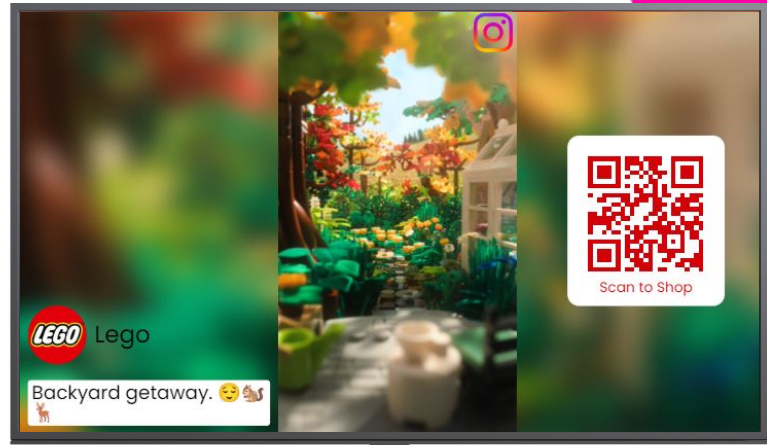


Social Creative Extension enables the best creative from social to be distributed programmatically at scale in any display/VAST supply, within minutes.



**517**  
BRANDS

**3,965**  
CAMPAIGNS



### Select any social or video creative

Video, photo, carousel posts from Facebook, Instagram, TikTok, Snap, YouTube, LinkedIn and more



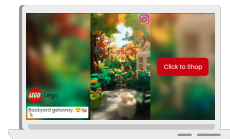
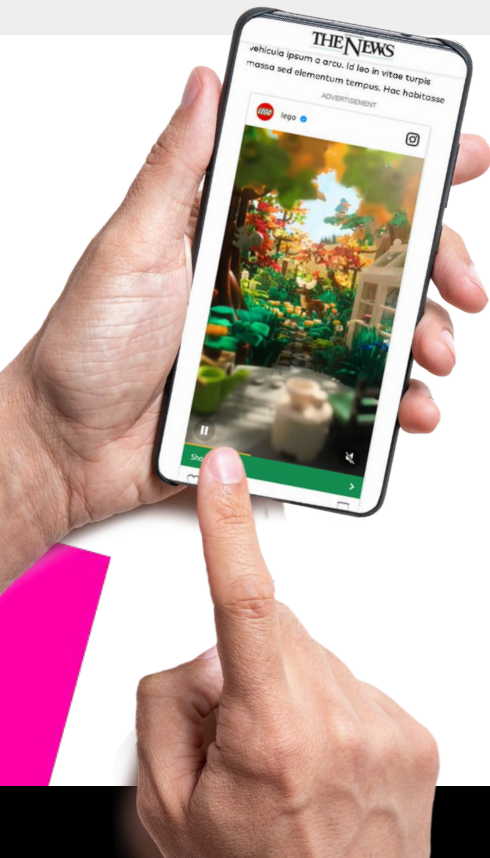
### Generate Nova ad tag

Self-serve UI to easily upload social creative, customize destination URL, add trackers



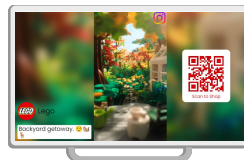
### Activate programmatically

Activate in any DSP on standard 300x250, 320x480, 336x280, and 300x600 display or VAST inventory on mobile web, app and desktop



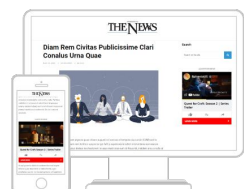
### Opportunities with OLV

- Amplify social videos across the Web
- Easily run vertical videos through standard online video players
- Tap into our tools to run video ads that work seamlessly
- Eliminate unnecessary production work
- Create multiple versions to optimize performance



### Opportunities with CTV

- Eliminate excessive video production costs
- Introduce digital/social advertisers to CTV
- Get CTV campaigns live faster
- Generate multiple creatives for A/B testing
- Run campaigns through all VAST-enabled inventory



### YouTube Extension

- Reach new audiences on the open Web
- Gain more inventory and visibility into where video ads are served
- Add third-party tracking for trusted measurement
- Diversify against rising costs and competition on YouTube
- Amplify your existing YouTube strategy