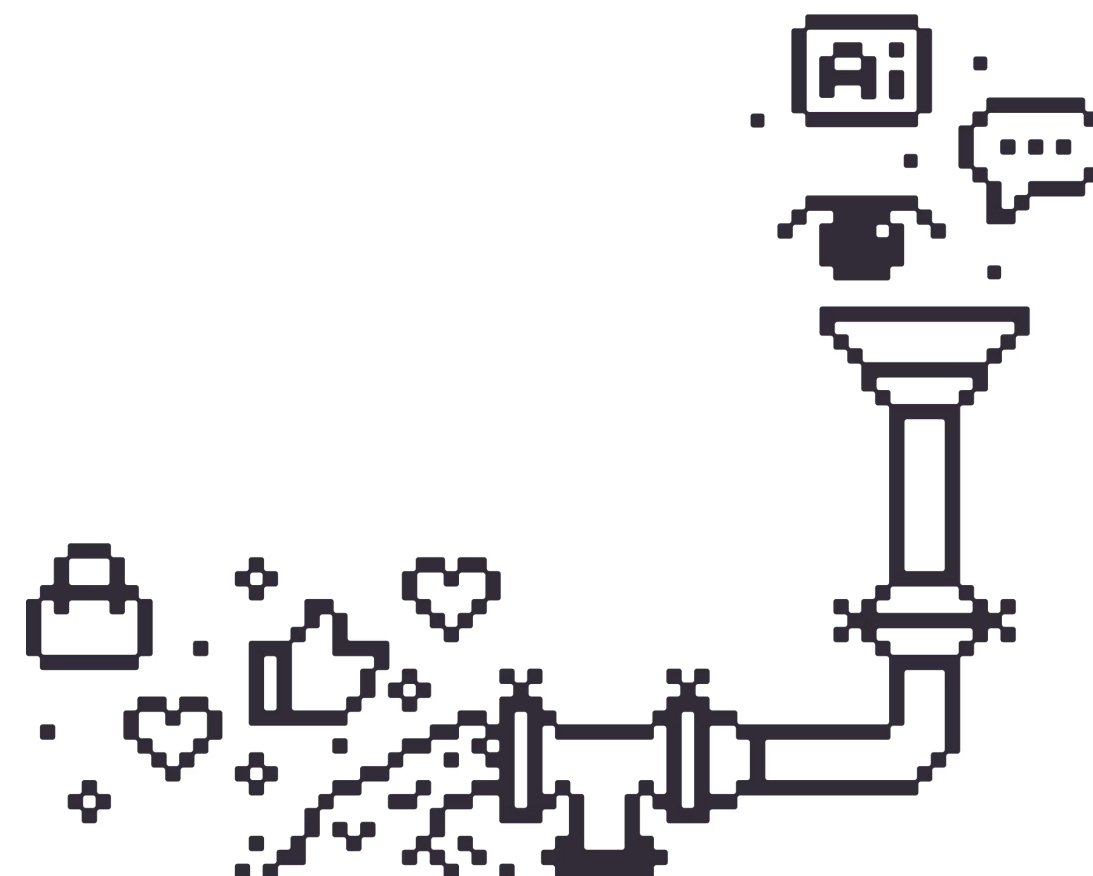AD sense

MADsense

Release 2.27

08.05.2025.

- **madSocial | Paid Campaigns**:
  - Introduction of the **NEW** campaign type – *Sales*
  - Ad Scheduling Support in Meta Ad Set Creation - **NEW**
  - Expansion of the existing *Awareness* campaign flow
  - Contextual Tooltip for Awareness Campaign Tracking
  - Platform UI improvements for campaign setup and management
  - Meta Business Connection Indicator on Brand Cards
  - Paid Campaigns Display on Home Screen
- **madData | HeatMap**:
  - User interface updates and refinements for a more consistent experience
- **madSocial | Content Generation**:
  - Support for generating and publishing *Facebook Reels* and *Stories*
- **madSocial | Platform updates**:
  - Improve Notification Handling and UI Behavior
  - Generate Variations Restriction for Archived Campaigns
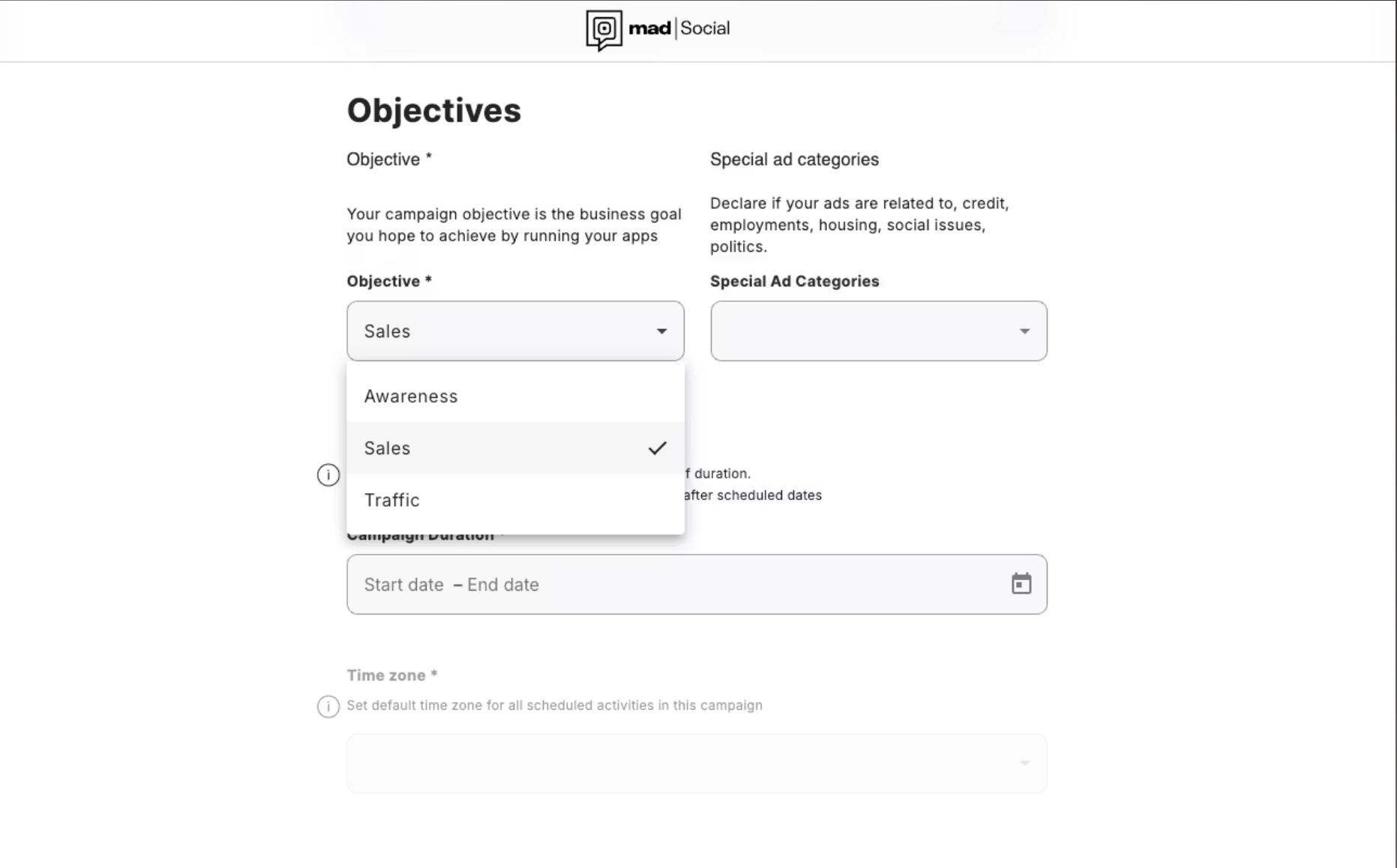 - Media Library Search Option Removal

What we did:

Introduction of the **NEW** campaign type – **Sales**

Sales Campaigns are now fully implemented and available as a new campaign type within the platform, enabling performance-driven ad workflows tailored to conversion-focused objectives.

Key Updates:

- Completed backend implementation for Sales Campaign support, including API extensions and campaign logic.
- Integrated Sales Campaigns into the existing campaign creation and management flow.
- Enabled configuration of all core parameters: budget, targeting, creatives, and scheduling.
- Added frontend support, including UI components for setup, validation, and campaign lifecycle tracking.
- Aligned campaign behavior with Meta Ads lifecycle stages: Learning, Limited, and Active.

Try Pitch

What we did:

Introduced advanced ad scheduling capabilities in the Meta Ad Set creation flow, allowing users to define precise delivery windows for their ads.

Key Updates:

- **Ad Scheduling Options Added:**
  - **Start Time** and **End Time** selectors via time pickers
  - **Day Selector** with checkboxes for Sunday (0) to Saturday (6)
  - **Use the Viewer Timezone** option (enabled by default)
- Scheduling is only available when a **lifetime budget** is set (not compatible with daily budget).
- UI updated to reflect Meta Ads constraints and scheduling logic.
- Supported timezone-based scheduling to ensure ads run according to the **audience's local time** when selected.

Try Pitch
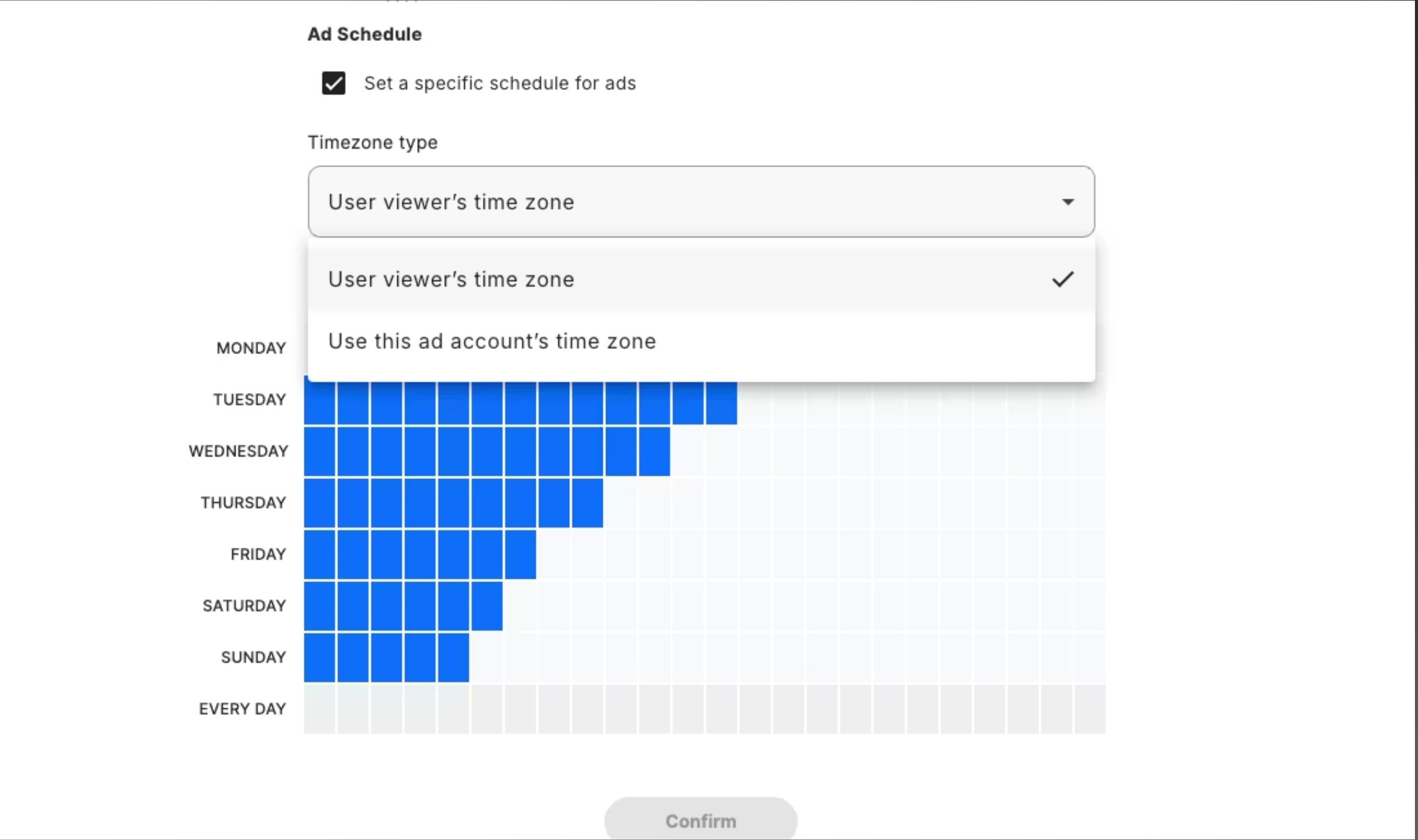
What we did:

Expanded platform support for Awareness Campaigns by analyzing new requirements and implementing necessary backend and frontend updates.

Key Updates:

- Replaced radio button inputs with a **dropdown menu** for selecting performance goals.
- Dropdown options include:
  - Maximize Reach of Ads
  - Maximize Number of Impressions
  - Maximize Ad Recall Lift
  - Maximize ThruPlay Views
  - Maximize Two-Second Continuous Video Views
- User is required to select one option before proceeding.

Try Pitch

5 Awareness

Performance goal

Performance goal *
Choose one of the provided performance goals to optimize your Meta Ads campaign based on your desired outcome.

Maximize Reach of Ads

Maximize Number of Impressions

Maximize Ad Recall Lift

Maximize ThruPlay Views

Maximize Two-Second Video Plays

Call to action

CTA Button *

Learn More
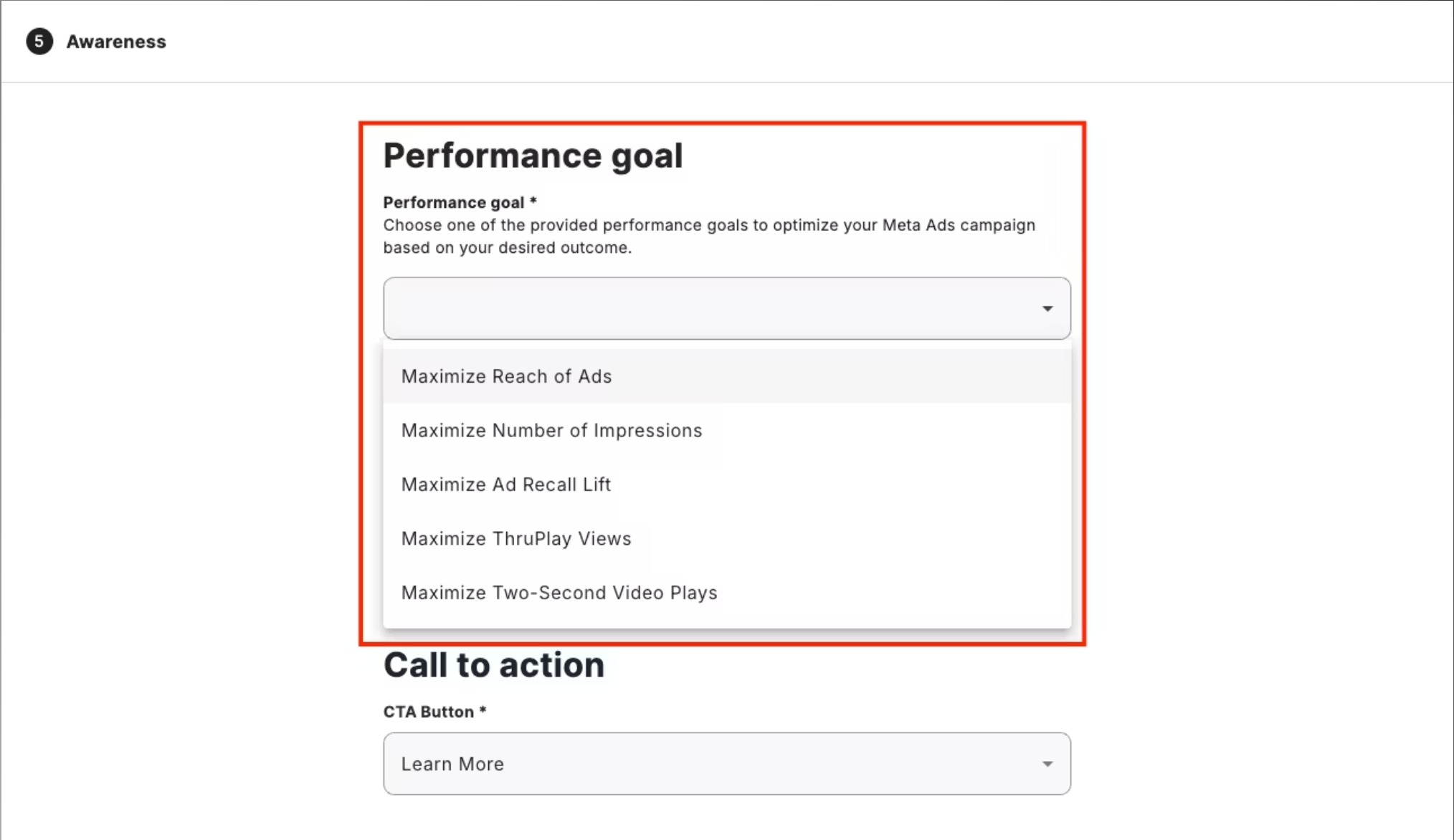
What we did:

Improved user guidance in the campaign setup flow by clarifying tracking behavior for Awareness campaigns.

Key Updates:

- Added a **contextual tooltip** to the **promoted_object (Tracking)** section, visible **only when an Awareness campaign** (e.g., Reach or Impressions) is selected.
- The tooltip message explains that **pixel_id** and **custom_event_type** are not applicable, as these campaigns focus on visibility rather than conversions.

Tracking * ⓘ

ⓘ Track event datasets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by

Custom Event Type * ⓘ

Awareness campaigns focus on reach and impressions, so promoted_object, pixel, and event tracking are not required or used here.

Previous

Try Pitch

What we did:

Introduced validation rules in the Paid Campaigns > Templates/Ad Set flow to ensure required page connections are in place before campaign setup.

Key Updates:

- When **Facebook** is selected in the post template, a **Facebook Page** connection is now required.
- When **Instagram** is selected, both a **Facebook Page** and an **Instagram Account** must be connected, due to dependency on Facebook for Instagram publishing.
- Validation is enforced during template configuration to prevent incomplete or invalid setups.

Try Pitch

What we did:
Improved platform usability by adding a visual indicator for Meta Business (Ad Account) connection status directly on Brand cards.

Key Updates:
- Introduced a Meta Business icon to reflect the current ad account connection state.
- Adopted the same visual style used for social media connection indicators for consistency.
- Users can now quickly identify which brands have an active Meta Business connection without needing to navigate deeper.

Brand
Hilandar

Campaigns	2 / 10
Assets	13

Connections	Status
Хиландар.орг - Hilandar....	●
Not Connected	●
Свети манастир Хиланд...	●
Hilandar ORG	●

Industry	Non-profit

Brand
Revolution by Amina

Campaigns	11 / 7
Assets	148

Connections	Status
Revolution by Amina	●
Amina Gluhic Smriko	●
Amina Gluhic Smriko	●
Revolution by Amina 2025	●

Industry	Sports and Recreation

Try Pitch

What we did:
Enhanced the Home screen by introducing support for Paid Campaigns, ensuring visibility and quick access alongside Organic Campaigns.

Key Updates:
- **Paid Campaign Cards** are now displayed on the home screen.
- Each card includes key performance metrics:
  - **Reach**
  - **Impressions**
  - **Ad Spend**
  - **CPM**
- Implemented proper linking logic so each Paid Campaign card directs users to its corresponding detailed page.

Try Pitch

Brand
Revolution by Amina

Active

fb story

5/5/25 > 5/28/25

Pending posts	0
Accepted posts	1
Scheduled posts	0
Published posts	1

Brand
Revolution by Amina

Active Paid campaign

test

4/29/25 > 5/14/25

Ad Reach	0
Ad Impressions	0
Ad Spend	$0.00
Ad CPM	$0.00

What we did:

Improved the visual clarity and usability of the Heat Map by introducing clearer indicators for data sources and active overlays.
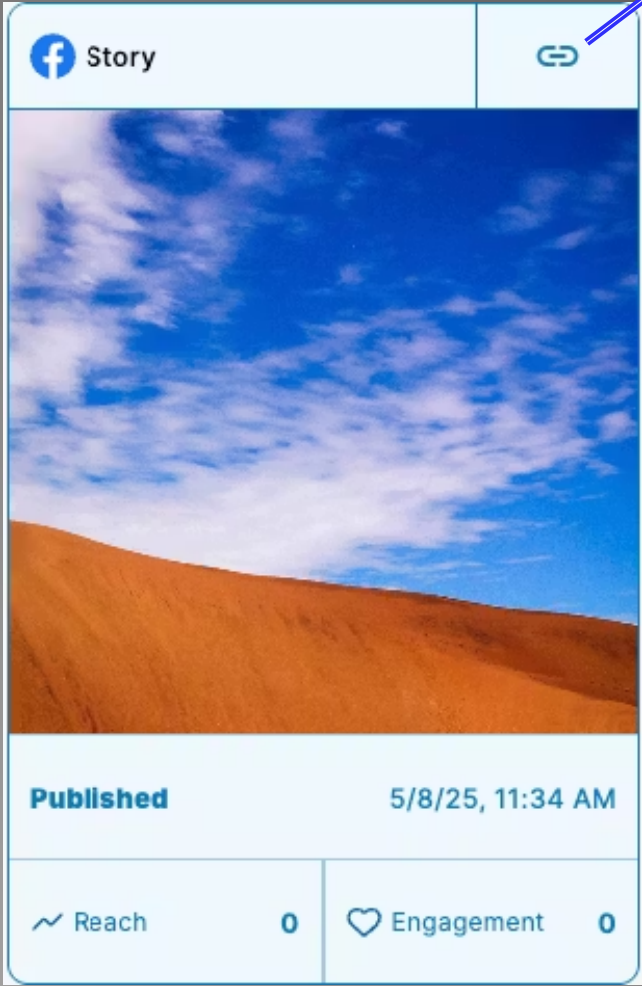
Key Updates:

- Added a **legend** in the top-right corner to indicate data sources (e.g., red dots = CRM, heatmap = PPC).
- Enhanced the **Data Overlay Window** with updated toggle indicators and labels.
- Introduced **visual feedback** (e.g., color change to green) to clearly show which data layer is active.
- **Amount Spent** is now **always shown on hover**, regardless of the selected PPC metric (e.g., Impressions, Conversions).
- Removed "Amount Spent" from the metric selection dropdown, as it is now consistently displayed by default.

Try Pitch
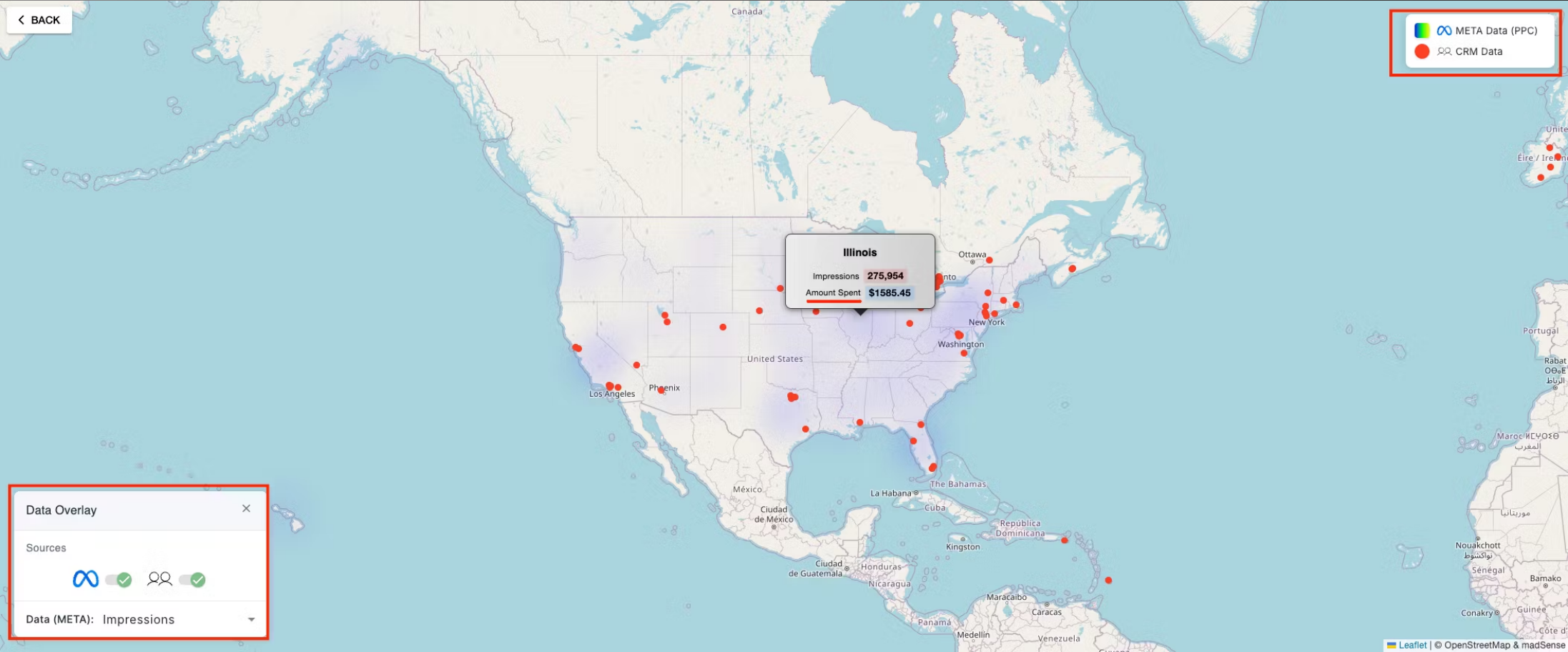
What we did:

- Enabled madSocial to support the publishing of Facebook Stories

- Upgraded madSocial to support native publishing of Facebook Reels (beyond Feed-only publishing)

Try Pitch
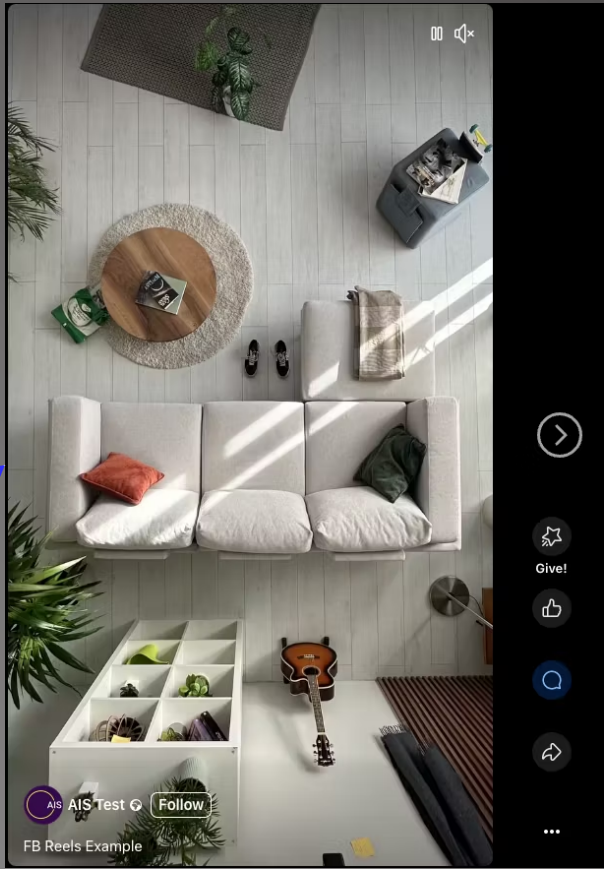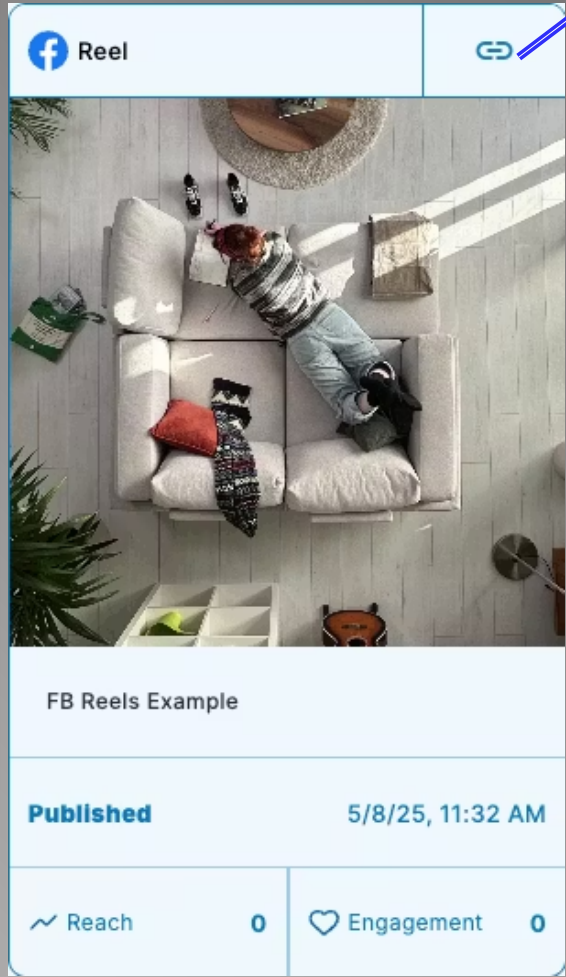
What we did:

Improved user experience and error prevention by disabling the "Generate Variations" action for archived campaigns.

Key Updates:

- Disabled the **"Generate Variations"** button for campaigns with an archived status.
- Added a tooltip message: *"Variations are only available for active campaigns. This one has been archived."*
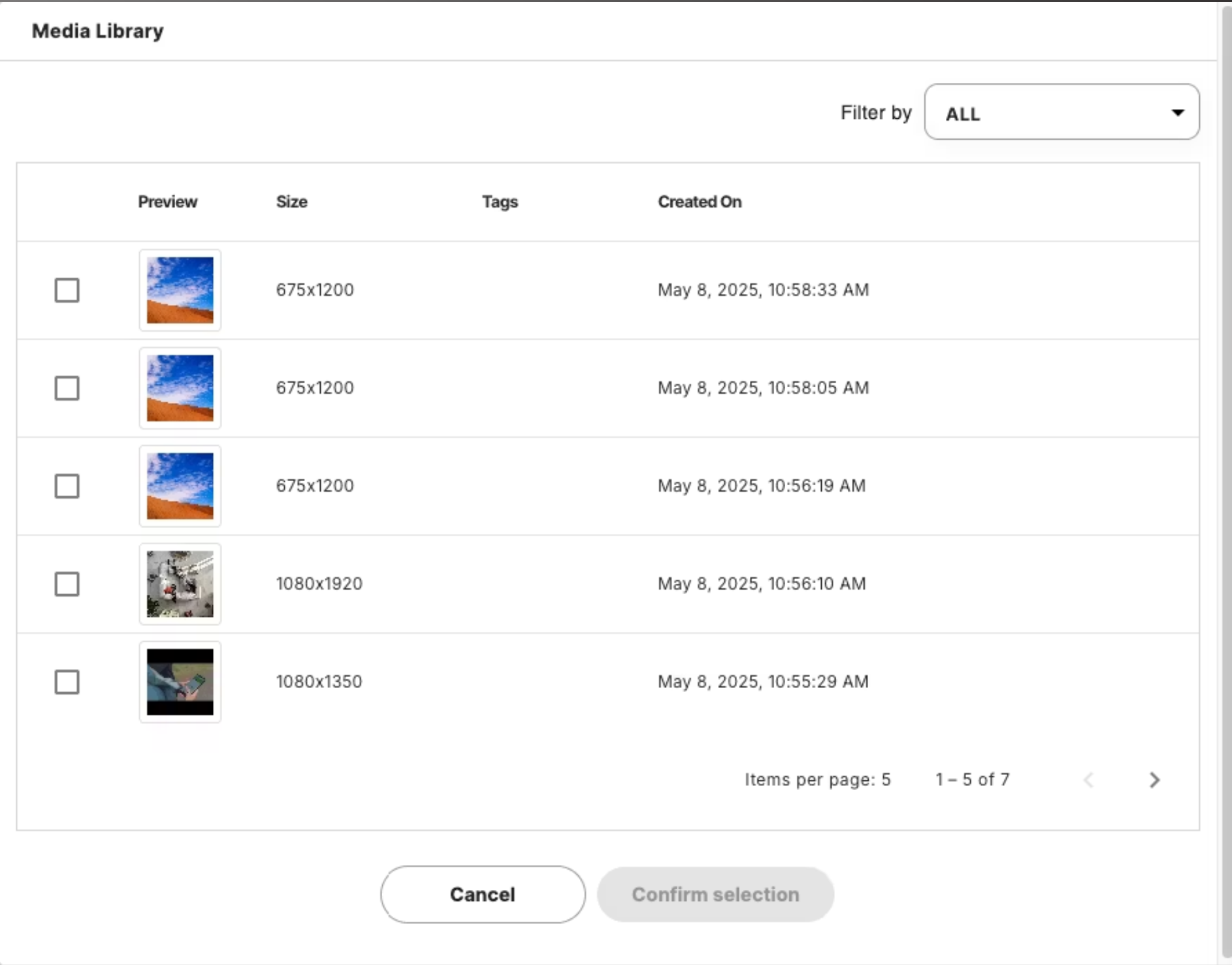- Prevents users from triggering invalid actions and encountering system errors.

mad|Social

Dejan
madSense QA

Create post   Generate variations

Variations are only available for active campaigns. This one has been archived.

Try Pitch
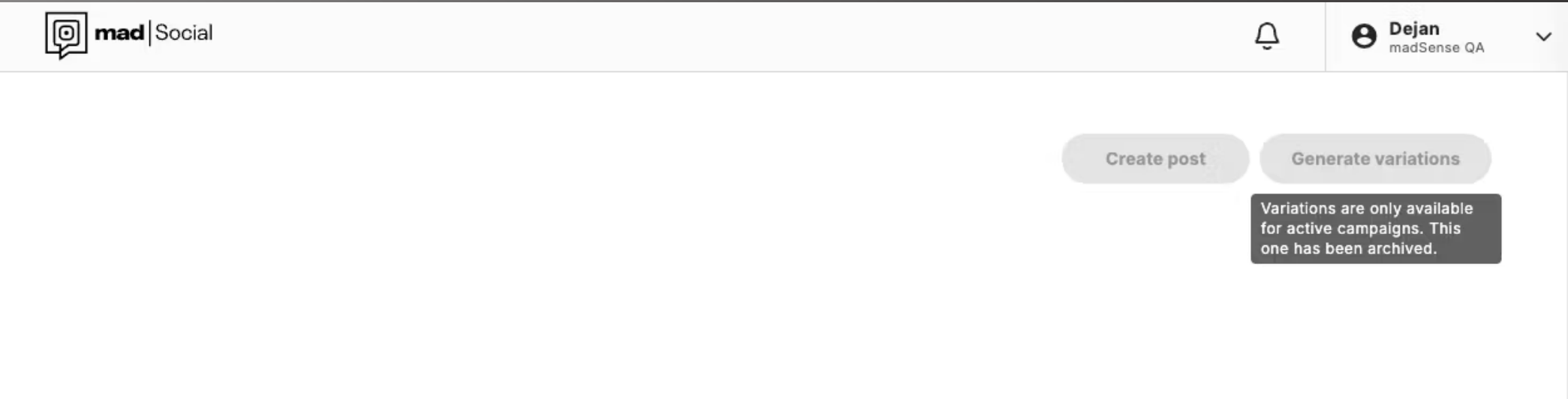
What we did:

Simplified the Media Library interface in the Social Campaigns > Edit Post flow by removing a non-functional and unnecessary search option.

Key Updates:
- Removed the **"Search"** field from the Media Library, as it only filtered by file size and did not provide meaningful value.
- Ensured the UI remains clean, intuitive, and user-friendly post-removal.
- Validated that no other functionality within the Media Library was impacted.

Try Pitch

Media Library

Filter by: ALL

	Preview	Size	Tags	Created On
☐		675x1200		May 8, 2025, 10:58:33 AM
☐		675x1200		May 8, 2025, 10:58:05 AM
☐		675x1200		May 8, 2025, 10:56:19 AM
☐		1080x1920		May 8, 2025, 10:56:10 AM
☐		1080x1350		May 8, 2025, 10:55:29 AM

Items per page: 5   1 – 5 of 7   ‹ ›

Cancel   Confirm selection

What we did:

- Fixed Layout Disorder in Objectives and Special Ad Categories Section on Paid Campaigns Create/Edit Screen
- Fixed Typos in AI Asset Generator Assistant Screen
- Debugging Issue: Front-End Not Sending Meta Pixel Data to Back-End