



Social Import CTV/OLV creative setup

How to import a CTV/OLV (VAST) creative in Nova

Tech Specs and FAQs

The following Asset specs and recommendations are for Video/CTV product. Product Technical Specifications can be found [here](#)

- 1 Brand Logo**
File type: jpg or png
Recommended image aspect ratio: square (1:1)
Min: Width 400px x Height 400px
Max: Width 1000px x Height 1000px
- 2 Brand name:** 30 characters
- 3 QR Caption:** Recommended length of less than 400 characters
- 4 Destination Url/QR Landing page or QR Code with Destination URL embedded**
- 5 Caption:** Recommended length of less than 40 characters
- 6 Media:** Video
Video File type: mp4 or .mov
Recommended video ratio: 9:16
Min: Width 720px
Recommended height: 1080px
It is pertinent that the video file has the highest quality available
Recommended duration: 6s/15s/30s.



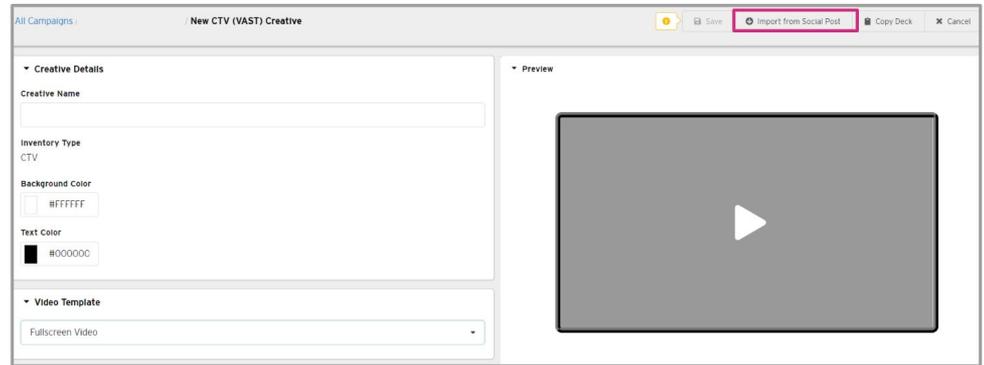
Social Import

With Social Import option, you can use URL links to auto-fill into one of our templates (unbranded).

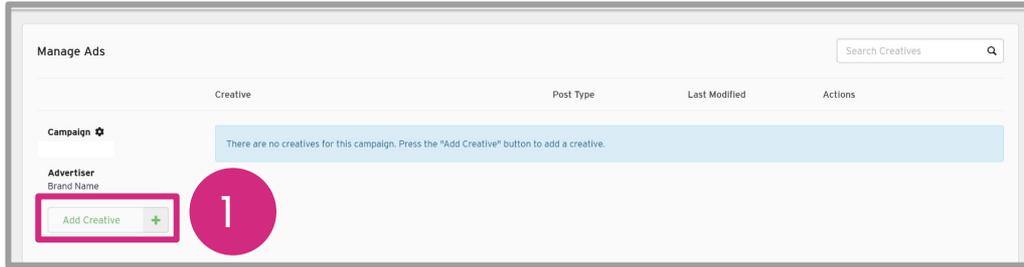
Social Import works for public, organic, Facebook, or Instagram URLs, and for most Twitter content.

Benefits:

- Automatic resizing of assets
- Can create Social Display ads even if no post exists or is planned directly from existing assets
- Add creative variation by uploading the same assets into different social media templates

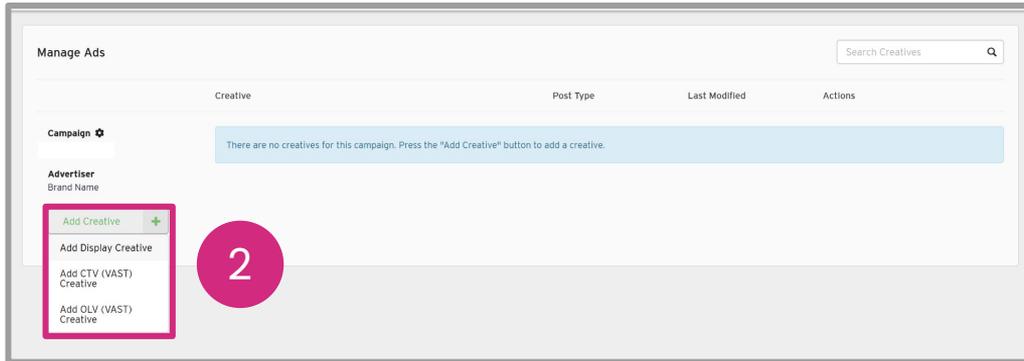


Social Import



1

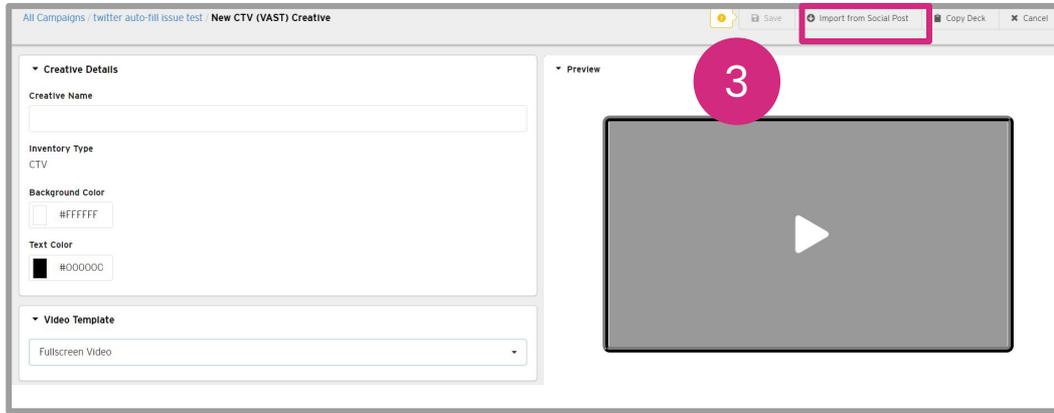
Hover over the **Add Creative** button.



2

Select the **Add CTV (Vast) Creative** button.

Social Import



3 Select the **Import from Social Post** button.



4 Paste the Public Social Post URL in the box

Social Import

Import Creative Assets

<https://www.instagram.com/reel/CvDIeFygj-C/>

Please select the assets you would like to import:

- Video Template**
Vertical Video
- Brand Name**
sherrreats
- Brand Logo**

- Caption**

5

Paste the social post URL in the popup select the assets to import. Then press **Import**.

5

Social Import

All Campaigns /

6

▼ Creative Details

Creative Name

Inventory Type

CTV

Background Color

#FFFFFF

Text Color

#000000

▼ Video Template

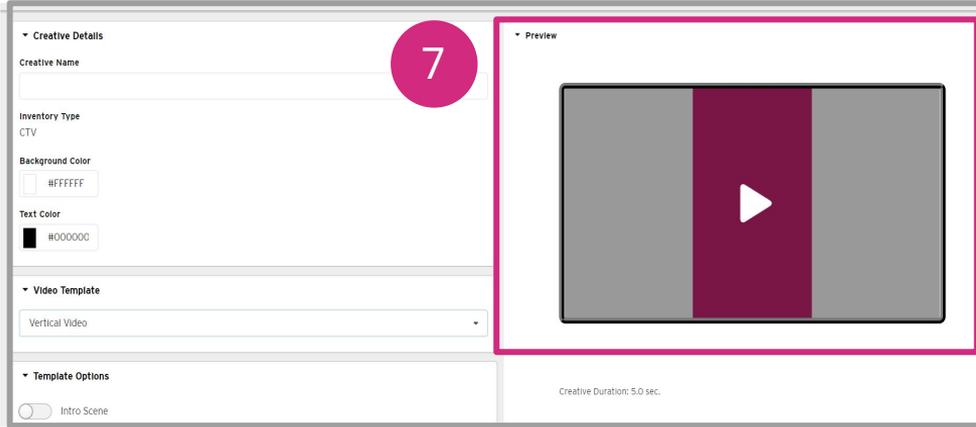
Vertical Video

6

Add **Creative Name** In **Creative Details**.

Optional: Select **Background Colour** and **Text Colour** if desired.

Social Import

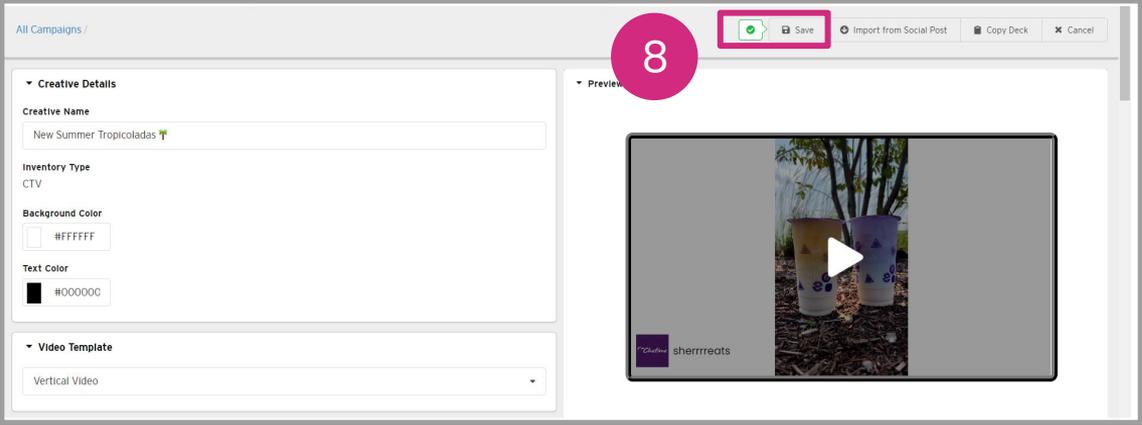


7

7

In real-time, view the **Preview** section to see how the video will look.

Social Import

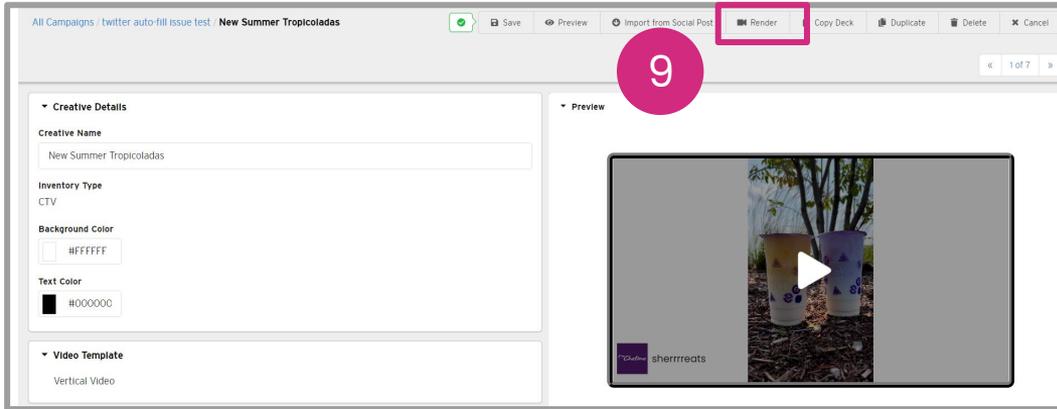


The screenshot shows a software interface for social import. At the top right, there is a toolbar with buttons for 'Save', 'Import from Social Post', 'Copy Deck', and 'Cancel'. The 'Save' button is highlighted with a red box and a pink circle containing the number '8'. On the left side, there are two panels: 'Creative Details' and 'Video Template'. The 'Creative Details' panel includes fields for 'Creative Name' (with the text 'New Summer Tropicolas'), 'Inventory Type' (set to 'CTV'), 'Background Color' (set to '#FFFFFF'), and 'Text Color' (set to '#000000'). The 'Video Template' panel has a dropdown menu set to 'Vertical Video'. The main preview area on the right shows a video player with a play button and a thumbnail image of two colorful cups. A pink circle with the number '8' is also placed over the top-left corner of the preview area.

8 Save the CTV.

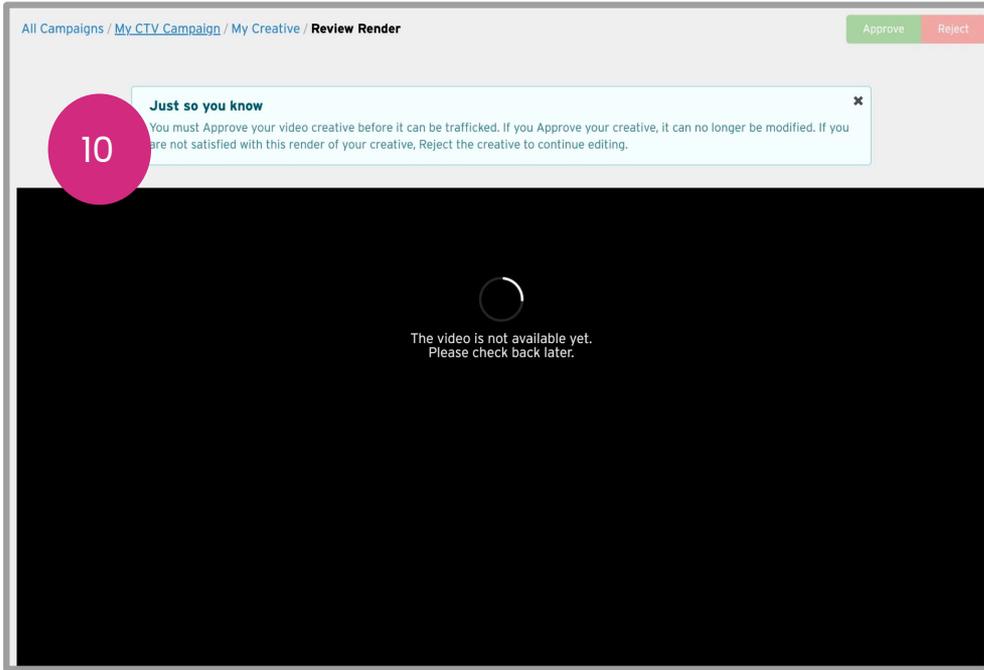
Social Import

9 **Render** the CTV to generate the VAST tag.



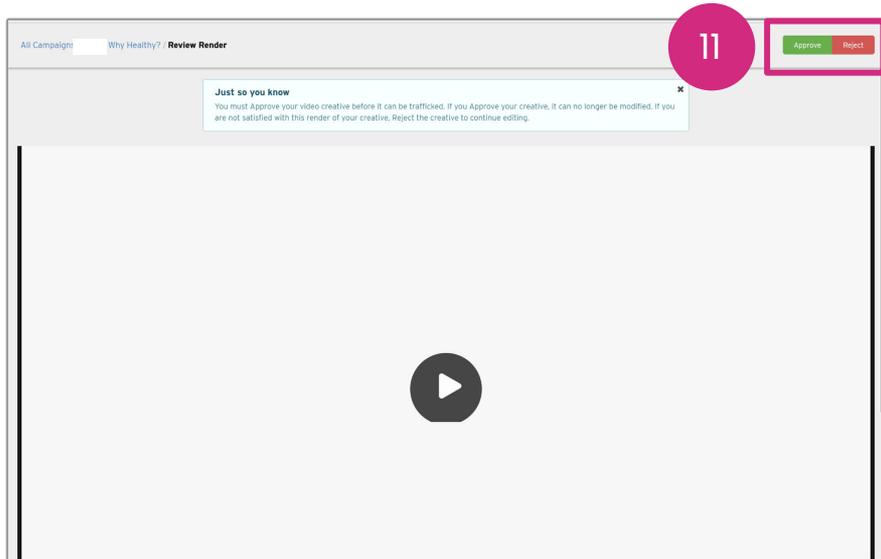
This may take up to 30 minutes.

Social Import



10 If rendering is not yet complete, you will see a warning message. Wait a few more minutes and try again.

Social Import



11 Select **Review Render** to **Approve** or **Reject** the creative.

Approving finalises the creative and it can no longer be edited. Rejecting the render returns the creative to the editing stage.

Social Import

All Campaigns > Test CTV Campaign > Nike Running Shoes Copy > Ad Tag

Test CTV Campaign | Nike Running Shoes Copy

Preview

12

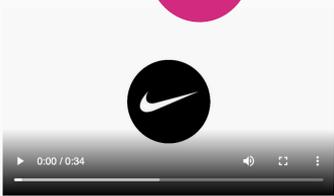
VAST 4.2
<https://polarcdn-terrax.com/hativeads/v1.4.0/xml/creative/748c79e0ddf142a891> [Copy to Clipboard](#)

VAST 4.1
<https://polarcdn-terrax.com/hativeads/v1.4.0/xml/creative/748c79e0ddf142a891> [Copy to Clipboard](#)

VAST 4.0
<https://polarcdn-terrax.com/hativeads/v1.4.0/xml/creative/748c79e0ddf142a891> [Copy to Clipboard](#)

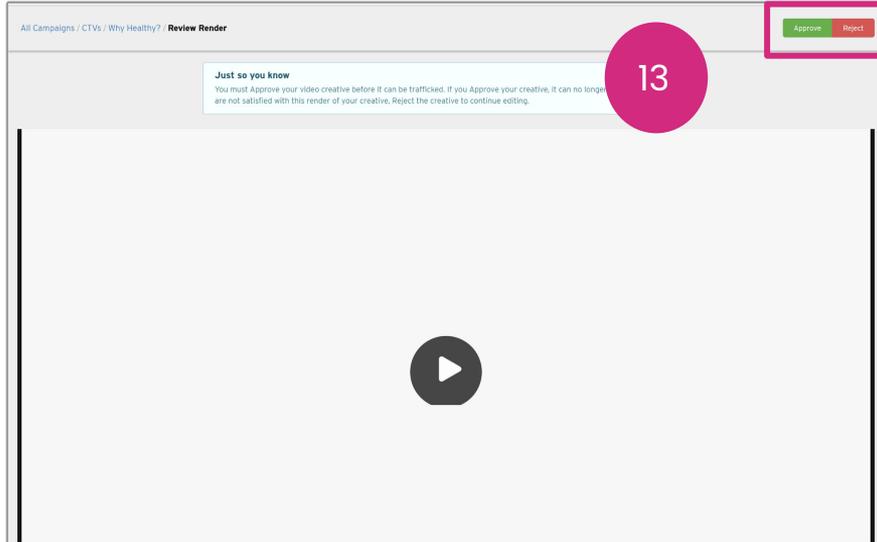
VAST 3.0
<https://polarcdn-terrax.com/hativeads/v1.4.0/xml/creative/748c79e0ddf142a891> [Copy to Clipboard](#)

VAST 2.0
<https://polarcdn-terrax.com/hativeads/v1.4.0/xml/creative/748c79e0ddf142a891> [Copy to Clipboard](#)



12 Clicking **Approve** will lock the creative and it can no longer be edited. It will then allow you to export your **VAST Tag**.

Social Import



13 If you're not satisfied, **Reject** the creative and resubmit another render once you've made changes. Rejecting the render returns the creative to the editing stage.

Thank You!

For any follow-up questions,

Please Contact support@createwithnova.com



CreateWithNova.com