DSP Workflow

Agency	←→	DSP	←→	SSP	Open Exchange
					Deal IDs

Creative Tags

Nova

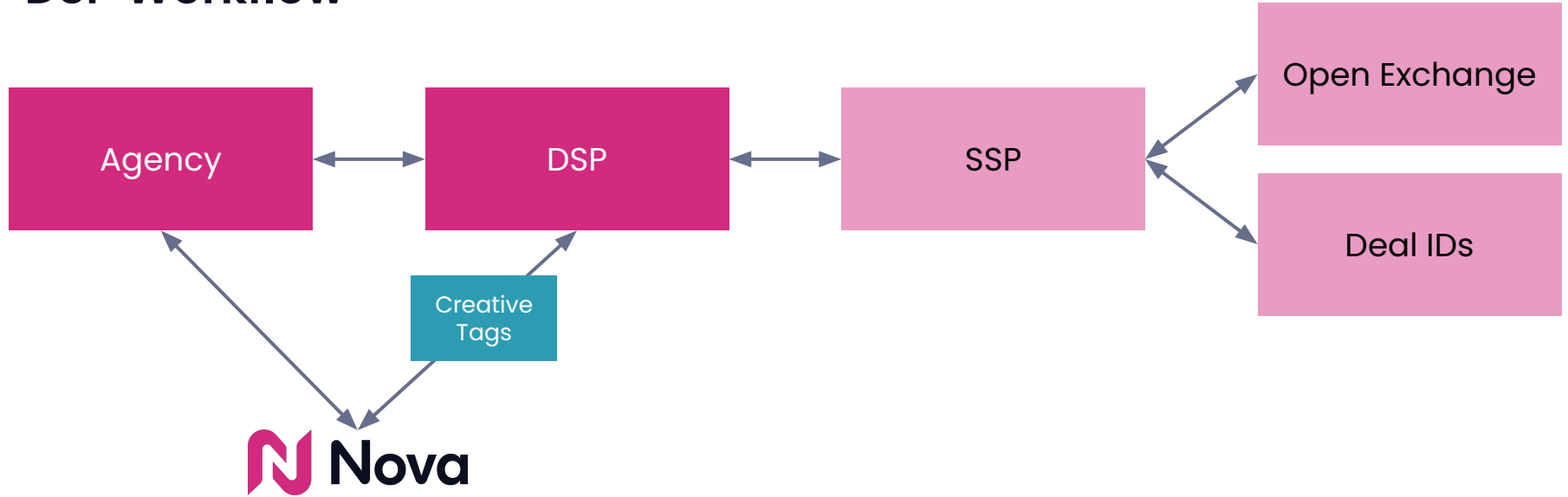**Nova**
- Agency to login to Nova and manage campaigns/creatives
- Copy creative tags for your DSP

DSP
- Paste creative tags as 3rd party display
- Target **Open Exchange** or **Deal ID** Supply
- Set Bidding and Pricing Strategy