



Platform Feature | Copy a
creative ad tag

Copy a creative ad tag

The image shows two overlapping screenshots from the Facebook Ads Manager interface. The top screenshot displays a table of creatives under the heading "Manage Ads". The table has columns for "Creative", "Post Type", "Last Modified", and "Actions". A row for a creative with the text "Never stop chasing your crazy dream. #justdoit" is highlighted. In the "Actions" column for this row, the "Ad Tag" button is highlighted with a yellow box. The bottom screenshot shows the "View Social Creative" modal for the same creative. In the top toolbar of this modal, the "Ad Tag" button is also highlighted with a yellow box. The modal contains sections for "Creative Details" (with a text field for the creative name), "Social Type" (set to Instagram), "Format Type" (set to Photo), and "Social Icon" (with a toggle for "Social Brand Page" and a URL field).

Click "Ad Tag" from the Creative page or Dashboard

Copy a creative ad tag

1 Select the appropriate DSP or Ad Server:

DV360

2 Copy to Clipboard

3 Share Link

Preview

nike

LEARN MORE

When they say there's no way, show them one.

Faced with an unimaginable choice between giving up

```
<!--Start of Polar Ad Tag. Visit polar.me/trafficking for information.-->
<!--Creative Name: Never stop chasing your crazy dream. #justdoit-->
<script type="text/mediavoice-tag" data-mediavoice-tag-version="2">
  {"creative":{"instance":"b3c089c6c6a426486ff0f1326a0b4c4"},"meta":{"random":"${CACHEBUSTER}","server":{"auction
</script>
<script type="text/mediavoice-adserver-targeting-map">{}</script>
<script type="text/mediavoice-custom-keys">{}</script>
<div class="moat_trackable"></div>
<link rel="dns-prefetch" href="//polarcdn-tenrax.com" />
<link rel="dns-prefetch" href="//polarcdn-pentos.com" />
<script type="text/javascript" src="https://static.polarcdn.com/creative/creative.js"></script>
<!--End of Polar Ad Tag. Add integration/viewability script below.-->
```

Trafficking Recommendations

Follow these recommendations to achieve optimal CTR:

- Supply: All exchanges/SSPs except Google Ad Manager (GAM)

1

Select your DSP Platform

2

Copy Tag snippet and Paste in your DSP

3

Optional Share link to ad tag with external stakeholders



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