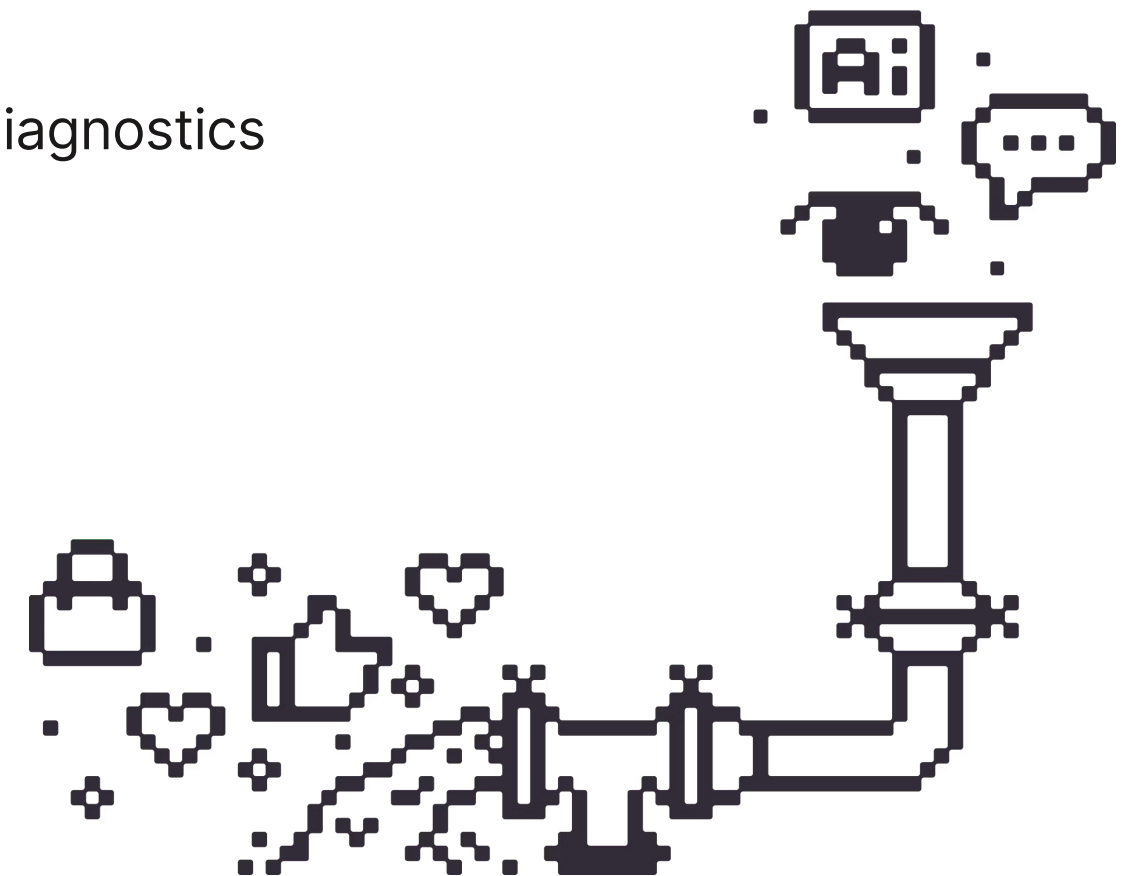




## Release 2.25

03.04.2025.

- **NEW** - madData & Analytics | Heat Map
- **UPDATE** - Ad Activation Feedback Handling
- **UPDATE** - Meta Business Token Notification Integration
- **UPDATE** - CTA Button Validation in Facebook Campaigns
- **UPDATE** - Page Token Handling Adjustment
- **UPDATE** - Corrected ROAS Calculation in PPC Diagnostics
- **UPDATE** - Lombok Annotation Refactor



# MADDATA & ANALYTICS | HEAT MAP

## Overview:

Heat Map introduces major upgrades to the audience visualization tool, combining CRM, PPC, and census data into a unified geo-based view.

This release improves data handling, and UI clarity, and sets the foundation for broader regional support and advanced diagnostics.

## Key Updates:

- Visual Redesign

Introduced a revised approach for map visuals, including overlays and heat intensity representation.

- Metrics Drawer Integration

Metrics from the backend are now displayed in a unified table within the UI. The drawer will evolve to reflect the latest analytics format (CPC, CPM, etc.).

- Data Layer Control

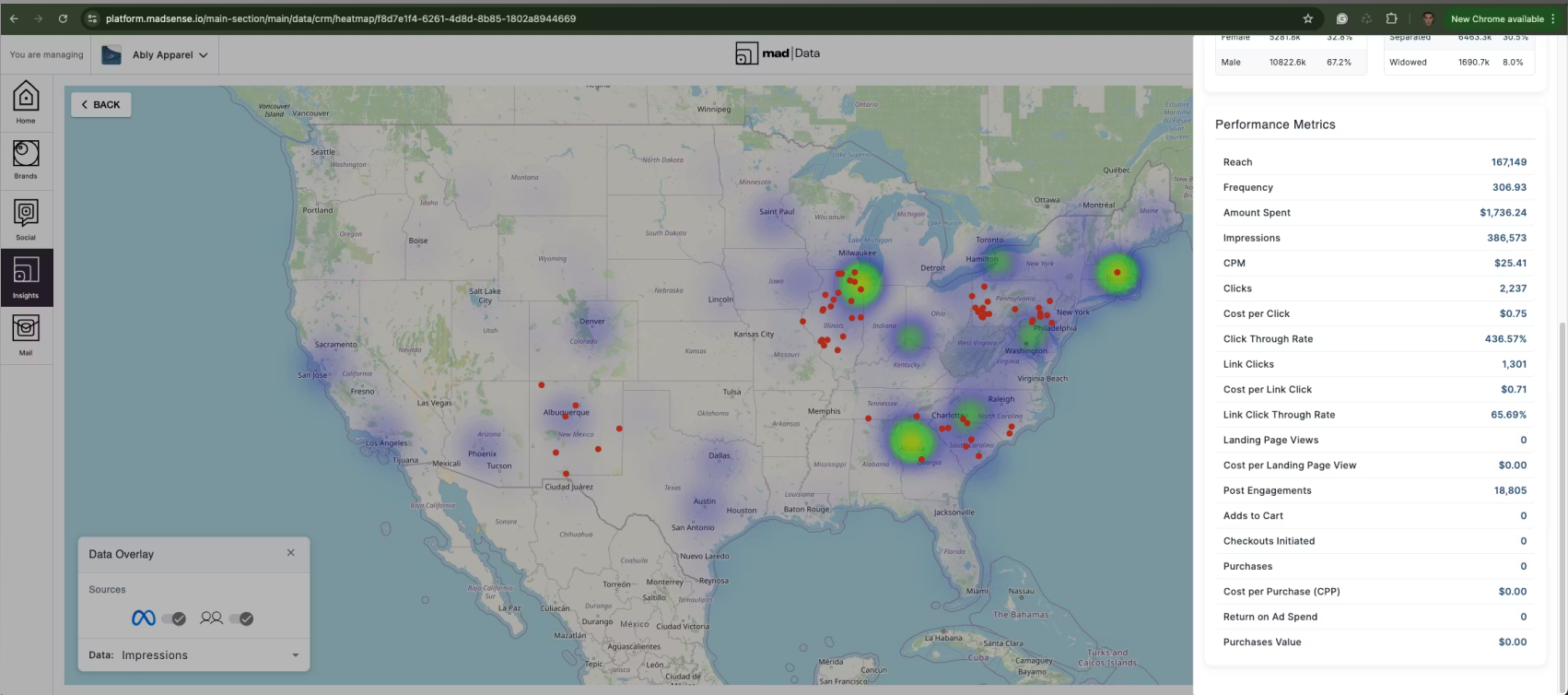
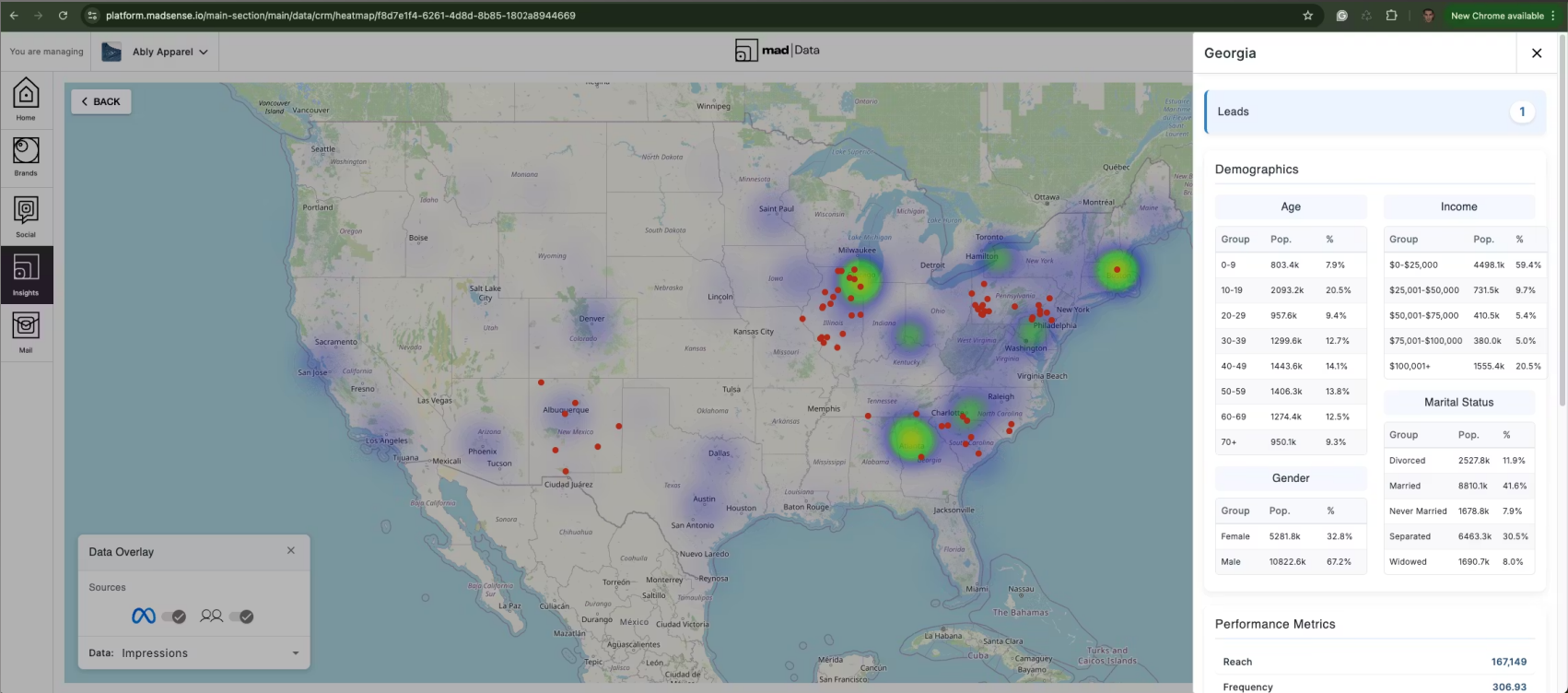
Users can toggle between CRM and PPC data overlays. When only one data source is imported, toggles are disabled with contextual tooltips explaining the reason.

- Map Interactions & Overlays

Hover and click actions are now supported to display combined data (CRM + PPC + Census) at the location level. UI logic respects zoom granularity.

- Data Import & Structure

Backend now supports structured ingestion with dimension mapping (DMA, state codes), CRM + census visualization, and import status tracking.



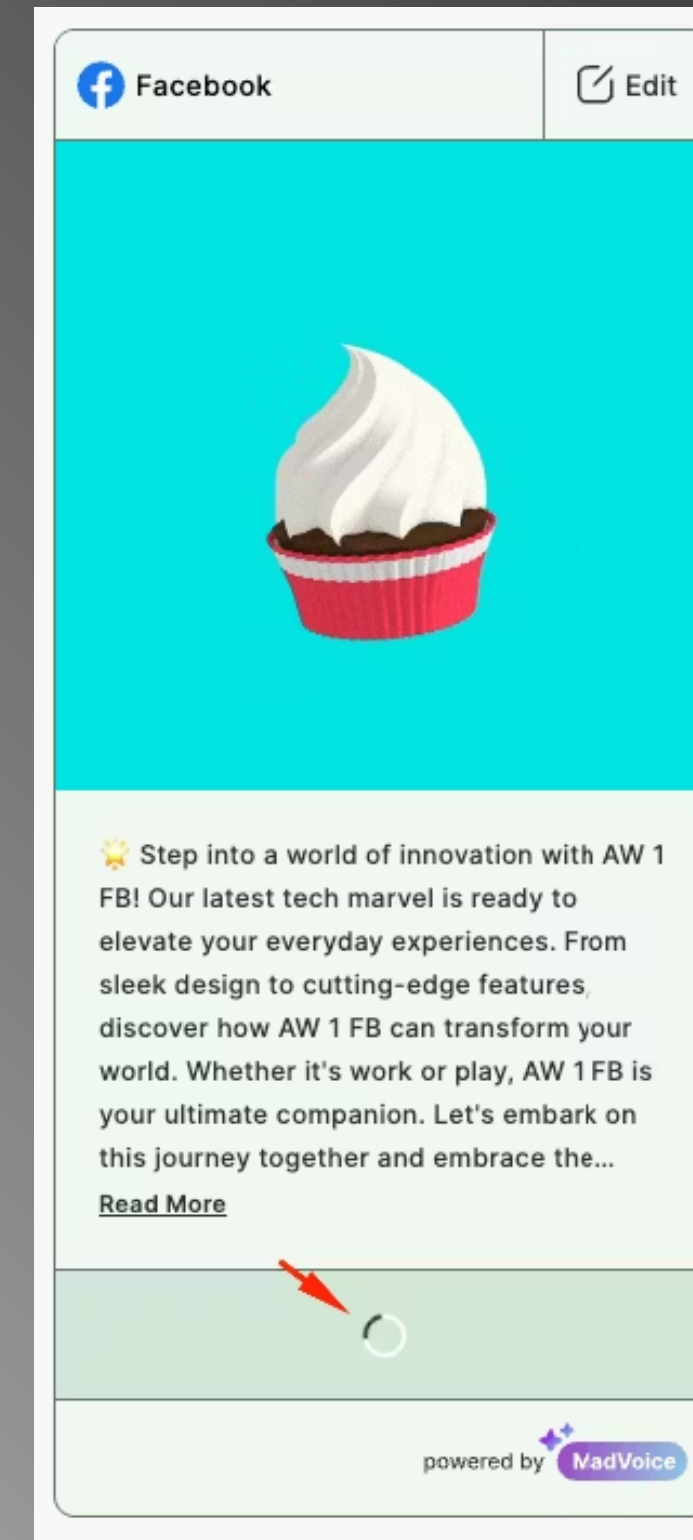
## AD ACTIVATION FEEDBACK HANDLING

### What we did:

Enhanced the user experience during Ad activation by introducing visual feedback to indicate processing status.

### Key Updates:

- Added a loading indicator when the user clicks the "Activate" CTA for an Ad.
- Temporarily disables further interactions with the activation element during processing.
- Prevents user confusion and repeated actions by clearly signaling that the request is in progress.





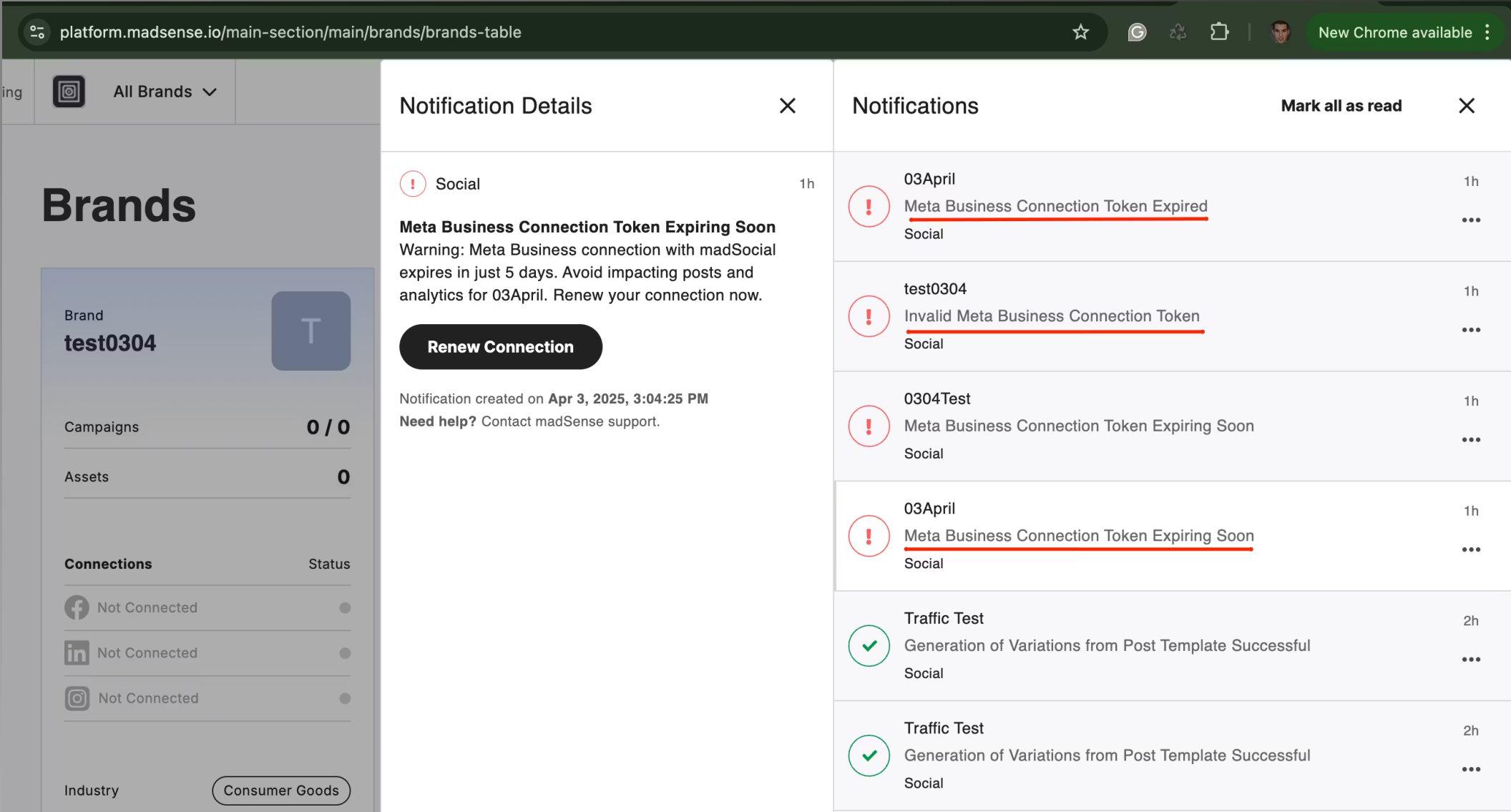
META BUSINESS TOKEN NOTIFICATION  
INTEGRATION

What we did:

Integrated frontend support for Meta Business token-related notifications to ensure users are informed of connection issues in a timely and actionable way.

Key Updates:

- Added dashboard notifications for the following token events:
  - META\_BUSINESS\_CONNECTION\_TOKEN\_EXPIRED
  - META\_BUSINESS\_CONNECTION\_TOKEN\_EXPIRE\_SOON
  - META\_BUSINESS\_CONNECTION\_INVALID\_TOKEN
- Adopted the same logic and styling used in social media token notifications.
- Notifications include clear CTAs, directing users to the Brand screen to manage their ad account connections.



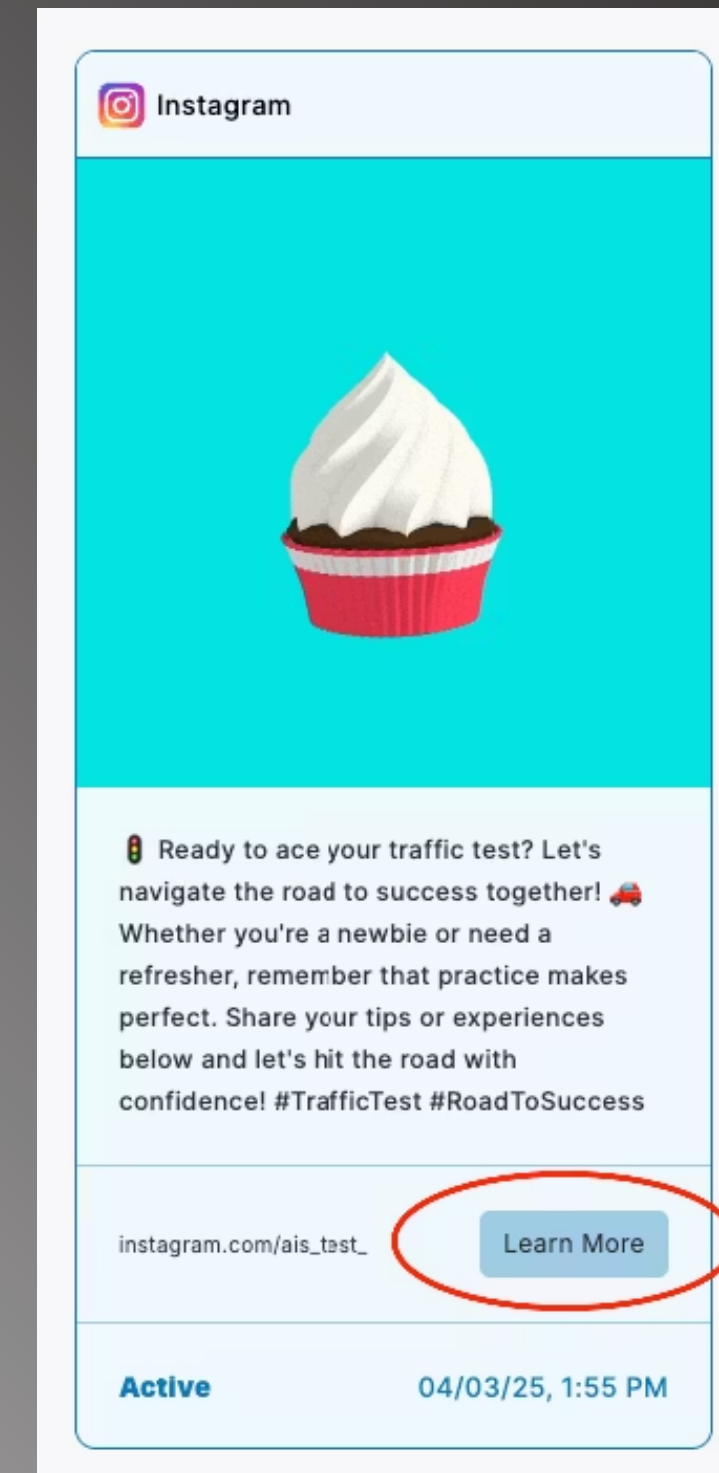
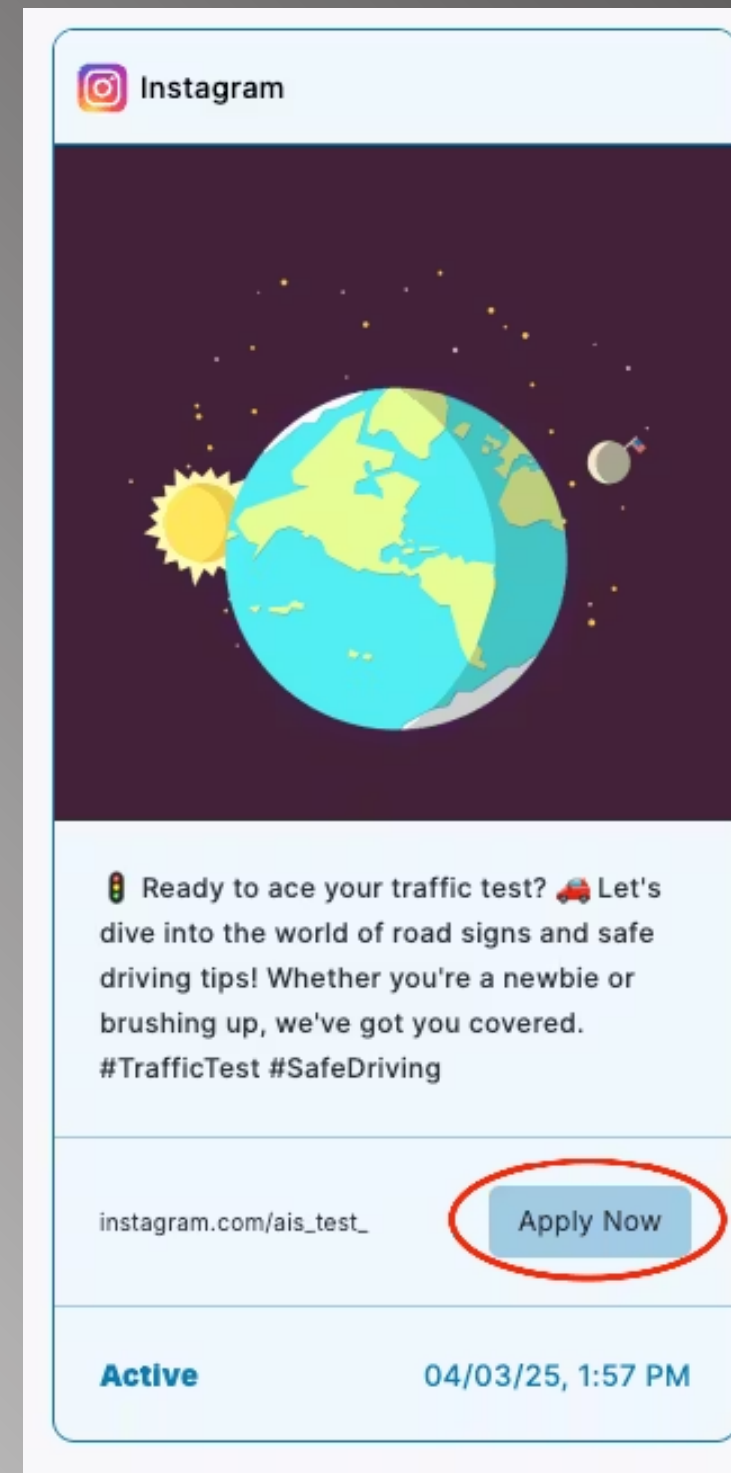
## CTA BUTTON VALIDATION IN FACEBOOK CAMPAIGNS

### What we did:

Reviewed and updated the handling of CTA buttons in Facebook traffic campaigns to prevent configuration issues and ensure campaign integrity.

### Key Updates:

- Identified cases where buttons like "Visit Instagram Page" require additional setup (e.g., linked IG account) but were missing configuration prompts.
- Adjusted validation to flag or prevent incomplete button setups that could result in "Unknown" status.
- Conducted review of other CTA options to ensure proper support and reduce risk of silent launch failures.




PAGE TOKEN HANDLING ADJUSTMENT

What we did:

Updated the token management logic to handle Meta page tokens correctly based on permission-based validity, improving reliability and user communication.

Key Updates:

- Removed incorrect 60-day expiry logic for page tokens.
- Prevented unnecessary token clearance for still-valid tokens.
- Adjusted reminder system to align with Meta's actual page token behavior.
- Ensures accurate permission tracking and improved integration stability.

Connect meta account				
Ad Manager Account Destination				
Account		Health	Token expiry	Actions
1	 WhiteCity Soft / act_380198185397441	HEALTHY	7/1/25	⋮

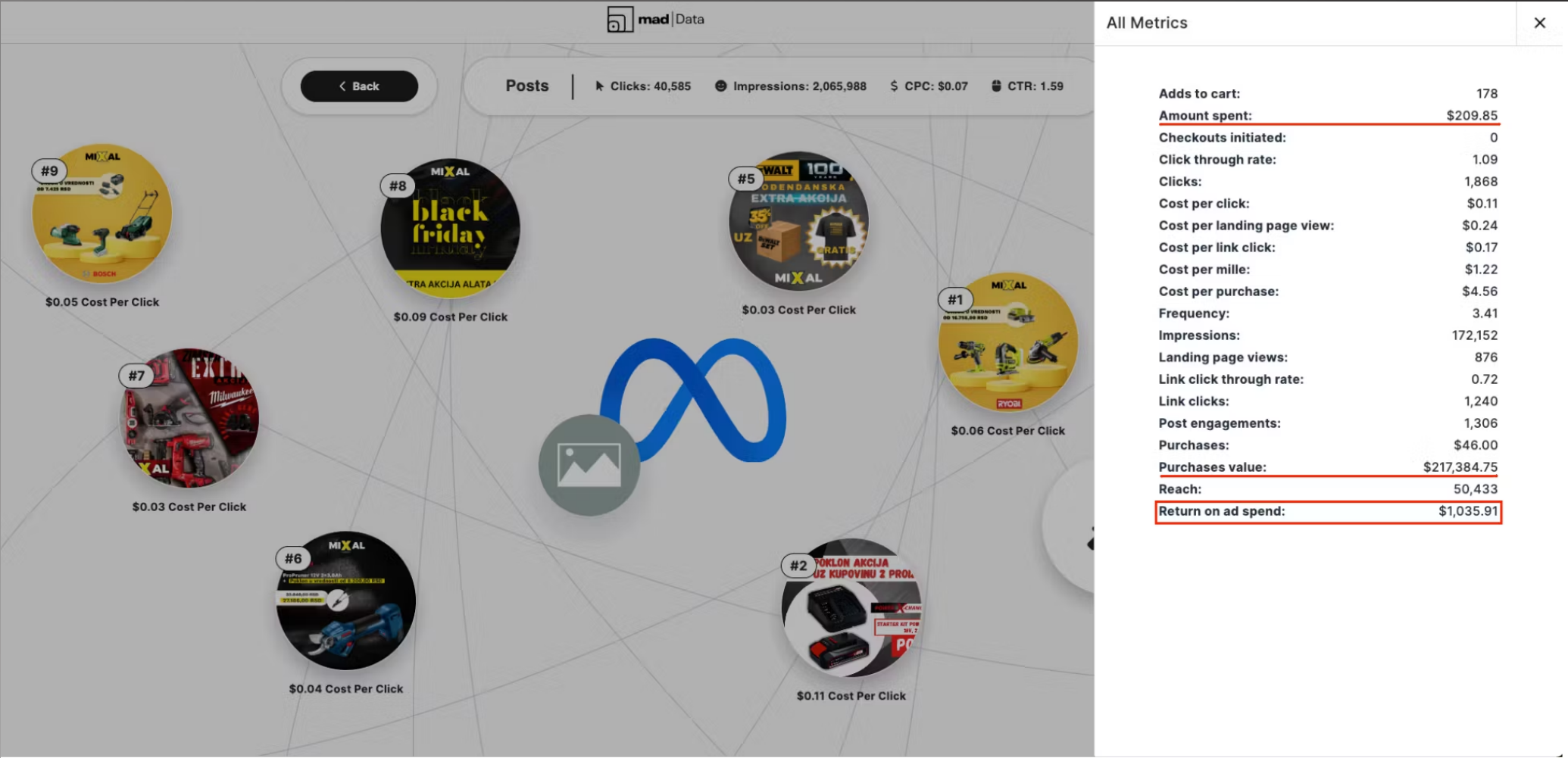
CORRECTED ROAS CALCULATION IN PPC DIAGNOSTICS

What we did:

Adjusted the ROAS (Return on Ad Spend) formula in PPC Diagnostics to ensure accuracy in performance reporting.

Key Updates:

- Corrected formula from amountSpent / purchasesValue to the accurate purchasesValue / amountSpent.
- Applied data migration to update all existing records with the correct ROAS calculation.
- Ensures reliable performance metrics for marketing analysis and decision-making.





## LOMBOK ANNOTATION REFACTOR

### What we did:

Refactored Lombok usage across Entity and DTO classes to improve performance, prevent unintended lazy-loading, and ensure consistency in data handling.

### Key Updates:

- Replaced all @Data annotations in Entity classes with @Getter and @Setter only.
- Removed auto-generated toString, equals, and hashCode methods to prevent performance and logic issues tied to Hibernate lazy-loading.
- Implemented custom equals and hashCode methods based on business-relevant fields where applicable.
- Ensured @ToString is used selectively and excludes lazy-loaded fields to avoid excessive DB queries.
- Removed @EqualsAndHashCode(callSuper = true) where not appropriate.

