

Nova Campaign Setup Best Practices

Created by christy.lubrano@polar.me on Wednesday, July 12th 2023, 12:55 pm

▼ Campaign Overview

Name ⓘ

Vacasa Q3

Logo (Optional) **Advertiser** ⓘ

 Vacasa x | v

Advertiser Vertical (Optional)

Travel/Tourism x | v

▼ Campaign Details (Recommended)

The details in this section will be used for proactive monitoring of your campaign delivery and billing.

Primary Campaign Objective ⓘ

Performance (lower-funnel) x | v

Estimated Impressions Booked ⓘ

1,000,000

Planned Campaign Dates ⓘ

July 12, 2023  December 31, 2023 

Trader's Name ⓘ

Jack Sperco

Trader's Email ⓘ

jack@simpli.fi

Notes ⓘ

Best Practices:

- Use the same **campaign name** as in your DSP for easy tracking and billing
- Selecting the appropriate **vertical** will ensure the campaign is included in verticalized insights and benchmarks
- **Campaign KPI/Objectives** provide context when pulling insights & optimization recos
- Entering **flight dates** allows Nova to identify when key campaigns conclude so campaign wraps can be delivered
- Enter the **email contact** of who Nova should reach out to for campaigns insights/optimizations