

Save-to-wallet

Lets users save ads directly to their mobile wallet, turning fleeting impressions into long-term engagement

Create Real Engagement

Swipe or scan actions are more intentional than clicks, driving 5-20x higher engagement

Extend Ad Value

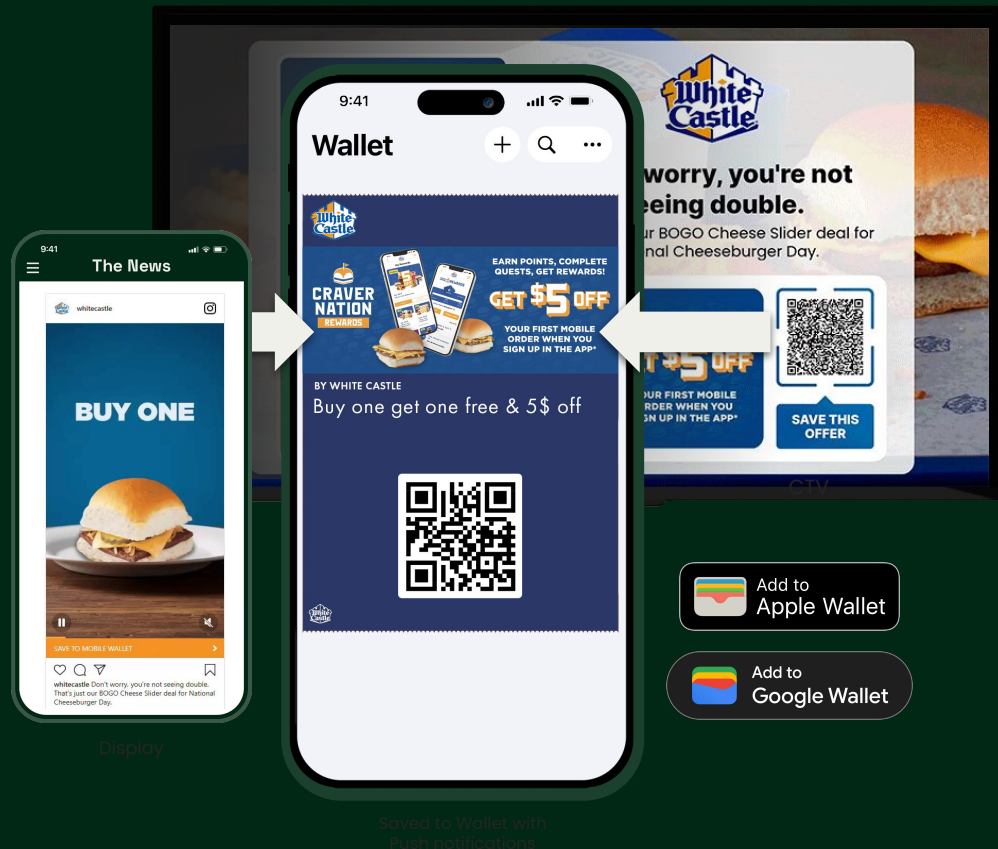
2.3-7% of swipers add to wallet, extending beyond impression and keeping the brand top of mind

Re-engage Via Push Notification

Reach users through wallet notifications sent at the right time, in the right place, and for the right reason

Brand Consistency Across Channels

Maintain brand identity everywhere with fully customizable ad cards that align with your brand



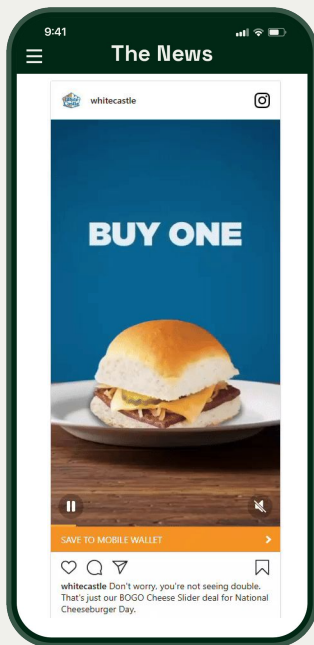
Display

Saved to Wallet with
Push notifications

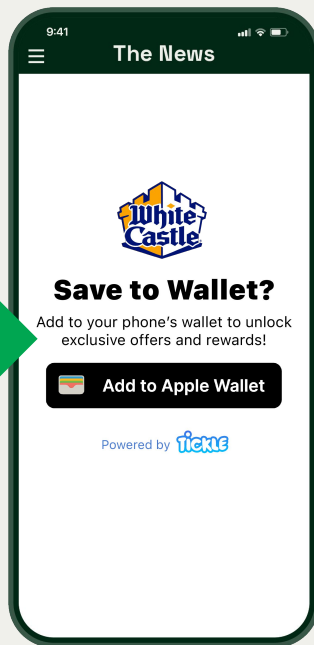
Save-to-Wallet Display

Capture intent from every impression

Avg 5% **save rate** across display campaigns → Wallet cards generate **12+ views** over 60 days

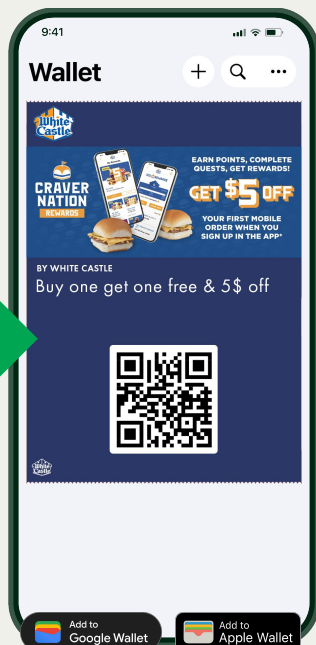


SEE DISPLAY AD



TAP

One-tap save - No
app download



SAVE

Lives in wallet
indefinitely



RE-ENGAGE

Push notification
drives action

Push Notifications

Can be activated
based on custom
criteria

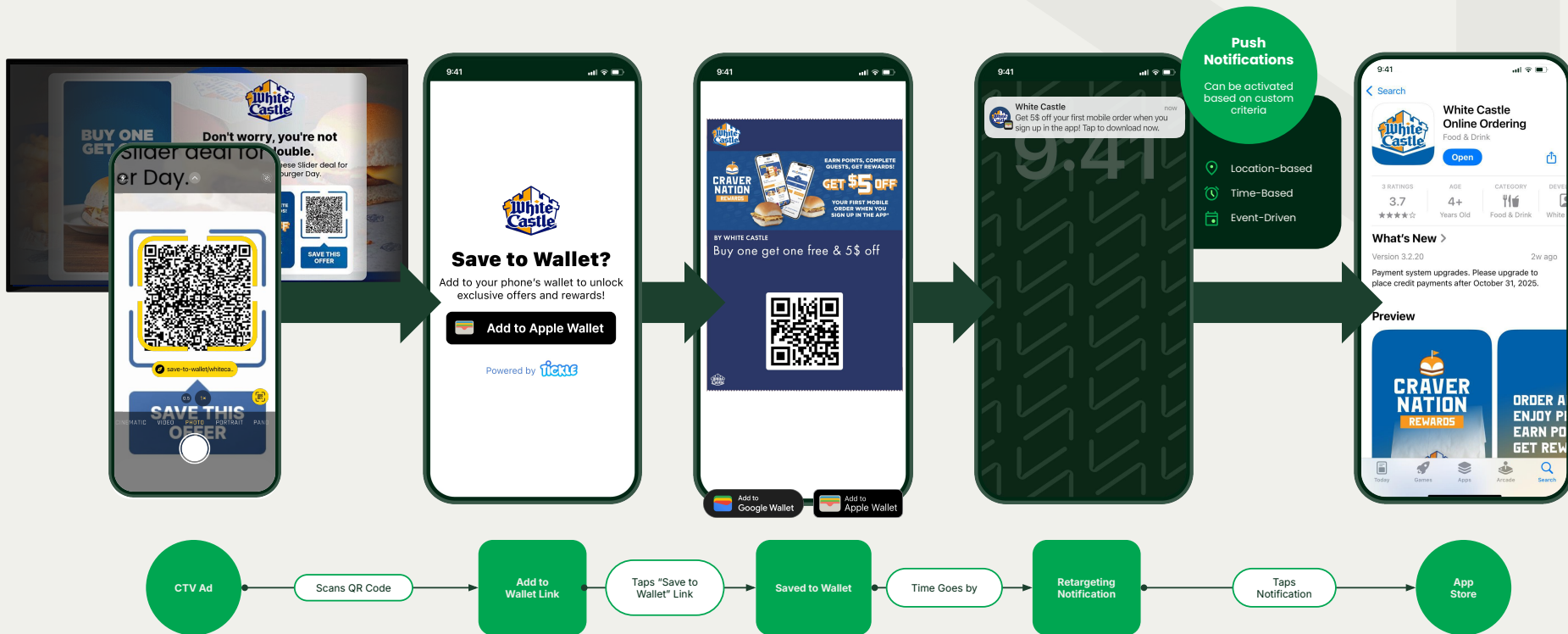
- Location-based
- Time-Based
- Event-Driven

HOW IT WORKS

Save-to-Wallet: Performance CTV

Turn passive TV viewing into mobile conversions

Viewers scan a QR code to save your CTV ad instantly, turning passive impressions into trackable, convertible intent
100% measurable: scans, saves, opens, conversions



FAQs

What does Save-to-Wallet Cost?

For more details on pricing, reach out to our sales team to get detailed information on Save-to-Wallet integrations.

How can I customize the push notifications?

You control frequency, copy, and targeting (location, time-based, event-driven). Nova Studio can draft recommendations, or you provide your own. Optimization happens in real-time throughout the campaign.

What percentage of my audience uses mobile wallets?

90% of iPhone users and 60% of Android users actively use mobile wallets.

How hard is it to implement?

Easy. We handle wallet card set up and integration for you, with a 2-3 day turnaround from the initial request. You'll receive standard ad tags to flight the ad through the DSP of your choice, just as you do today with all Nova ads.

How can I geo-target the push notifications?

If you'd like to geo-target notifications to only appear when the user is at certain locations, we can set this up at campaign launch. Geo triggers are limited to 10 venues per ad card (Apple/Google limits) executed by zip code or Lat/Long. Trigger distance is 500m.

Where do wallet cards appear, and how is brand safety ensured?

Wallet cards appear in the user's personal wallet—never alongside competitor offers or in shared spaces. Each card is a private one-to-one brand experience. Additionally, these high-value earned impressions are generated at no cost to you.



NOTE: If you don't see your question here, please reach out to our [Support Team](#) and we'll get back to you shortly.

What assets do you need from me to get started?

Just your standard creative asset or social post – we handle wallet card creation (Technical specs: .jpg .png or .svg file, 900px W x 750px H., max 5MB).

What metrics will I receive, and how often?

Reporting is available for campaigns >100k impressions. You'll receive full attribution metrics—saves, opens, push notification engagements, and conversions—tied back to original impressions. Reporting can be delivered as weekly summaries, or in a campaign wrap up report.

Is it CCPA/GDPR compliant?

Yes. Consumers choose to save to their wallet. We also include double opt-in and they can turn off notifications or delete the card anytime.