

Nova's Creative Automation Brings Social Creative to the Open Web

A major university used Nova's creative automation platform to extend the reach of their social campaigns and beat traditional open Web performance.



1 Objective:

The primary objective was to extend the university's campaign reach and increase performance.

2 Solution:

The university used Nova to take existing social assets from Facebook and Instagram and run them on the open web programmatically.

3 Results:

The university's campaign had **3.75M** impressions and delivered a **1.3% CTR**. The campaign required no additional production time, was more cost-effective than social, and beat traditional open display benchmarks.

**1.3%
CTR**

The Power of Social Display Ads



Easy to Create

Import creative and create tags with one click



Versatile

Nova supports a wide array of custom and social post formats, including Carousel, Story, VAST-enabled video, and CTV



Effective

The best social creative on open web drives engagement 3-5x higher than standard display