



# Reporting Tips

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Access Nova video data here

Note: Clicks, CTR, Impressions, will be pulled from your DSP

Video metrics will be pulled from Nova (because our tags are display tags run in the display inventory you won't find this in your DSP)

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The screenshot shows the POLAR 'Manage Ads' interface. A blue circle with the number '1' is positioned at the top left. The interface has a top navigation bar with 'POLAR' and links for 'Help/Notice', 'Support Resources', 'Contact Us', 'Advertiser Chart', and 'SQA Agency Training'. Below this are three tabs: 'PRESENT', 'CREATE', and 'DISTRIBUTE', with 'CREATE' being the active tab. The main content area is titled 'Manage Ads' and includes a '+ Add Campaigns' button, a search bar for 'Active Campaigns', and a dropdown for 'Active Campaigns'. A table lists various ad creatives with columns for 'Creative', 'Pool Type', 'Last Modified', and 'Actions'. A yellow box highlights a sidebar menu on the left with the following items: 'Campaign ID', 'Admin', 'Advertiser', 'Pool', '+ Add', 'Archive Campaigns', 'Delete All Creatives', 'Export', 'AD OPS ACTIONS', 'Campaign', 'Social DSP', 'Reports', 'Advertiser', 'Pool', '+ Add Social Creative', and 'Export Ad Tags'. The table contains several rows of data, including creatives for 'Instagram Video', 'Instagram Carousel', 'Instagram Photo', 'Facebook Video', 'Facebook Photo', and 'Instagram Carousel' from various advertisers like 'Amazon DE.2', 'Amazon UK.3', 'Amazon ES.2', 'Amazon FR.2', 'Amazon UK.2', 'Amazon FR', and 'Amazon DE'. At the bottom, there is a 'Show more (3 later creatives)' link and a preview of a creative for 'MK Singapore' with a video thumbnail and text: 'Today, we celebrated Decathlon at Nanyang! Here's what went down: We welcomed with upbeat shanga drumming played by our Year 9 learners and the wonderful traditional dance by Wendy Ngan!'. The POLAR logo is in the bottom left corner, and the tagline 'Beyond the banner™' is in the bottom right corner.



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