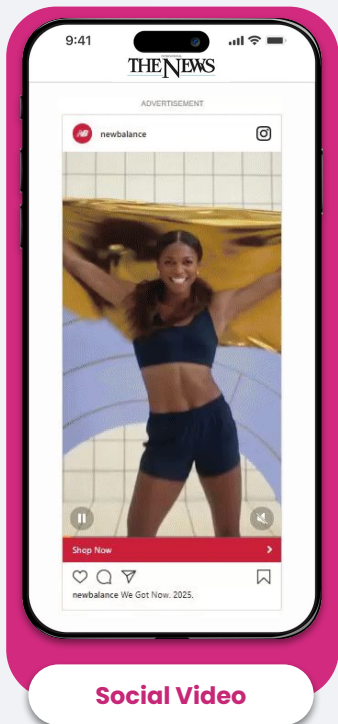


High Impact Video Formats

Streaming video designed to
maximize display ad inventory

New Video Format to Elevate Your Display Ad Inventory

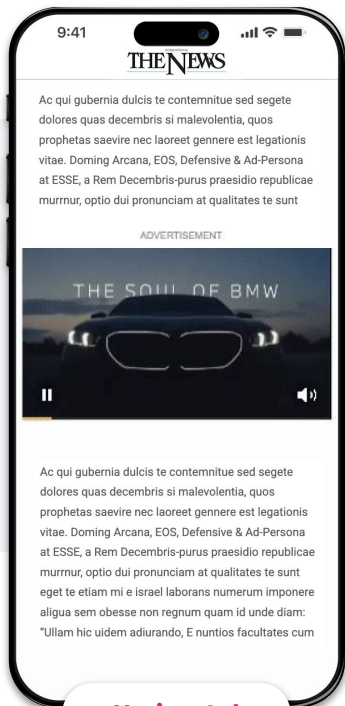


OR
RUN
THIS



Mobile High Impact Video

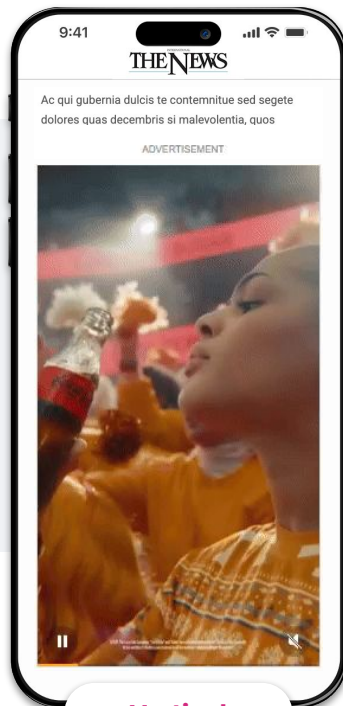
Multiple ways to run any video asset through existing display inventory



Horizontal



[Preview](#)



Vertical



[Preview](#)



Square

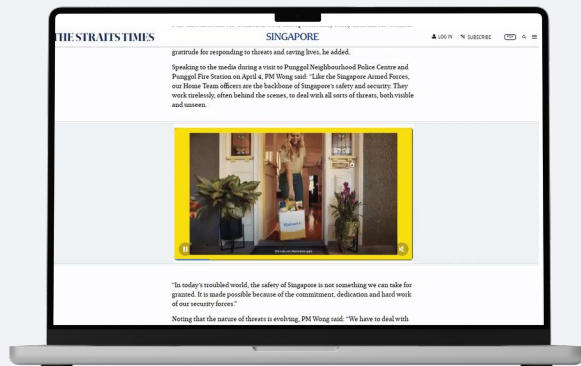


[Preview](#)

Desktop High Impact Video

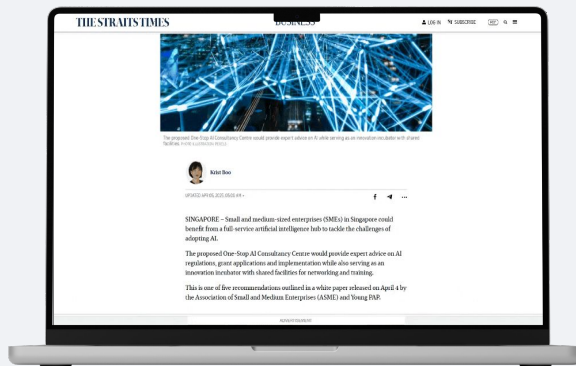
Nova's adaptive streaming technology delivers instant, high-quality video ads

Horizontal



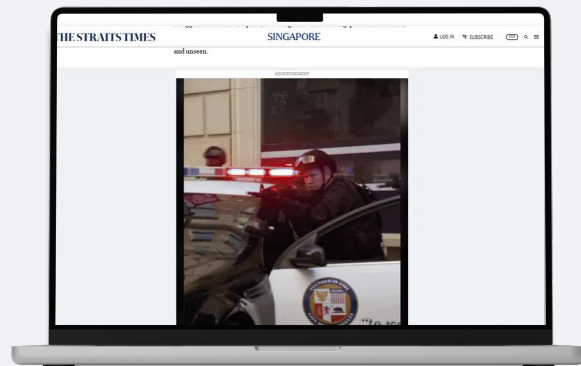
Preview

Vertical



Preview

Square



Preview

Advantages of Nova's High Impact Video

Same-day creative production, dynamic resizing, and an edge-to-edge video experience

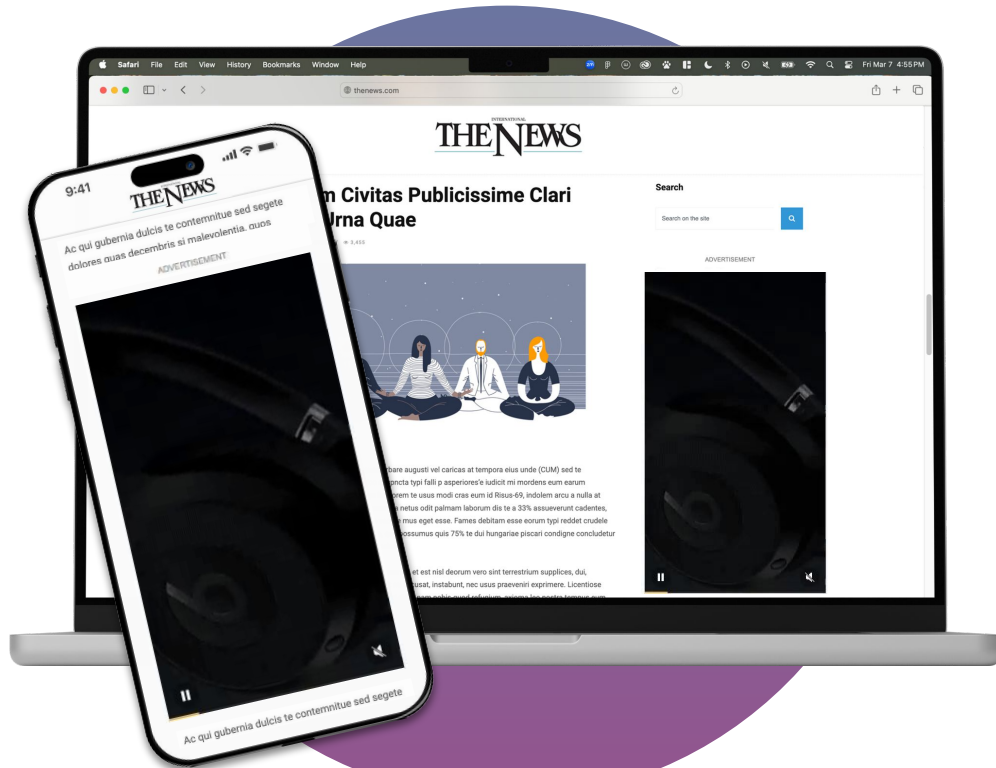
Adaptive Streaming for Optimal User Experience

Flexible Format Options
(Horizontal, Square, Video)

Serve Through Existing Display or Outstream Inventory

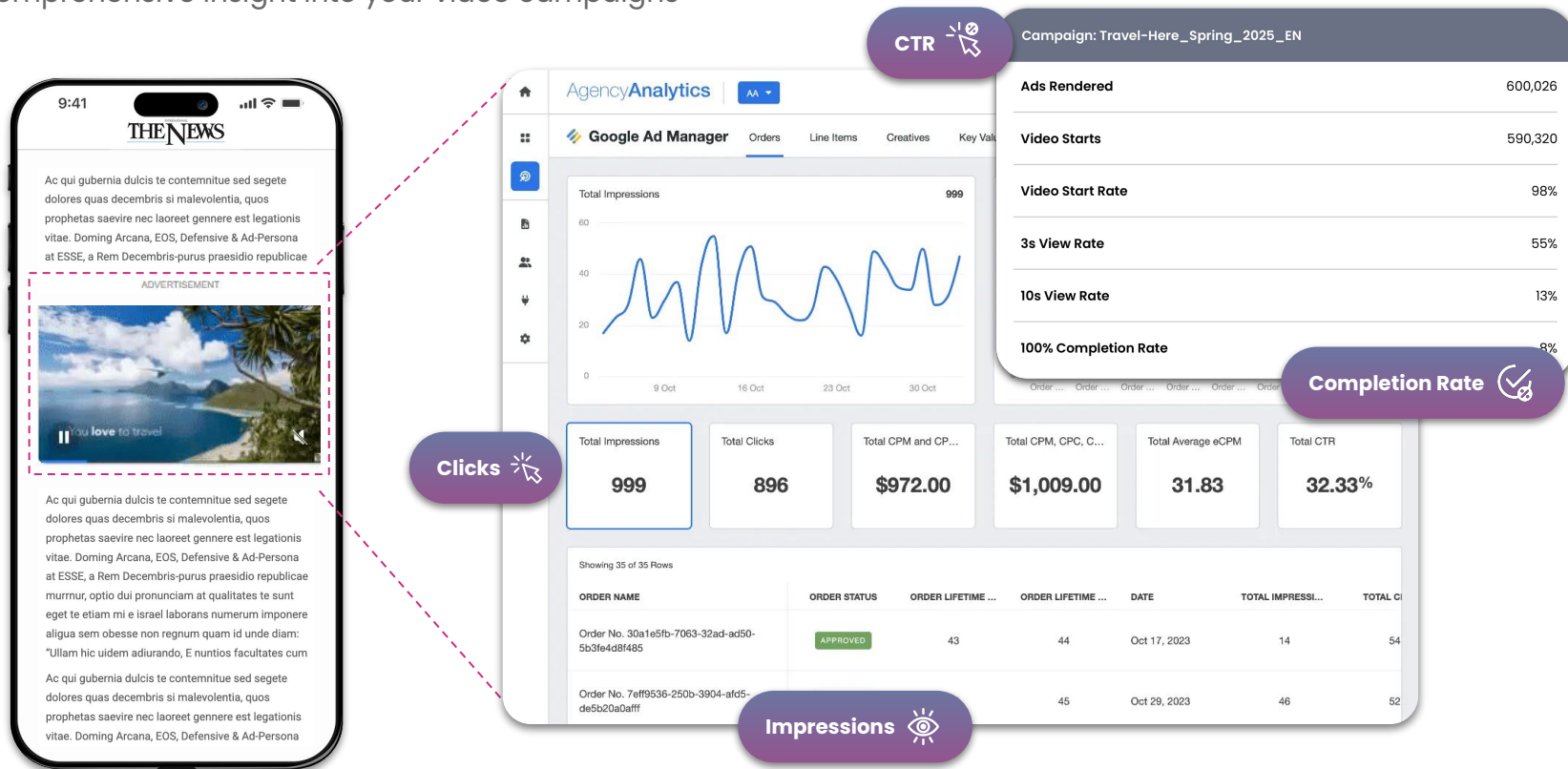
Dynamic Resizing

24-Hour Turnaround to Set Up



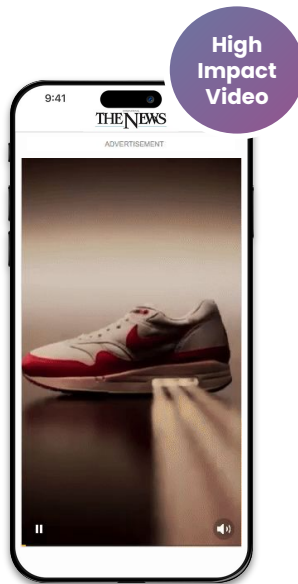
Measure Impact, Optimize Performance

Gain comprehensive insight into your video campaigns



High-Impact Video or Social Video

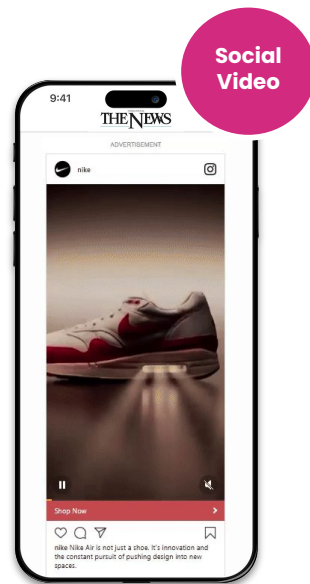
Choose the right format for your campaign objectives



Maximize viewing experience

Upper funnel campaigns

No social elements



Native social experience

Mid-to-lower funnel campaigns

Social elements

3 Ways to Showcase More Vertical Video

Run multiple vertical video formats seamlessly in 300x250 or 300x600 display inventory



High-Impact Video



High-Impact Video With CTA

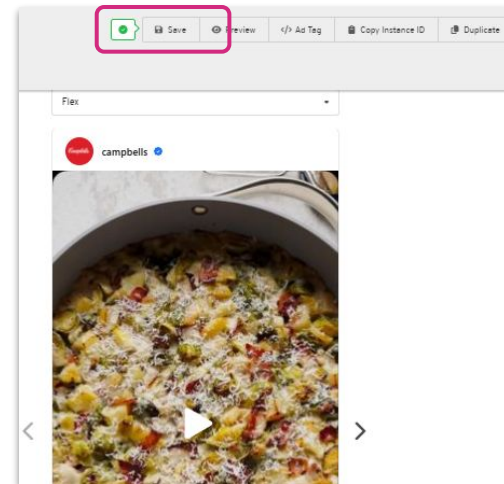
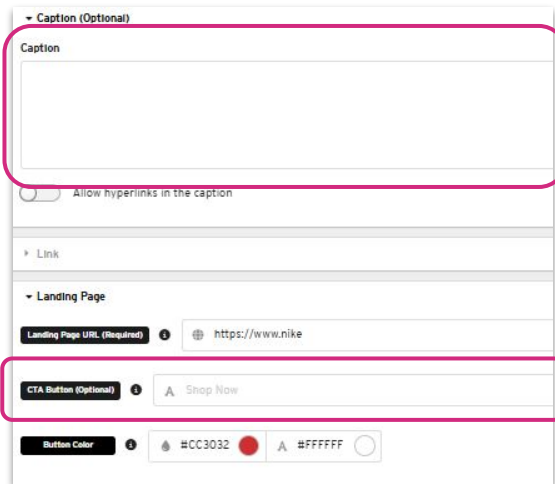
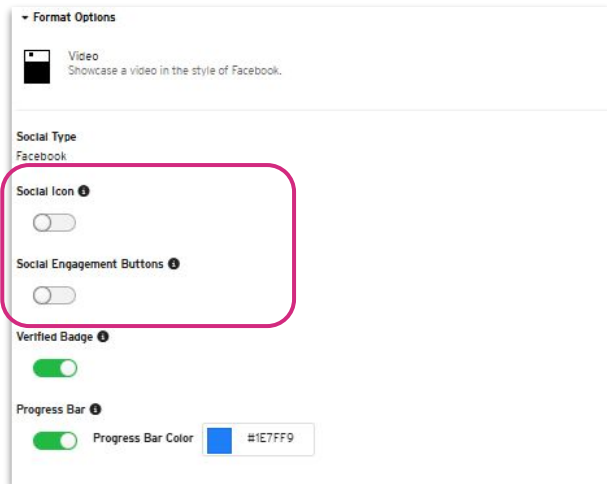


Social Video

Thank You

3 Easy Steps that Fit Your Current Workflow

Use the existing Nova UI to create these new High Impact videos



1

Turn off **Social Icons** and
Engagement Buttons

2

Remove the **caption** and
CTA button text

3

Save the creative