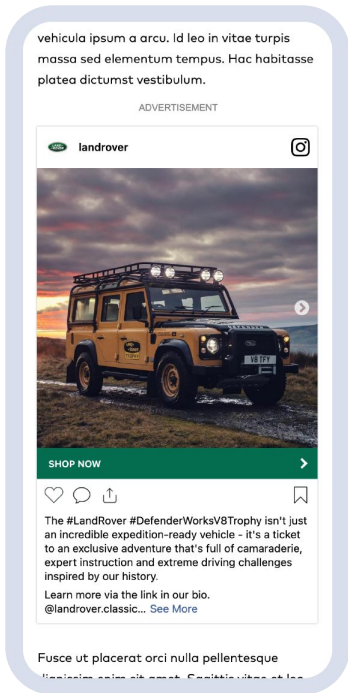




# Social Display

Introduction



# Build bridges, not walls

*The most effective creative in every channel*

Social Display with Nova enables the best creative from social to be distributed programmatically at scale in any standard display supply on the open web, within minutes.

# The Leader in Social Display

*Trusted solution for thousands of brands*

## 1. Results that matter

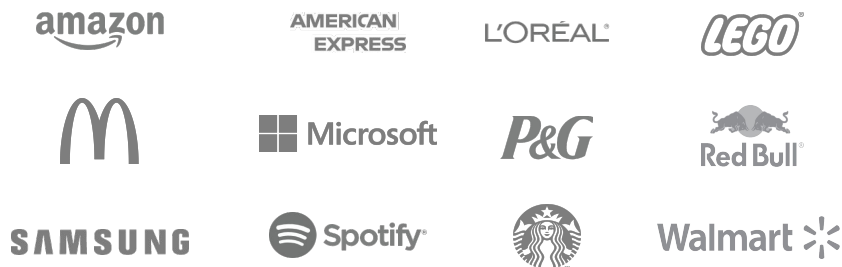
Enable programmatic display to work harder

## 2. Frictionless creative

Strengthen display creative without the added costs

## 3. Channel diversification

Reduce the dependency on Facebook



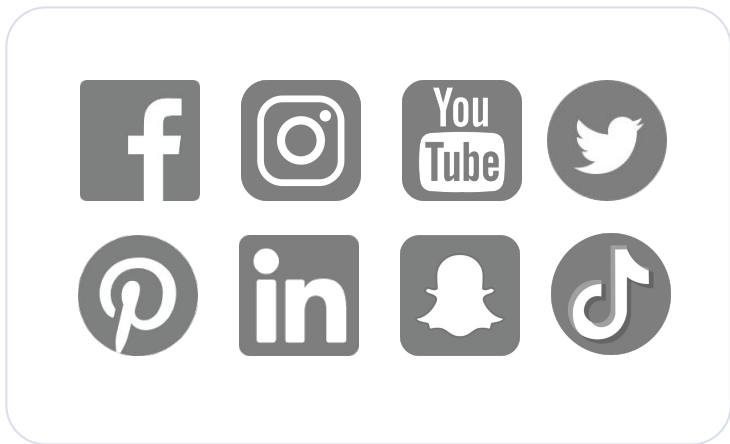
**5,000**

Brands use  
Nova

**12,000**

Social Display  
campaigns

# 1. How Nova works



## 1. Select any social creative

*Repurpose social creative designed for any platform*

Popular social creative formats

- Video
- Photo
- Carousel
- Website

[View Examples](#)

## 2. Generate Nova ad tag

*Within minutes*

Nova's self-serve UI

- Easily upload social creative post
- Configuration of destination URL
- Add click and impression trackers

The screenshot displays the Nova self-serve UI for generating an ad tag. The interface is divided into two main sections: a form on the left and a preview on the right.

**Form Section:**

- Social Post Import:** A section with a "Social Post URL" input field.
- Creative Details:** A section with a "Creative Details" label.
- Landing Page:** A section with a "Landing Page URL (Required)" input field containing "https://www.example.com/" and a "CTA Button (Optional)" input field containing "Shop Now".
- Brand (Required):** A section with a "Brand (Required)" label.
- Caption (Optional):** A section with a "Caption (Optional)" label.
- Media (Required):** A section with a "Media (Required)" label.
- Trackers (Optional):** A section with a "Trackers (Optional)" label.

**Preview Section:**

The preview section shows a visual representation of the ad. It includes a circular profile picture, a header area, a large dark rectangular image, and a row of three small circular icons below the image. The entire interface is enclosed in a light gray border.



### 3. Scale programmatically

*Activate with any DSP or SSP*

BYOS: bring your own supply

- Open exchange, PMP, PD, PG
- Mobile web, app and desktop
- 300x250 and 300x600 display inventory

## 4. Measure results

*Easily with existing trusted third-party providers*

Nova supports all display measurement providers

- Third-party ad servers
- Viewability and brand safety
- Attribution vendors



Campaign  
Manager

flashtalking“”

Jivox

Sizmek™

MOAT

IAS Integral  
Ad Science

DV | DoubleVerify

nielsen  
.....

comscore

KANTAR



## 2. Why Nova works

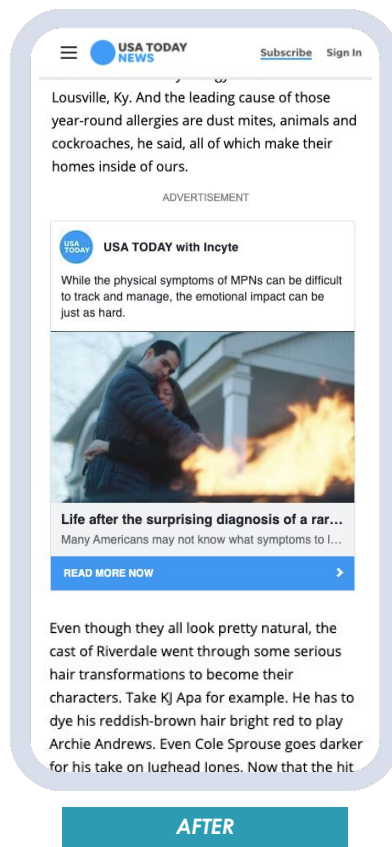
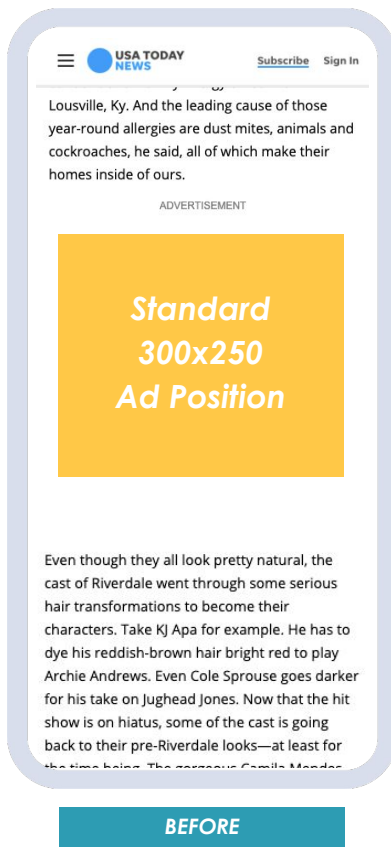
# Intelligent resizing

*Run larger ads in standard ad slots*

Social Display with Nova will dynamically resize standard ad slots to larger ad sizes

- Higher CTR performance
- Higher viewability
- More pixels (for the same cost of supply)

*Some inventory is not resizable (app, safeframe, AMP, etc.), in which case Nova automatically renders a fixed sized version of the ad. See examples [here](#).*





## Addressable extension

### Reach audiences on more channels

- Extend reach beyond the walled gardens
- Activate audience data to reach customers

72%

### Time spent online outside of social media

*The majority of time spent online is outside of social media platforms, giving more opportunities to connect with people*

# Increase viewability

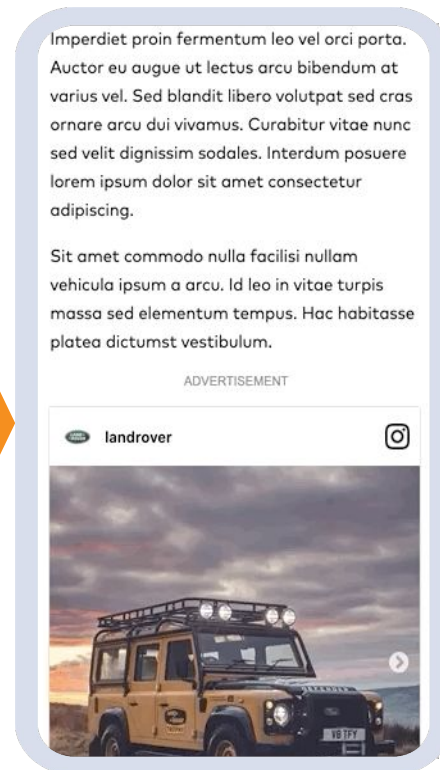
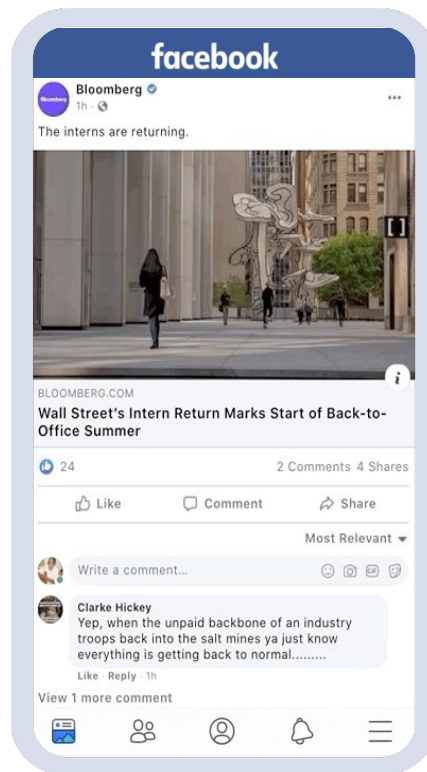
## Feed fatigue is real

- Users scroll quickly in social feeds
- Users are more engaged with web content

# 3.1x

## Increase in viewability

Clients have reported viewability of 67% and in-view attention time of 9 seconds, over 3x higher than social feeds when using Social Creative Extension on the web





flashtalking“,,

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## Brand safety and trust

### Trusted measurement

- Manage and control brand safety
- 3rd-party measurement and verification

3.3 billion

### Content pieces removed from social in 2020

*80% of content removed was either spam, explicit content or hate speech, with Facebook alone needing 35,000 people to try to monitor its platform for harmful content*

# Lower production costs

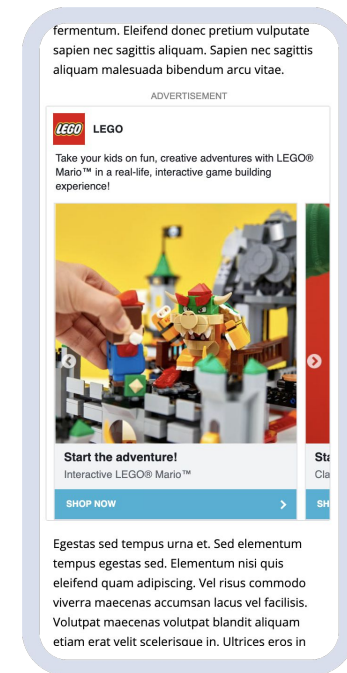
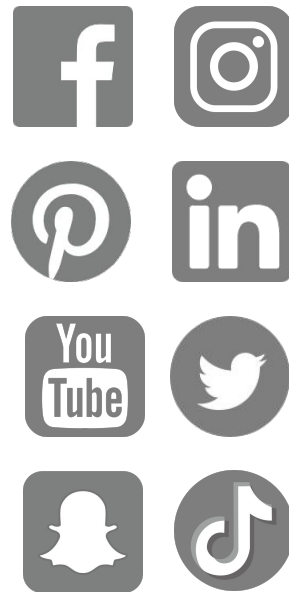
## Build once, run everywhere

- No new production costs or approvals needed
- Avoid delays when display creative not ready

# 47%

## Decrease in creative production costs

*Clients have reported from repurposing social creative for the web compared with building new web creative*



### 3. Case studies

# Hot Sauce Brand

## Increased viewability

The brand saw **12 seconds of average attention time** compared to only 4 seconds for the same creatives in the walled gardens. The average viewability on the open web was 77% compared to only 25% on social feeds.

**3.1x**

Increase in  
viewability vs  
Facebook

**3.0x**

Increase in  
attention time vs  
Facebook

Sit amet commodo nulla facilisi nullam vehicula ipsum a arcu. Id leo in vitae turpis massa sed elementum tempus. Hac habitasse platea dictumst vestibulum.

ADVERTISEMENT

Enjoy a vegan meal without sacrificing any flavour with Chile 'n Lime jackfruit tacos! 🌮 Check out the link in our bio for the full recipe.  
#FranksFlavourResolution



**CHILE N' LIME  
VEGAN JACKFRUIT  
TACOS**

Make Flavour Your New Years Resolution

DISCOVER MORE

Fusce ut placerat orci nulla pellentesque dignissim enim sit amet. Sagittis vitae et leo duis ut diam quam nulla porttitor.

Sit amet commodo nulla facilisi nullam vehicula ipsum a arcu. Id leo in vitae turpis massa sed elementum tempus. Hac habitasse platea dictumst vestibulum.

ADVERTISEMENT

Spice up baked chicken and veggies with a yogurt sauce for the perfect blend of flavour and heat! Check out the link in our bio for the full recipe.  
#FranksFlavourResolution



Make Flavour Your New Years Resolution

DISCOVER MORE

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ADVERTISEMENT

By delivering a continual supply of gas into households, India is reducing air pollution and enabling families to save money.



#### Piped natural gas

Pipeline gas is taking the stress out of securing energy...



LEARN MORE

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Fusce ut placerat orci nulla pellentesque dignissim enim sit amet. Sagittis vitae et leo duis ut diam quam.

ADVERTISEMENT

Don't let your energy bills rise as the temperature does. Stay cool and save this summer.



1 USE AN ENERGY EFFICIENT AC



LEARN MORE

Fusce ut placerat orci nulla pellentesque dignissim enim sit amet. Sagittis vitae et leo duis ut diam quam nulla porttitor. Odio ut sem nulla pharetra diam. Ac orci phasellus egestas tellus rutrum tellus pellentesque. Sit amet luctus venenatis lectus magna.

Parturient montes nascetur ridiculus museot

# Global Energy Brand

## Frictionless creative

Global energy brand activated 115 unique creatives with Nova in the past 6 months, making Social Display an **always-on strategy** thanks to the ease of use.

150m

Ad impressions  
in 6 months

115

Unique creatives  
in 6 months

# Rideshare Brand

## Better cost-per-click

Major global rideshare and food delivery brand reduced the cost-per-click compared with both standard display and paid social by using our ads in display inventory on the web.

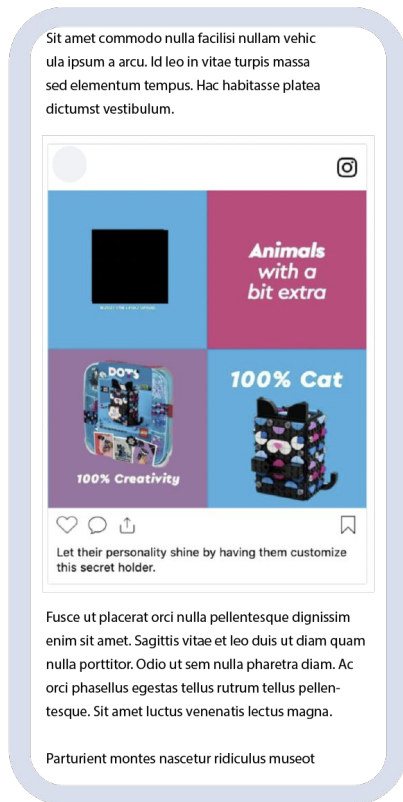
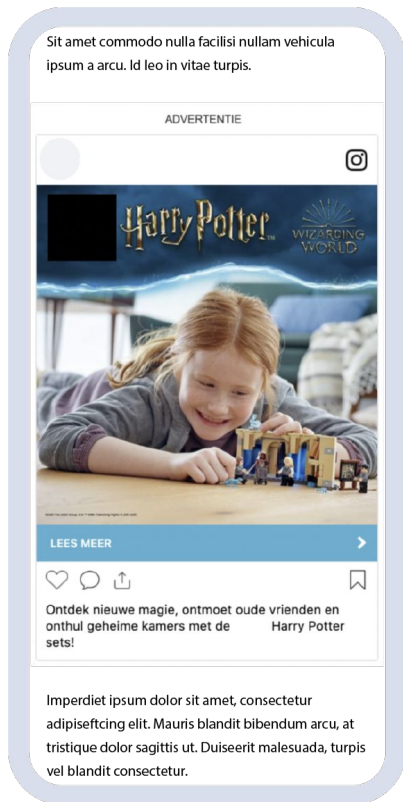
**\$1.53**

Avg. CPC

**68%**

Avg. viewability





# Global Retail Brand

## Channel diversification

Inspired by the Facebook ad boycott, global retail brand shifted **significant spend away from social platforms** to reach new audiences in brand safe environments.

12

Countries  
activated Nova

42m

Ad impressions  
outside of social

# D2C Furniture Brand

## CTV Retargeting

D2C bedroom furniture brand **increased direct response visits to their website** using Social Display with Nova.

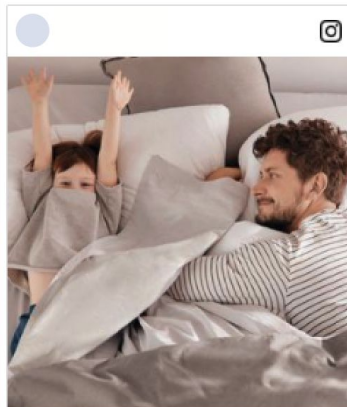
**18x**

More site visits  
than TV-only  
strategy

**2x**

More site visits  
than TV +  
standard display

sit amet commodo nulla facilisi nullam vehicula ipsum a arcu. Id leo in vitae turpis massa sed elementum tempus. Hac habitasse platea dictumst vestibulum.

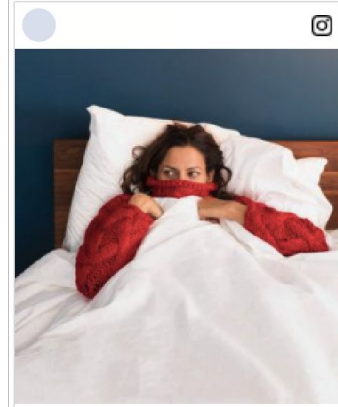


Raise your hands if you're ready for bed.

SHOP NOW

Fusce ut placerat orci nulla pellentesque dignissim enim sit amet. Sagittis vitae et leo duis ut diam quam nulla porttitor. Odio ut sem nulla pharetra diam. Ac orci phasellus egestas tellus rutrum tellus .

sit amet commodo nulla facilisi nullam vehicula ipsum a arcu. Id leo in vitae turpis massa sed elementum tempus. Hac habitasse platea dictumst vestibulum.



It's a great day to stay in bed. Because it's always a great day to stay in bed.

SHOP NOW

Fusce ut placerat orci nulla pellentesque dignissim enim sit amet. Sagittis vitae et leo duis ut diam quam nulla porttitor. Odio ut sem nulla pharetra diam. Ac orci phasellus egestas tellus rutrum tellus .



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