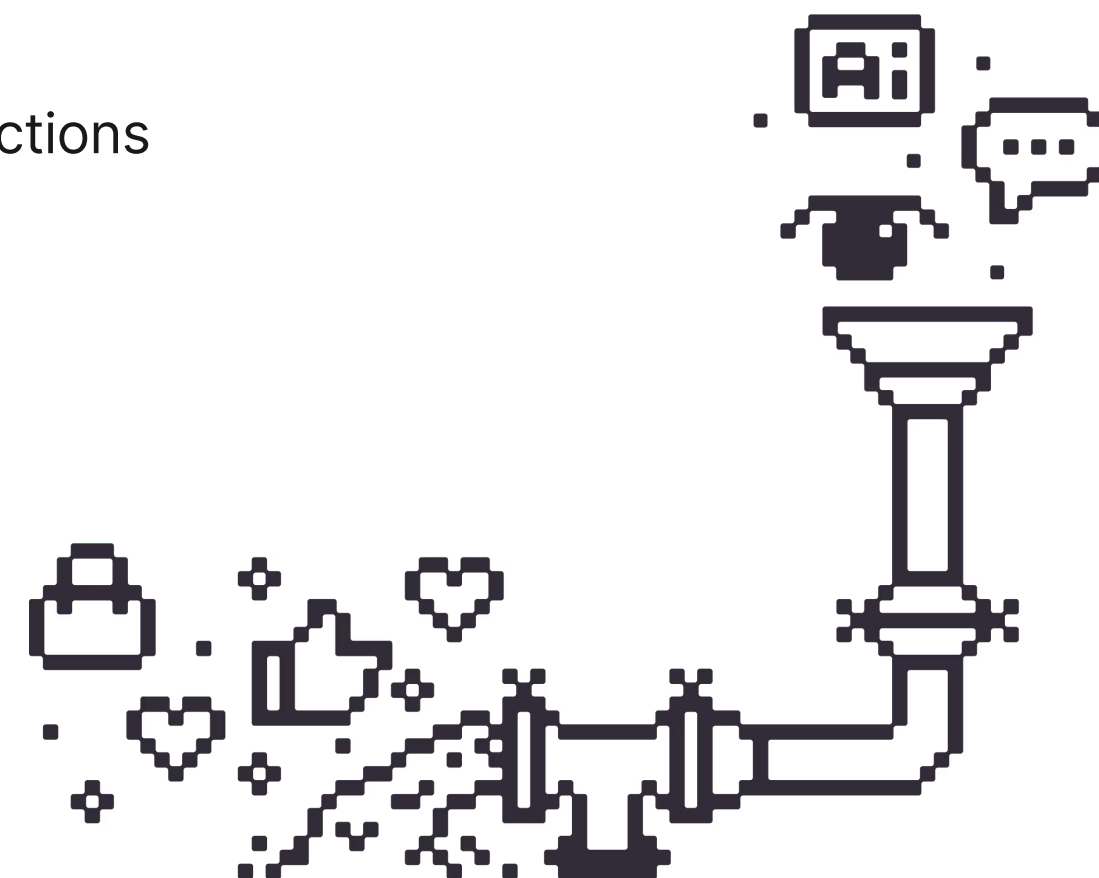




## Release 2.23

20.03.2025.

- **NEW** - Competitor Insights v1
- **UPDATE** - Upgrade META Graph API to v22.0
- **UPDATE** - Brand selector and navigation refactor
- **UPDATE** - Diagnostics | Issues and improvements
- **UPDATE** - Post Accept/Reject Refactor
- **UPDATE** - Meta Paid Campaign Archiving Restrictions
- **UPDATE** - Improved Post-Login Redirection
- **UPDATE** - Brand details - Add Website field

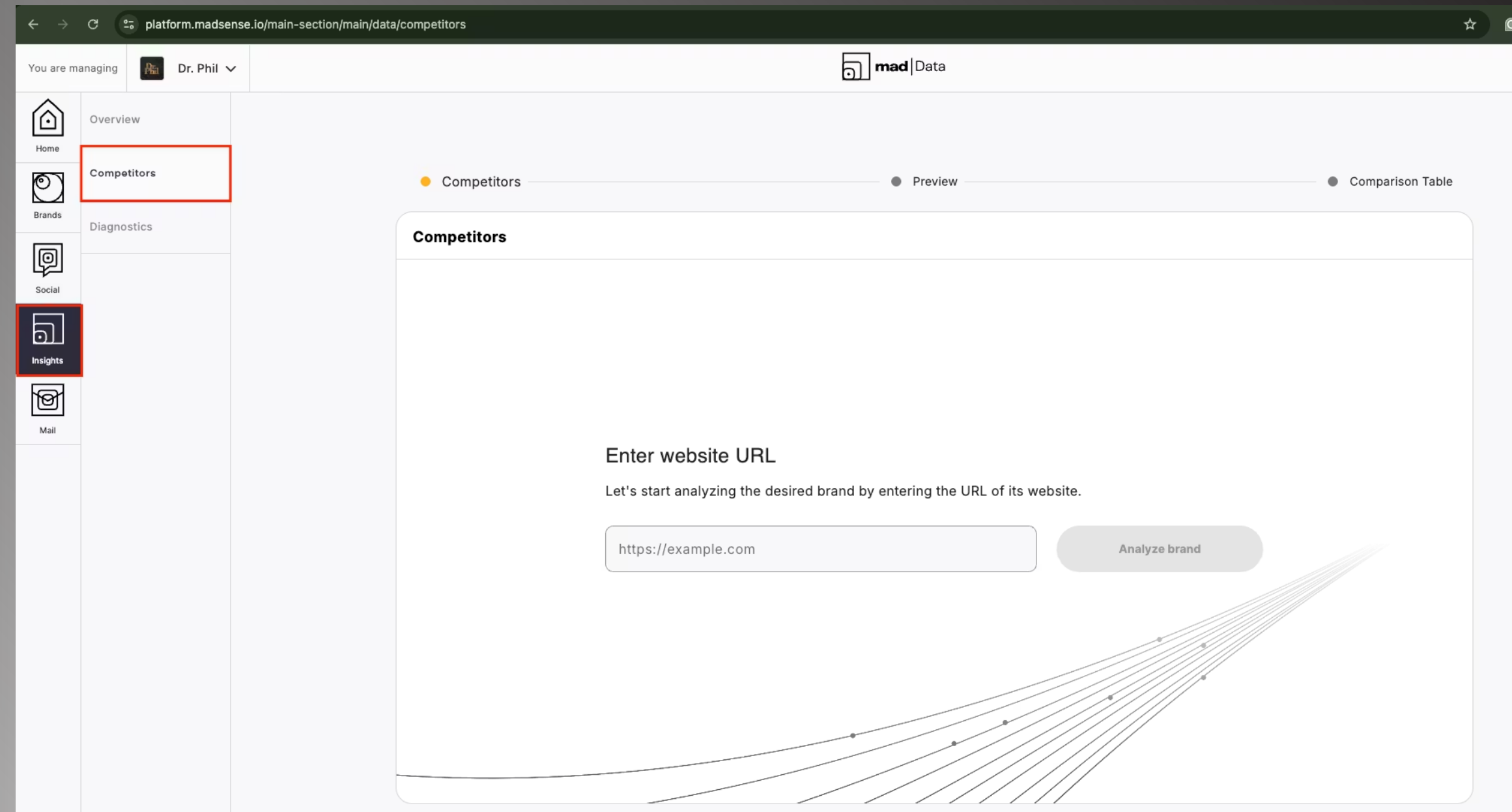


## COMPETITOR INSIGHTS V1

### Description:

The Competitor Insights feature empowers marketing managers, business development professionals, market analysts, and strategic planners to generate comprehensive, data-driven competitor intelligence.

It enables users to create a detailed brand overview and compare it with identified competitors through an intuitive and efficient process.



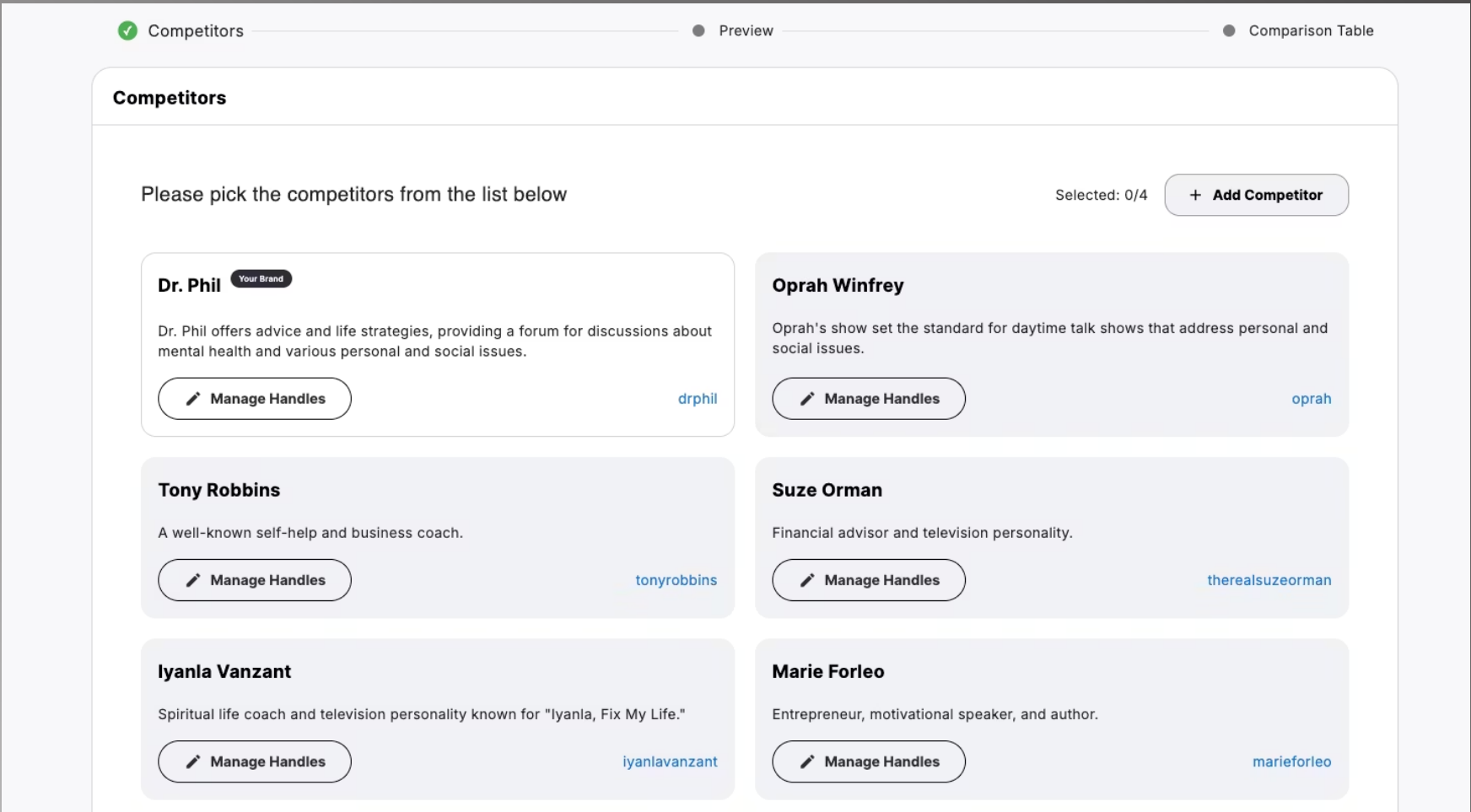
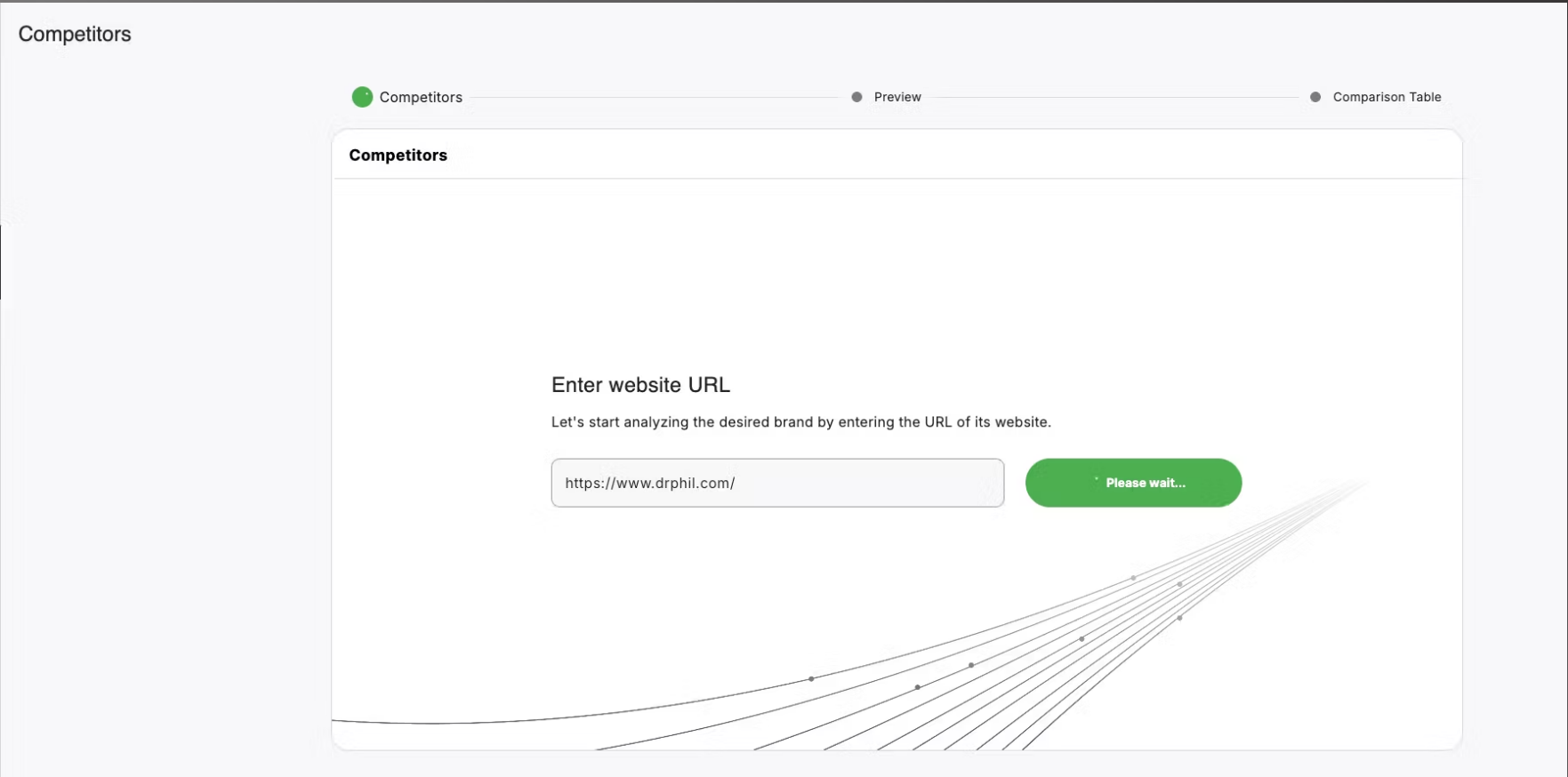
# COMPETITOR INSIGHTS V1

## Company and Competitors Analysis:

- Users enter a company URL and click the "Analyze" button to generate a detailed company overview and a list of suggested competitors.
- Users can manually add more competitors by entering a name and performing a new search.

## Competitor Details:

- Each selected competitor is stored in the database with:
  - Company name
  - Summary of the company
  - Tentative industry
  - Tentative regions
  - Social media analysis to extract relevant topics and sentiment.



# COMPETITOR INSIGHTS V1

## Detailed Comparison

- After triggering the process could last some time (5 to 30 minutes)
- It is important to previously manually check suggested Instagram Handles and confirm they are valid (existing)

Competitors

Competitors

Preview

Comparison Table

### Detailed Comparison



This will take some time (5 to 30 minutes).  
Perhaps you can grab a coffee?

### Detailed Comparison

Dr. Phil

Source: Instagram

Dr. Phil's social media presence, particularly through Merit Street Media, focuses on promoting connection, healing divides, and mental health awareness. The posts encourage viewers to engage with Merit Street Media content, including live town halls and podcasts. A key message is to proactively reach out to others and reconnect, rather than waiting for negative events to prompt action. There's an emphasis on being a peacemaker and healing divides within families and communities. The content also promotes discussion about mental health and various personal and social issues, aligning with Dr. Phil's brand as an advice and life strategies provider.

drphil

Best Rated

Worst Rated



From @meritstreetmedia's live Town Hall last night with @cenkuygur. Let's not wait for tragedy to remind us wh... really matters. Reach out today, heal

4,514 likes  
Mar 6, 2025



A busy week at @meritstreetmedia Have you been tuning in?

1,739 likes  
Feb 25, 2025



It's podcast season.

648 likes  
Mar 14, 2025



COMPETITOR INSIGHTS V1

Competitor Comparison:

- The system generates a comparison table with four key topics identified through pattern recognition using LLM.
- Highlights brand strengths compared to competitors.
- Provides a brief textual overview of the most interesting insights from the comparison.

Managing

Dr. Phil

madData

Dejan

Competitors

Preview

Comparison Table

Comparison Table			
Your Brand			
Key topics	Dr. Phil	Oprah Winfrey	Tony Robbins
Book Discussions and Media	<div>2</div> <p>Audience opinions toward Dr. Phil are widely polarized. Some viewers express appreciation for his viewpoints and messages of unity, while others criticize him for perceived hypocrisy, siding with specific political figures, and a decline in the quality of his content. Many comments accuse him of being partisan and opportunistic. Negative sentiment is fueled by disagreements with his political views and perceived inconsistencies in his public persona.</p>	<div>1</div> <p>Oprah Winfrey's post regarding Roberta Flack's passing is met with overwhelmingly positive and reverent reactions. The comments are filled with expressions of love, respect, and grief for the late singer. Many share personal memories associated with her music, highlighting her impact and legacy. The sentiment is overwhelmingly positive, celebrating Flack's talent, kindness, and the doors she opened for other artists.</p>	
		<div>1</div> <p>Audience opinions regarding Oprah's podcast content are generally positive. Listeners express appreciation for the wisdom shared, with many highlighting the impact of the messages on their lives. The content is praised for its depth and relatability.</p>	

## UPGRADE META GRAPH API TO V22.0

Updating to Meta Marketing API V22.0 to address potential issues and deprecations.

### Key Changes:

#### 1. Instagram Metrics Deprecation:

- Metrics deprecated in V22.0:
  - plays
  - clips\_replays\_count
  - ig\_reels\_aggregated\_all\_plays\_count
  - impressions
- Identified affected areas and evaluated the impact on the system.
- Proposed alternative metrics or adjustments where applicable.

#### 2. Compatibility Update:

- Analyzed the current use of deprecated metrics and assessed potential impacts on user insights and reporting.
- Updated API calls and data handling to accommodate changes.
- No negative impact identified on existing metrics or functionality



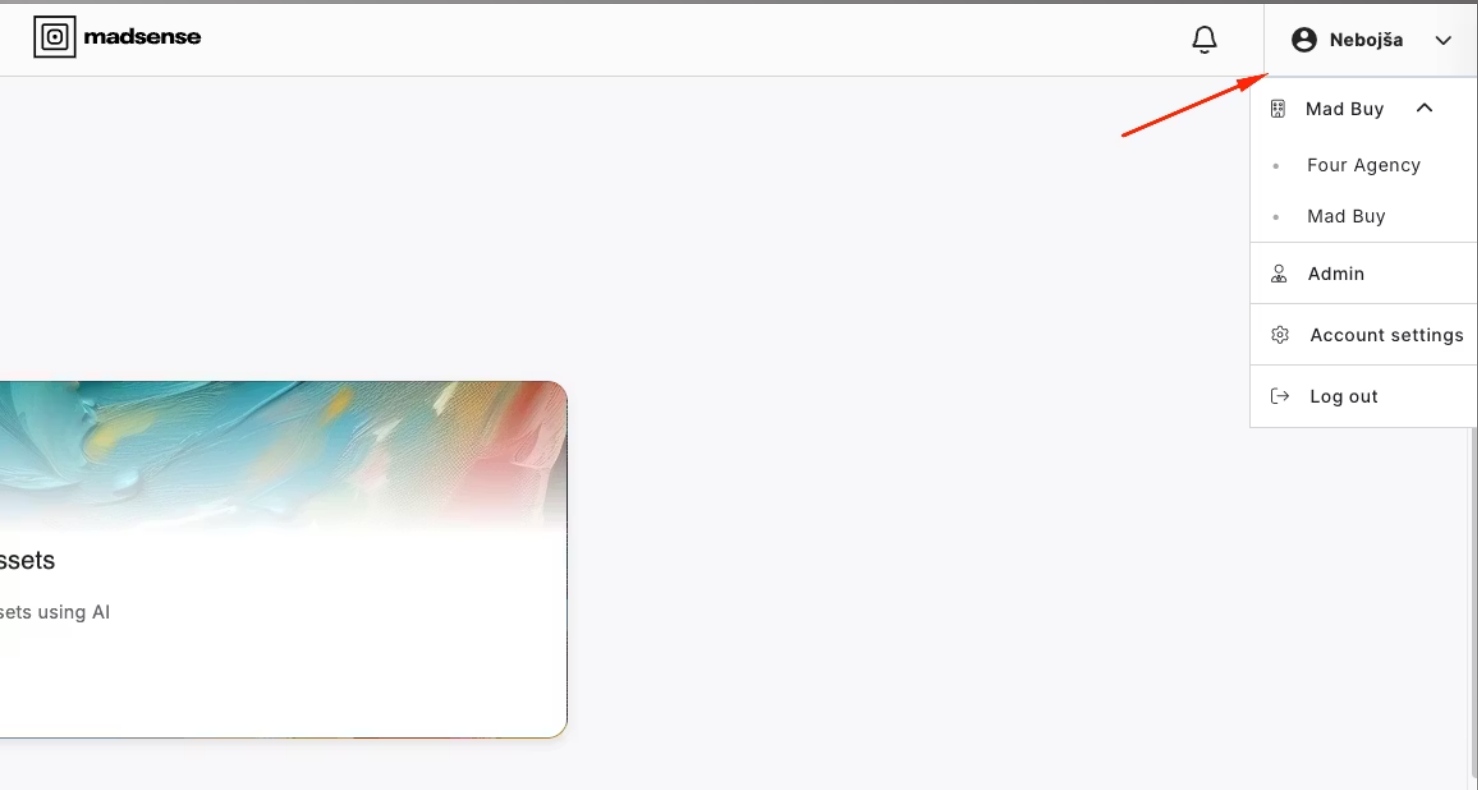
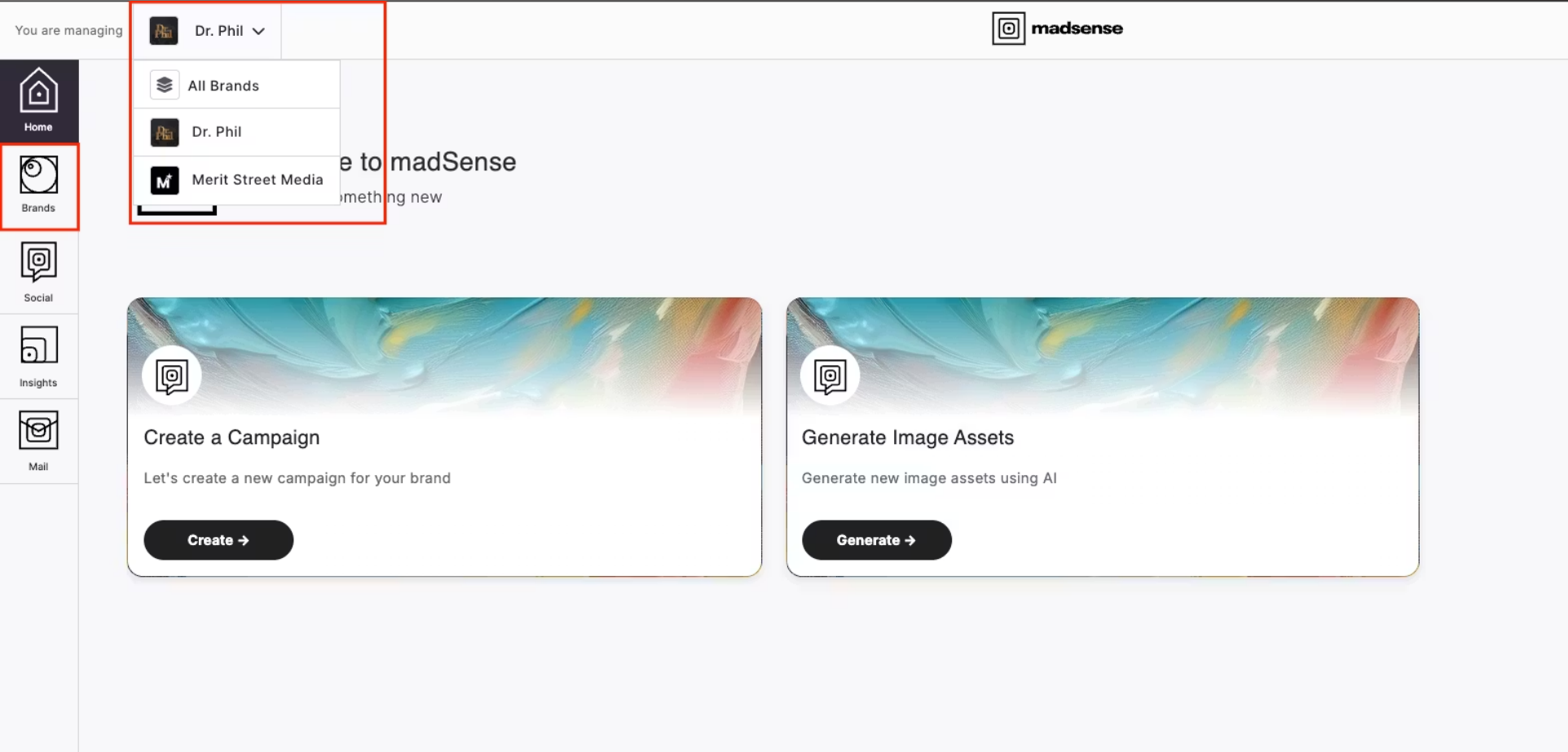
# BRAND SELECTOR AND NAVIGATION REFACTOR

The navigation has been simplified to enhance user experience by reducing cognitive load and improving feature addition speed. The new structure makes brand selection more intuitive and efficient.

## Changes:

- **Global Filters and Brand Navigation:**
  - Introduced Brands as the top menu item with a Brand selector in the top navigation bar.
  - Simplified navigation by reducing redundant local brand selection options.
  - Removed unnecessary local filters from Social, Mail, and Insights sections.
- **Improved User Experience:**
  - Unified brand control across Social, Insights, and Mail.
  - Easier brand management by enabling brand editing directly from the brand card.
  - Enhanced onboarding for first-time users by guiding them to the Brand creation screen.

Try Pitch

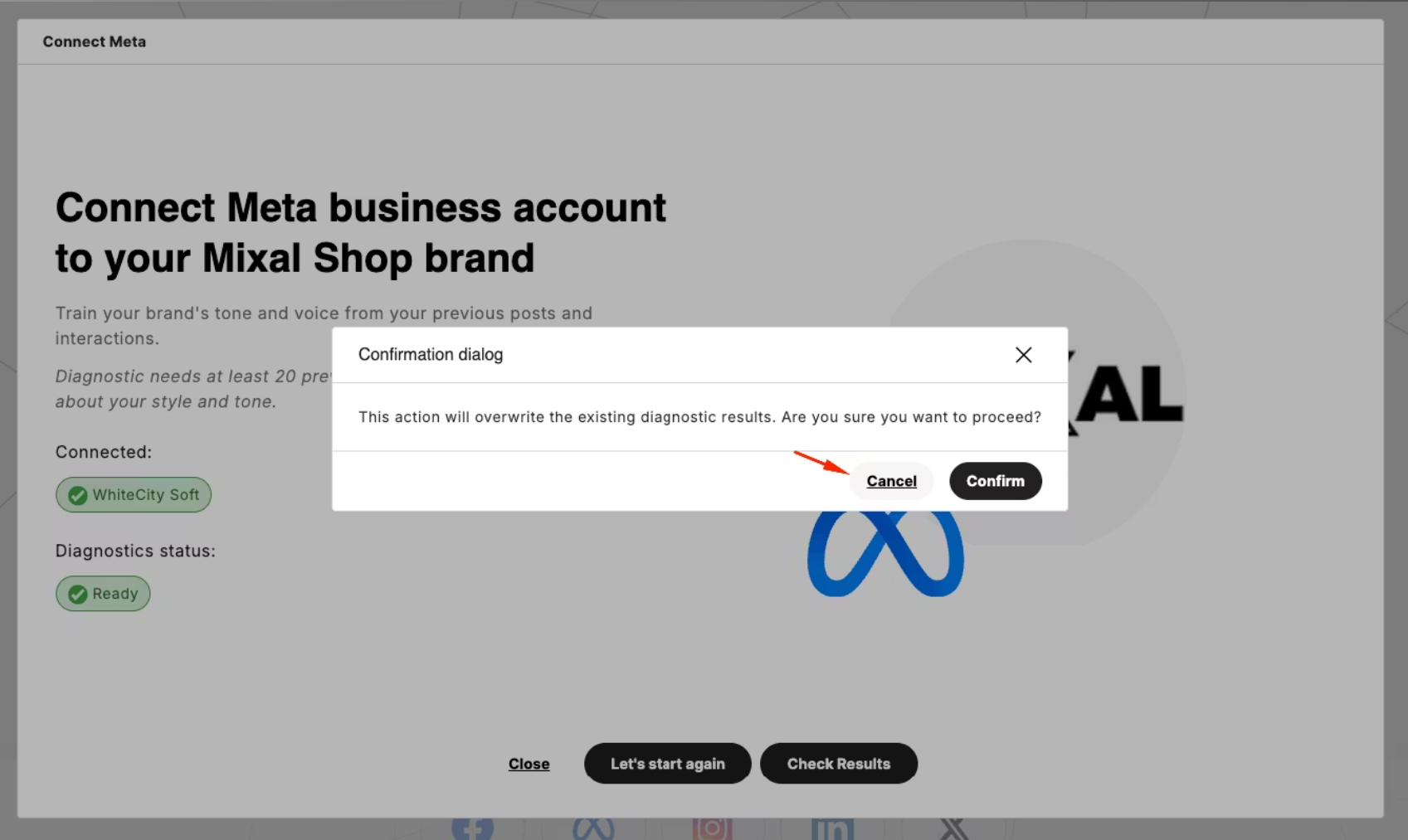
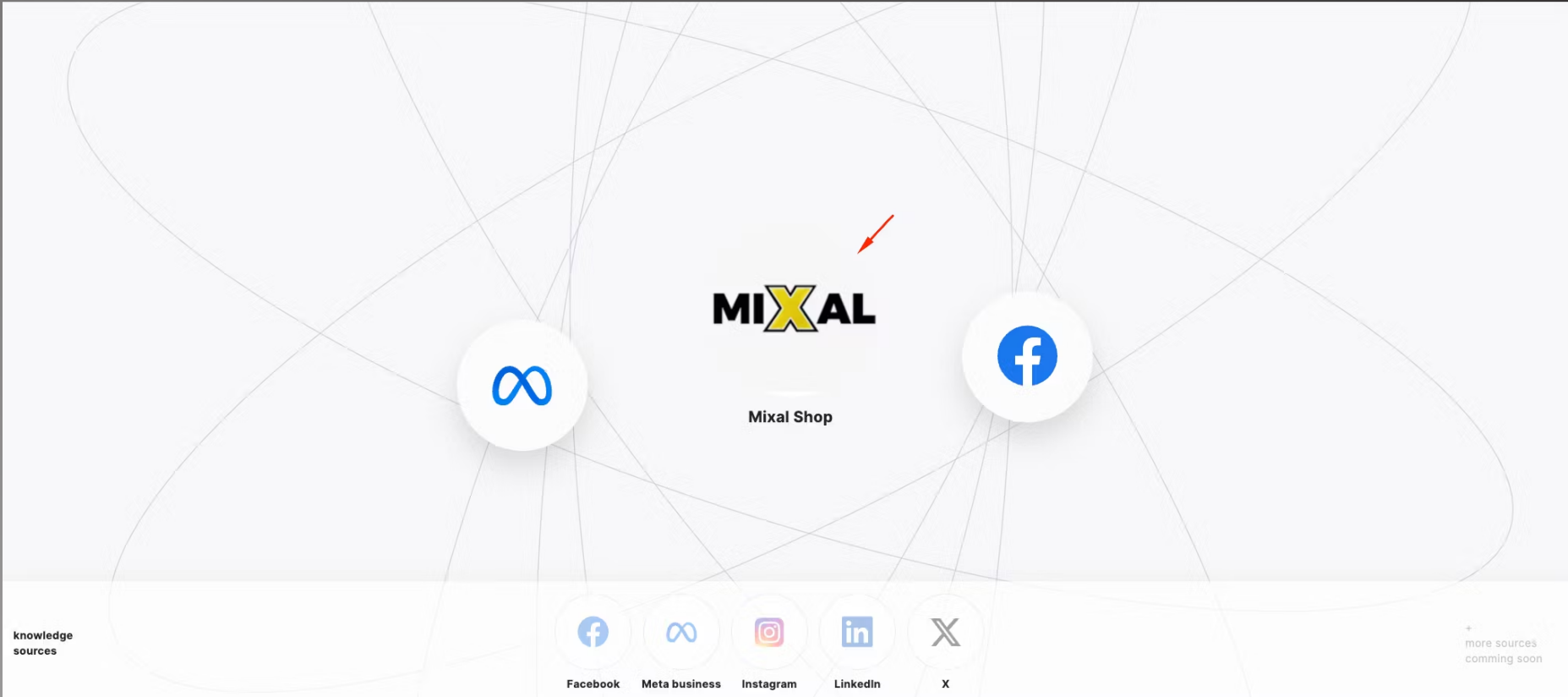




DIAGNOSTICS | ISSUES AND IMPROVEMENTS

Improvements / Fixes:

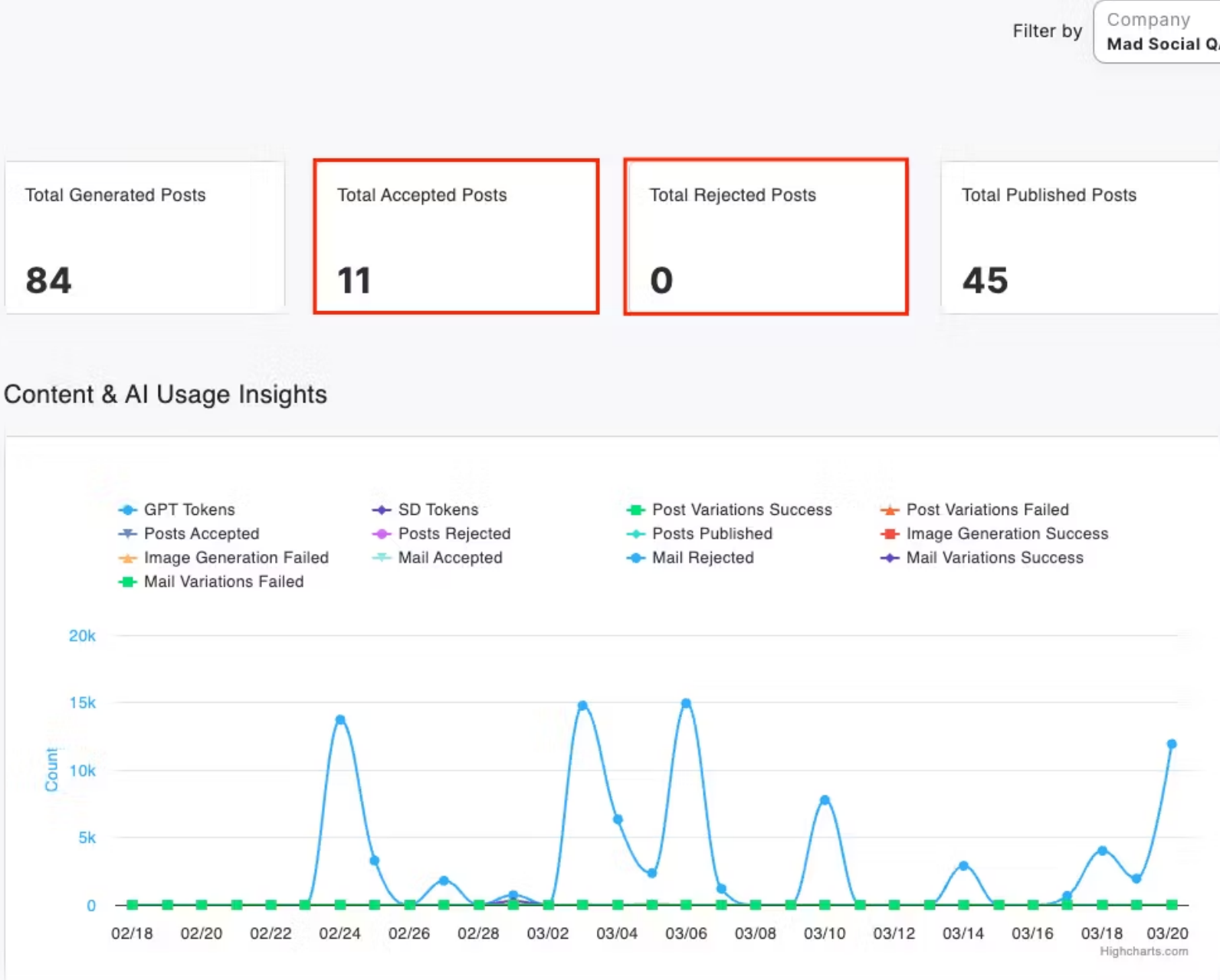
- Fixed "Cancel" Action Bad Behavior on Connect Meta Screen
- Adjusted Distorted Brand Logo Display on Connect Facebook Page
- Notifications now display the User browser time zone
- Fixed Layout Disorder Caused by Long Social Media Connection Name in Brand Cards
- Minor UI fixes



POST ACCEPT/REJECT REFACTOR

What we did:

- Overview:**  
The Post Update endpoint has been refactored to separate the accept/reject functionality into dedicated endpoints, improving code clarity and maintainability.
- Key Changes:**
  - Extracted "Accept" and "Reject" logic into separate endpoints.
  - The Update endpoint no longer handles acceptance or rejection.
  - Usage statistics are accurately tracked and updated after refactoring.



META PAID CAMPAIGN ARCHIVING RESTRICTIONS

What we did:

- Implemented proper handling of Meta paid campaign archiving on the front end to ensure accurate state management and prevent invalid user actions.

Key Changes:

1. Archiving Process:

- Meta-paid campaigns must be paused before being archived.
- Once archived, campaigns cannot be reactivated or modified.

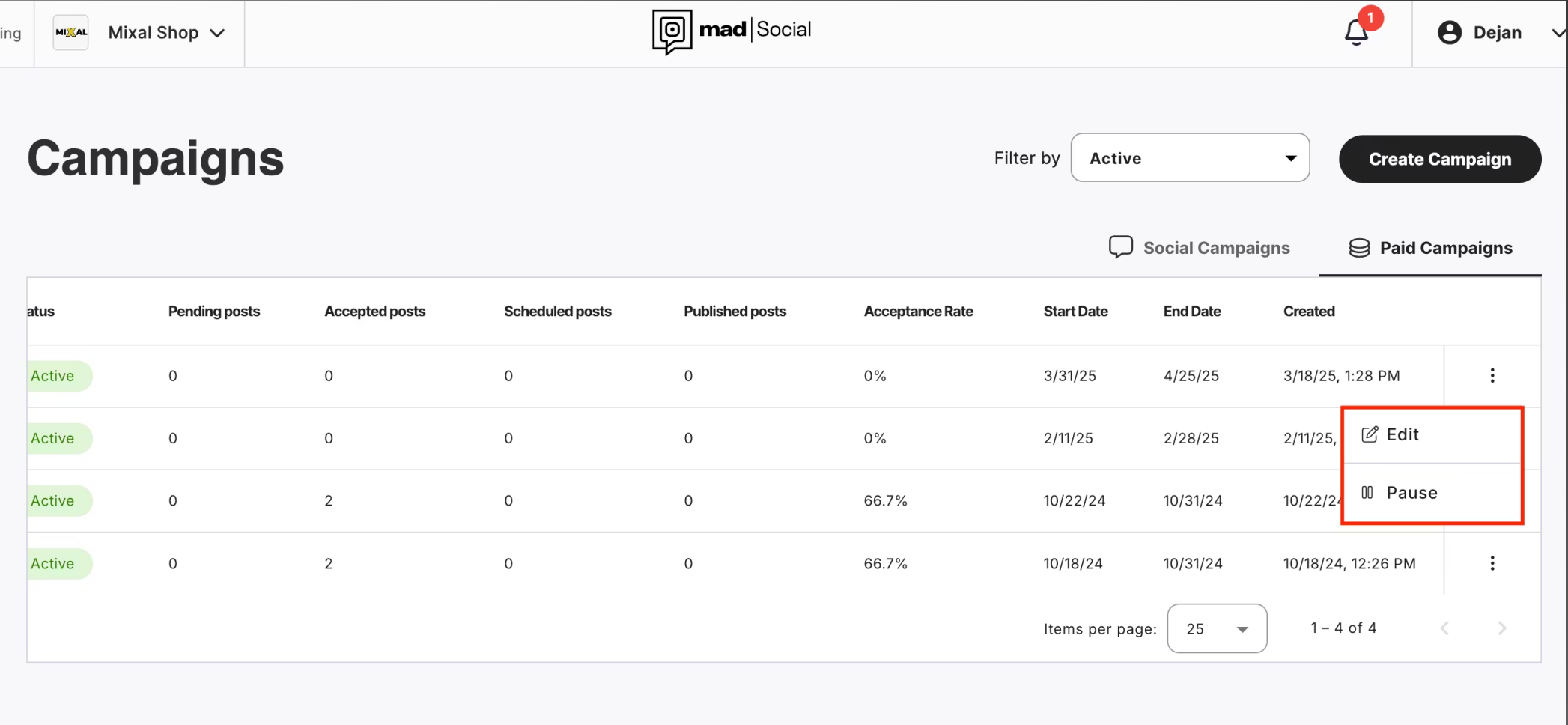
2. UI/UX Improvements:

- Clear indication of campaign status (active, paused, archived).
- Archive button is disabled for active campaigns to prevent direct archiving.
- Smooth transition between statuses to enhance user experience.

3. Backend Synchronization:

- All pause and archive actions are properly synchronized with the backend to ensure data consistency.

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## IMPROVED POST-LOGIN REDIRECTION

### What we did:

- Enhanced user experience by enabling seamless redirection to the originally intended URL after login. This improvement addresses issues where users were redirected to the default dashboard instead of their desired destination.

### Key Changes:

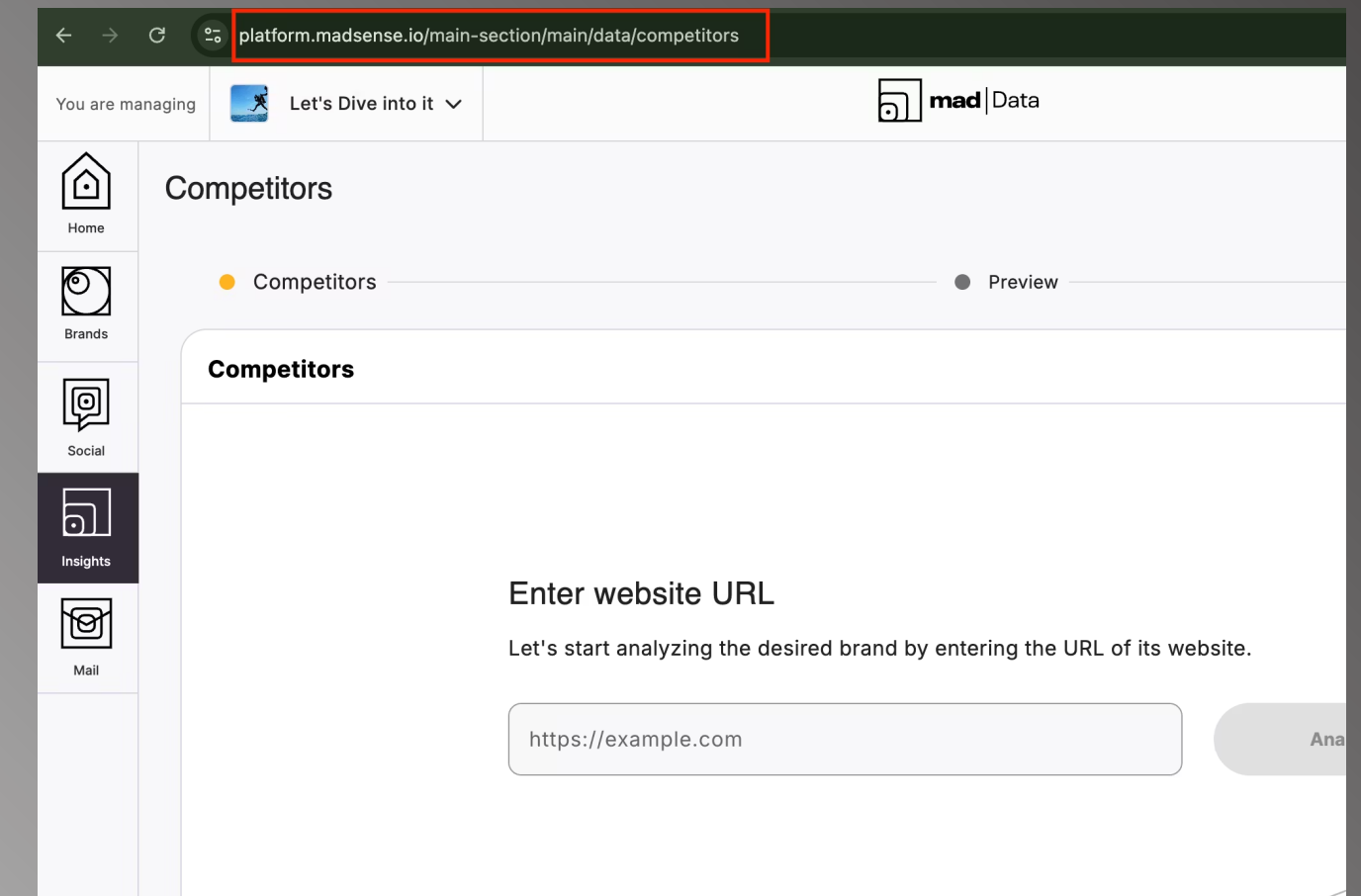
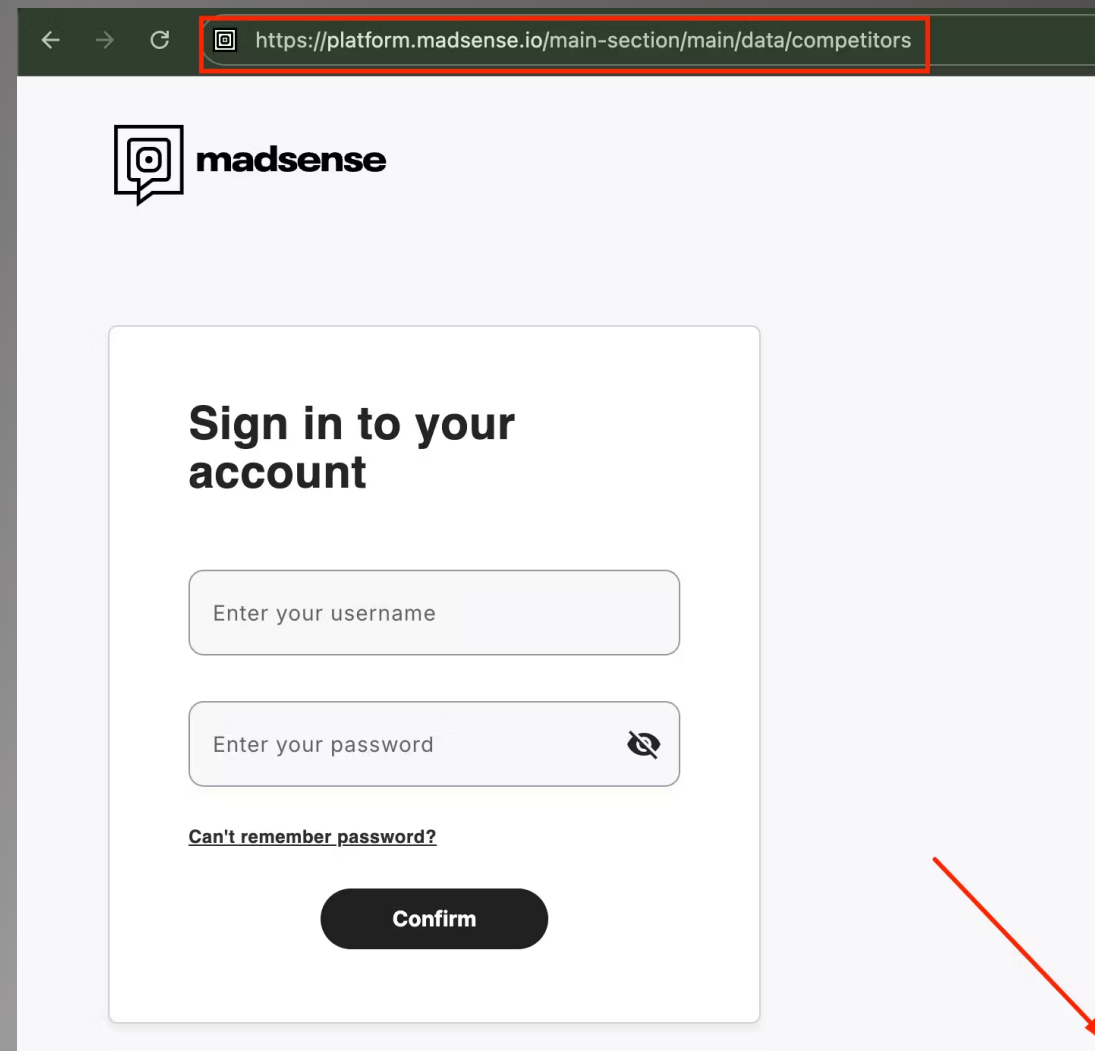
#### 1. Intended URL Redirection:

- Users who attempt to access a specific URL while logged out are redirected to the login page.
- Upon successful login, they are taken to their original intended URL instead of the default dashboard.

#### 2. Enhanced Link Handling:

- Supports redirection from bookmarks, direct links, and CTA links from email notifications.
- Maintains the standard login flow when no prior destination is set.



Try Pitch







BRAND DETAILS - ADD WEBSITE FIELD

What we did:

- Added website URL field on the Brand level as a part of Competitor Insights updates

 Dr. Phil 


 Dejan

Brand details

Name \*

Dr. Phil

Industry \*


Media & Entertainment

URL

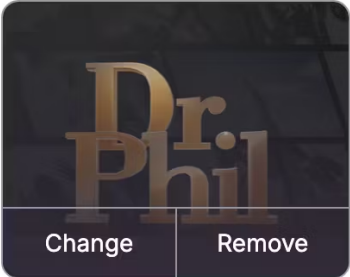
URL

Details

Dr. Phil uses the power of television to tell compelling stories about real people.



Brand / Product image



Change

Remove

Update