



# How to create a campaign

In Polar's UI

# Campaign Setup

Log into the Polar Hub, hosted on mediavoice.com.

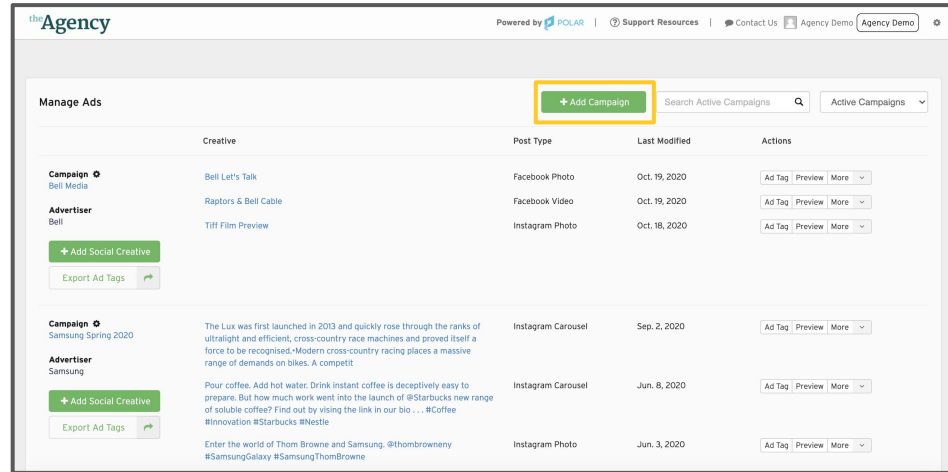
Polar's team will email your login details.

Contact [support@createwithpolar.com](mailto:support@createwithpolar.com) for help.

The screenshot shows a web browser window displaying the MediaVoice login interface. At the top left is the POLAR logo. At the top right, it says 'MediaVoice | Contact Us'. The main content area is titled 'MediaVoice Login' and contains a form with two input fields: 'Email address' and 'Password'. Below these fields is a blue 'Log In' button. Underneath the button are two links: 'Forgot Password?' and 'Unable to access your account? Contact support.'. The footer of the page features social media icons for Twitter, LinkedIn, Facebook, and YouTube on the left, and the text 'MediaVoice v3.583.0 - Copyright 2020 Polar | Terms of Service | Privacy Policy' on the right.

# Campaign Setup

Click on “Add Campaign” to start adding social content to Polar.



# Campaign Setup

1. Add a "Name" and select an "Advertiser" from the drop down menu.
2. Optional: Fill in the following fields for tracking and informational purposes.
3. Click "Save".

The screenshot shows the 'New Campaign' form in the Agency interface. The form is titled 'New Campaign' and is divided into several sections. A yellow box highlights the 'Name' and 'Advertiser' fields, with a blue circle '1' next to it. Another yellow box highlights the 'Impressions Booked (Optional)', 'Planned Campaign Dates (Optional)', 'Trader's Name (Optional)', 'Trader's Email (Optional)', and 'Notes (Optional)' fields, with a blue circle '2' next to it. The 'Save' button is highlighted with a yellow box and a blue circle '3' next to it. The form includes a 'Name' field, an 'Advertiser' dropdown menu, an 'Impressions Booked (Optional)' field with a value of 1,000,000, 'Planned Campaign Dates (Optional)' fields for 'Start Date' and 'End Date', 'Trader's Name (Optional)', 'Trader's Email (Optional)', and 'Notes (Optional)' fields. The interface also shows the 'Agency' logo, 'Powered by POLAR', 'Support Resources', 'Contact Us', 'Agency Demo', and 'Agency Demo' buttons.

# Campaign Setup Tips

1. Name your campaign using the same campaign name that is used in the DSP
2. Add estimated Impressions Booked so that Nova can help you monitor pacing

1

**▼ Campaign Details**

**Name**  
Enter a campaign name, this name will be used for billing and reporting purposes.



**Advertiser**  
Select an advertiser from the list or enter a new advertiser name to add.

Select...

2

**Impressions Booked (Optional)**  
Enter (estimated) Impressions booked. This will not affect ad delivery but may be used to assign campaign CPM rates.

**Planned Campaign Dates (Optional)**  
Enter the planned start and end dates for the campaign. Dates entered here do not affect ad delivery and are for informational purposes only.

Start Date   End Date  

# Campaign Setup Tips

3. Include contact information for the person responsible for running the campaign in the DSP.

Note: We use our data to spot trends and areas for improvement if we see below-benchmark performance.

3

**Trader's Name (Optional)**  
Enter the name of the Trader for this campaign. This will be used for any campaign related communication from Polar.

**Trader's Email (Optional)**  
Enter the email address of the Trader for this campaign. This will be used for any campaign related communication from Polar.

**Notes (Optional)**  
Enter any other notes that may be relevant for the campaign (for informational purposes).



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