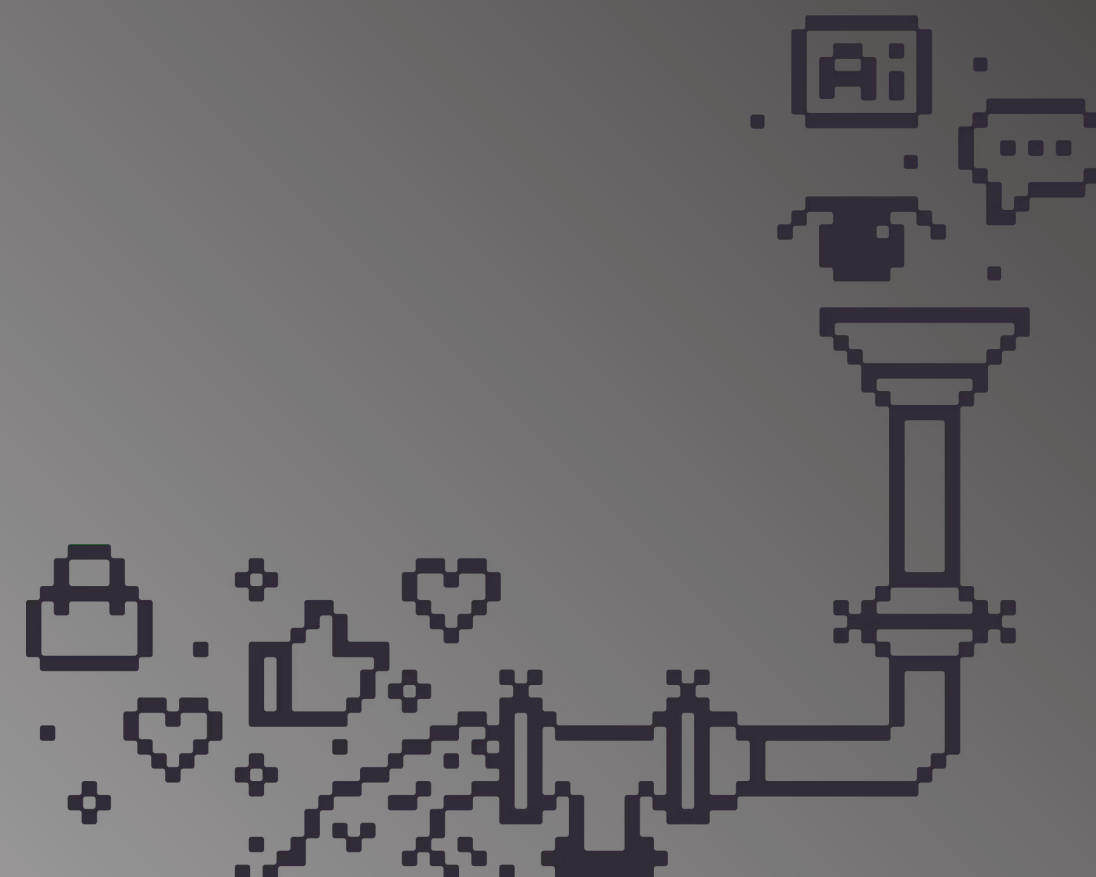
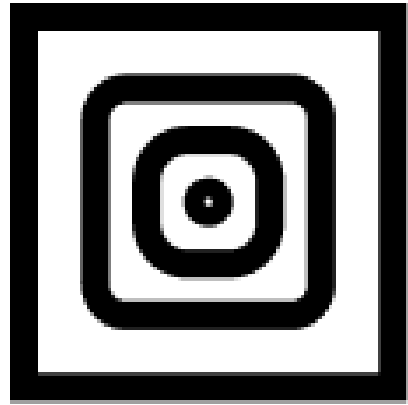


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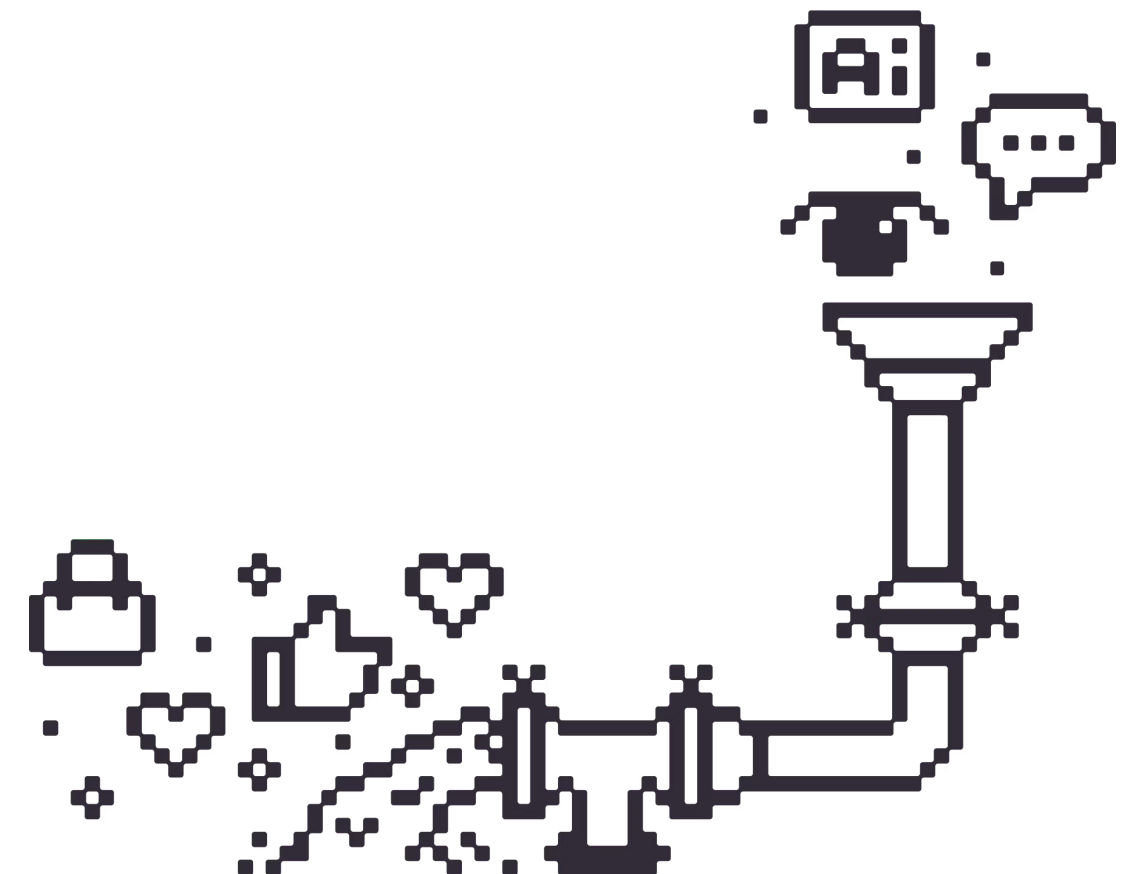


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Release 2.28

15.05.2025.

- **madSocial | Paid Campaigns:**
 - Introduction of the **NEW** campaign type – *Engagement*
 - Expansion of the existing Traffic campaign flow - **Update**
- **madSocial | Platform BE Improvements:**
 - WebSocket Notifications Resending Logic **Update**
 - Login Edge Case Handling Improvements - **Update**



INTRODUCTION OF THE NEW CAMPAIGN TYPE - ENGAGEMENT

What we did:

Introduced full support for **Meta Engagement Campaigns**, expanding the platform's campaign creation and post template (Ad Set) flows to support engagement-focused objectives, destinations, and performance goals, fully aligned with Meta Ads Manager standards.

Key Updates:

Conversion Location & Destination Type Handling:

- Post Engagement, Video Views, Website, or Message Destinations.

Performance Goal Selection:

- Goals dynamically adjust based on conversion location and engagement type:
 - **Post Engagement** and **Video Views** offer relevant Meta-aligned goals.
 - **Website** offers standard web engagement goals and allows pixel or custom conversion selection.
 - **Message Destinations** offers messaging-specific goals (Conversations, Link Clicks).

Custom Event & Conversions Support:

- When **Website** is selected, supports both **Custom Events** and **Custom Conversions**.

Message Destination Expansion:

- UI supports Facebook, Instagram, and WhatsApp messaging platforms with checkboxes and platform-specific icons.
- When Engagement Type is changed, the **Performance Goal field is reset** if the current value is invalid.

Try Pitch

Objectives

Objective 1

Your campaign objective is the business goal you hope to achieve by running your apps

Objective *

Awareness

Engagement

Sales

Traffic

Time zone *

Set default time zone for all scheduled activities in this campaign

Special ad categories

Declare if your ads are related to, credit, employments, housing, social issues, politics.

Special Ad Categories

for scheduled dates

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Create campaign

5 Engagement

Conversion

Conversion location

Choose where you want to drive sales. You'll enter more details about the destination later.

Website

Drive sales and conversions on your website

☐ Post Engagement

Engagement on your post.

☐ Video views

Engagement on your video

☐ Message Destination

Send traffic to your messaging app

Performance goal *

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

EXPANSION OF THE EXISTING *TRAFFIC* CAMPAIGN FLOW

What we did:

Expanded platform support for **Meta Traffic Campaigns** by updating backend capabilities and improving the Ad Set creation flow to support message destinations.

Key Updates:

- **Backend Expansion:**
 - Analyzed the updated Traffic Campaign requirements.
 - Defined and implemented backend extensions to support additional attributes specific to the Traffic objective.
- **Frontend Enhancements:**
 - Updated the Ad Set creation UI to support the **Message Destination** flow
 - Introduced a **radio-group dropdown** for selecting one of the supported message destination combinations (Messenger, Instagram, WhatsApp).
 - Each option displays:
 - Relevant **platform icons**
 - Short **description** (e.g., "Messages will be sent to Messenger and WhatsApp")
 - The selected combination sends the appropriate **destinationType enum** to the backend.

Message Destination

Send traffic to your messaging app.

Performance goal *

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

Maximize Number of Link Clicks

Accounts

Facebook Page *

AIS Test

Message Destination

Send traffic to your messaging app.

Messaging channels *

Select messaging channels to use for your campaign

☒

Messenger

☐ WhatsApp

☒ Instagram

Call to action

CTA Button *

Message Page

Website URL *

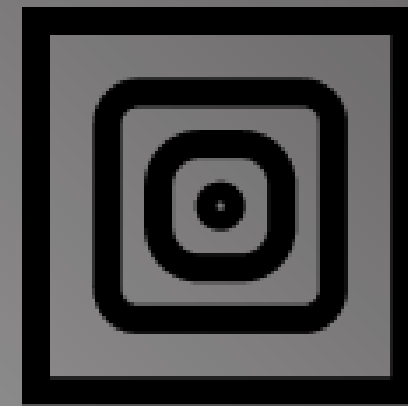
WEBSOCKET NOTIFICATIONS RESENDING LOGIC UPDATE

What we did:

Refined the WebSocket notifications resending mechanism to optimize performance, reduce noise, and ensure timely delivery of relevant notifications.

Key Updates:

- Updated the resending logic to **exclude notifications older than a few hours** from the resend queue.
- Ensured that if the user is not actively logged in, **notifications will load via API** rather than through WebSocket resend attempts.
- Reduced unnecessary logging from WebSocket and notification services (e.g., handshake, connection messages) to improve system clarity and performance monitoring.



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LOGIN EDGE CASE HANDLING IMPROVEMENTS

What we did:

Enhanced the login experience by introducing specific error handling for edge cases related to user status and company assignment, ensuring accurate and clear communication.

Key Updates:

- **Users with no assigned companies**
- **Deactivated users**
- **Active users with only one archived company**
- Removed misleading "**Invalid credentials**" message for these cases, providing users with clearer guidance and reducing confusion.
- Improved login logic to prevent platform access issues when users have multiple companies, including archived ones.

A screenshot of a login interface with a dark grey error message box in the center. The background is a light grey gradient on the left and a teal abstract image on the right.

User is disabled and cannot login!

A screenshot of a login interface with a dark grey error message box in the center. The background is a light grey gradient on the left and a teal abstract image on the right.

No active companies to login to. Please contact support.