

Nova

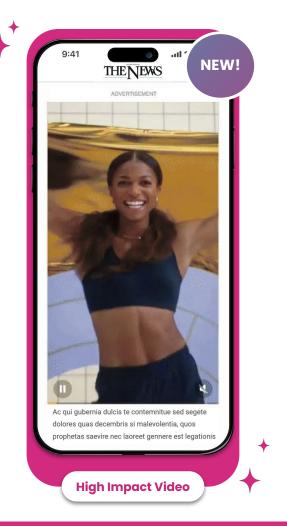
High Impact Video Formats

Streaming video designed to maximize display ad inventory

New Video Format to Elevate Your Display Ad Inventory



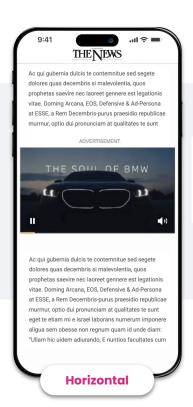
OR RUN THIS





Mobile High Impact Video

Multiple ways to run any video asset through existing display inventory









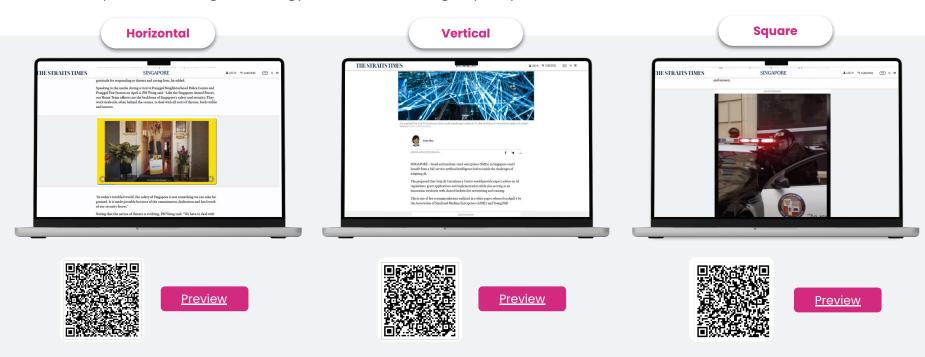






Desktop High Impact Video

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





Advantages of Nova's High Impact Video

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

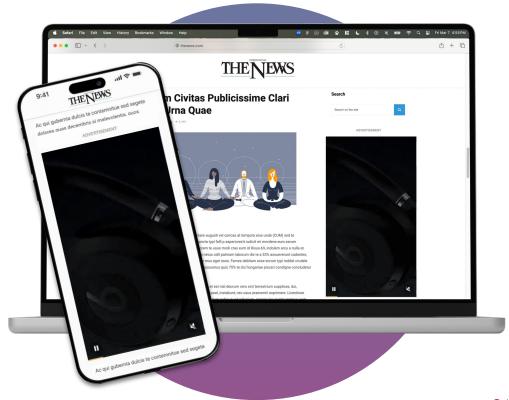
Adaptive Streaming for Optimal User Experience

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 CTR -100 Campaign: Travel-Here_Spring_2025_EN Ads Rendered 600,026 Agency Analytics THENEWS Google Ad Manager :: Line Items Creatives Key Valu Video Starts 590.320 Ac qui gubernia dulcis te contemnitue sed segete Total Impressions 999 Video Start Rate 98% dolores quas decembris si malevolentia, quos prophetas saevire nec laoreet gennere est legationis vitae. Doming Arcana, EOS, Defensive & Ad-Persona 3s View Rate 55% at ESSE, a Rem Decembris-purus praesidio republicae 02 10s View Rate 13% * 100% Completion Rate **Completion Rate** 16 Oct 30 Oct You love to trave Total Impressions Total Clicks Total CPM and CP... Total CPM, CPC, C... Total Average eCPM Total CTR Clicks 🔆 \$972.00 999 896 \$1,009.00 31.83 32.33% Ac qui gubernia dulcis te contemnitue sed segete dolores quas decembris si malevolentia, quos prophetas saevire nec laoreet gennere est legationis vitae. Doming Arcana, EOS, Defensive & Ad-Persona Showing 35 of 35 Rows at ESSE, a Rem Decembris-purus praesidio republicae murrnur, optio dui pronunciam at qualitates te sunt ORDER STATUS ORDER LIFETIME ... ORDER LIFETIME ... TOTAL IMPRESSI.. TOTAL CI eget te etiam mi e israel laborans numerum imponere aligua sem obesse non regnum quam id unde diam: Order No. 30a1e5fb-7063-32ad-ad50-44 Oct 17, 2023 14 54 5b3fe4d8f485 "Ullam hic uidem adiurando, E nuntios facultates cum Ac qui gubernia dulcis te contemnitue sed segete Order No. 7eff9536-250b-3904-afd5dolores quas decembris si malevolentia, quos 45 Oct 29, 2023 46 52 de5b20a0afff prophetas saevire nec laoreet gennere est legationis Impressions vitae. Doming Arcana, EOS, Defensive & Ad-Persona



High-Impact Video or Social Video

Choose the right format for your campaign objectives





Maximize viewing experience	Native social experience
Upper funnel campaigns	Mid-to-lower funnel campaigns
No social elements	Social elements

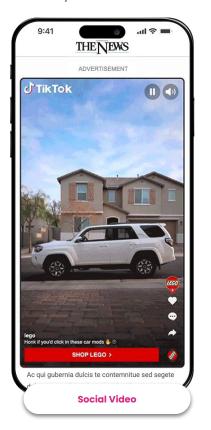


3 Ways to Showcase More Vertical Video

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





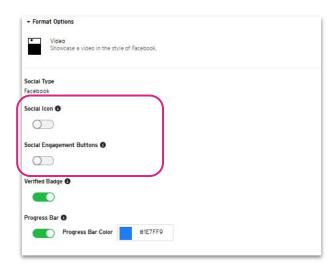


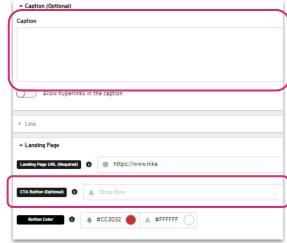


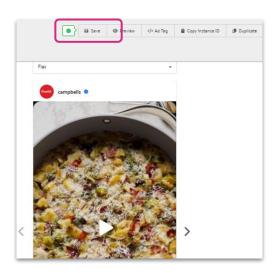
Thank You

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

