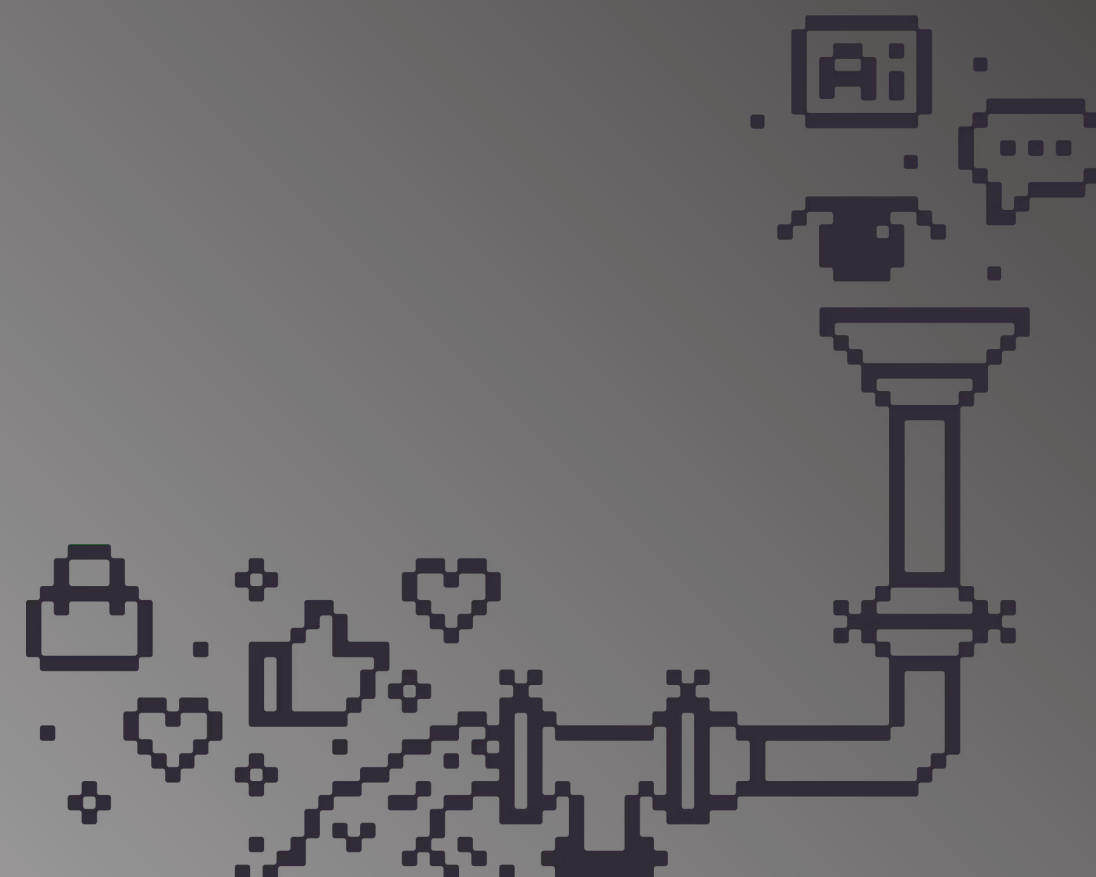
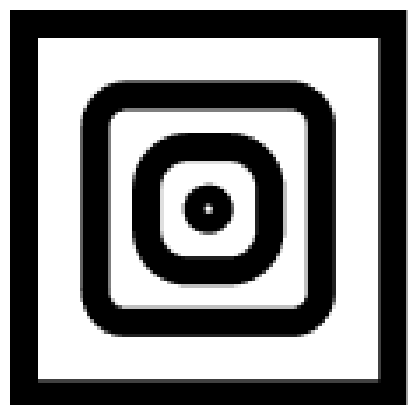


**madsense**



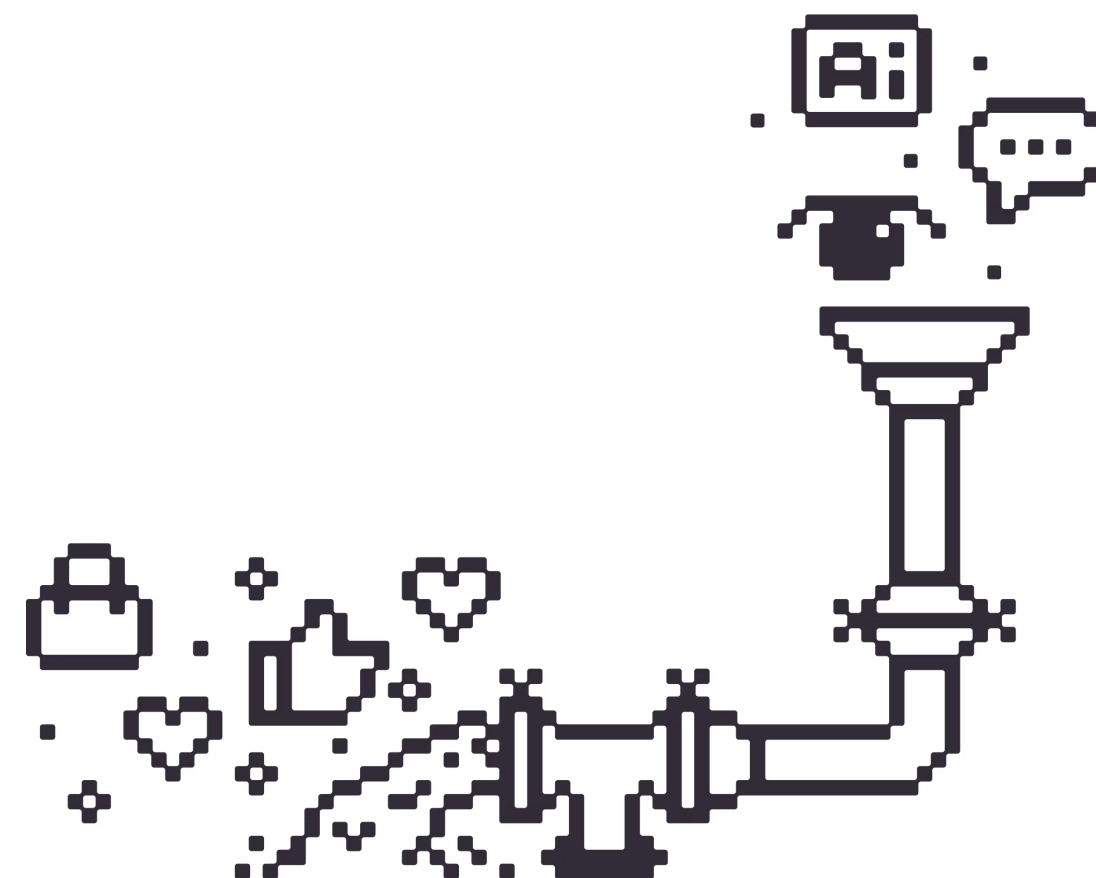


# madsense

## Release 2.29

29.05.2025.

- **madSocial**
  - Enabling Leads campaign (v1) - **NEW**
  - Sales campaigns - added support for catalogs - **Update**
  - UI reposition of Paid campaigns - **Update**
  - Enabling Connection Reconnect - **Update**
  - Reporting v1 - **NEW**
  - Enabling CTA at Ad level - **Update**
  - Post Ad Template FE refactor - **Update**
  - Refactor interest mapping logic for Meta sync - **Update**
- **madInsights**
  - Competitor Report Limit Increased
  - Diagnostics Messaging UI Improvements
- **Platform UI:**
  - Improved UI messaging - **Update**
  - Improved Landing screens - **Update**



LEADS CAMPAIGN (V1)


What we did:

Added full support for Meta Leads Campaigns

Key Updates:

- **Conversion Location:** Website option added (destination\_type = WEBSITE)
- **Performance Goals:** New dropdown with Meta-aligned options
- **Custom Events:** Filtered list shown based on selected location
- **Custom Conversions:** Pixel and custom conversions fetched, filtered, and selectable
- **Backend Integration:** Sends either (pixelId + customEventType) or customConversionId as required

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Brand \*

Objectives

Objective \*

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

Leads

Special ad categories

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

Special Ad Categories

Flight dates

Set flight dates if your campaign has a fixed period of duration.  
Note: You won't be able to schedule posts before or after scheduled dates

Campaign Duration \*

Start date – End date

Time zone \*

Set default time zone for all scheduled activities in this campaign

5 Leads

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.

Performance goal \*

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

Maximize Value of Conversions

Maximize Number of Landing Page Views

Maximize Number of Link Clicks

Maximize Daily Unique Reach

Maximize Number of Impressions

Call to action

CTA Button \*

Learn More

SALES CAMPAIGNS - ADDED SUPPORT FOR CATALOGS

What we did:

- Updated the platform’s Meta app configuration to support **Advantage Catalog Ads** by enabling the required permission for catalog operations.

How it works:

- When creating a **Collection ad**, you now need to provide both a headline and image assets
- For **Carousel** and **Single Image ads**, you can now use product catalog images without uploading your assets
- Added a new warning message that appears when you need to select a product set before choosing an ad format
- You can now approve sales campaign posts even without assets when using the product catalog
- The "Accept" button is no longer disabled for sales campaign posts without assets
- The collection format still requires image assets for both Instagram and Facebook posts.
- When you select a product set, you can now choose between three ad formats:
  - \* Collection (requires headline and images)
  - \* Carousel (uses catalog images)
  - \* Single Image (uses catalog image)
- The upload buttons are automatically disabled when using Carousel or Single Image format with a product set
- Added a new alert message that guides you to select a product set when needed

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mad | Social

Meta Catalog

Product Set

All Products

Call to action

CTA Button \*

Learn More

Website URL \*

https://instagram.com/ais\_test\_

Display Link

1

If your URL is too long or you want to use a custom word, you can display a different label instead. The link defined in the "Website URL" field above will still work, and the user will visit that page.

instagram.com/ais\_test\_

Tracking \*

1

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.

Please make sure that your pixel and conversion event are active and ready.

WhiteCity Soft WEB (ID: 702003332290656)

Edit Post

Assets

Drop your Image or Video here – or [click to upload file.](#)

Pick from media library

Upload Requirements:

Supported aspect ratios: 1.91:1, 1:1, 4:5. Maximum file size: Image 8 MB, Video 10.0GB.

General

Call to Action

Catalog

Product Set

Select Product Set

Ad Format

Select the ad format for your campaign: Collection (a group of items), Carousel (multiple scrollable images or videos), or Single Image (a single visual focus).

Single Image

Carousel

Collection

Select a product set to choose ad format

Cancel

Save





UI REPOSITION OF PAID CAMPAIGNS

What we did:

Reorganized the campaign structure within madSocial by separating **Paid Campaigns** from the Organic section and introducing them as a distinct subscription layer.

Key Updates:

- **Paid Campaigns** are now accessible as a standalone section under madSocial, separate from Organic campaigns.
- Navigation updated for clearer segmentation and quicker access to Paid content.

 Home	Overview	Campaigns		
 Brands	Social Campaigns			
 Social	Paid Campaigns		Status	Delivery status
 Insights	Assets	ng Eng. META UPDATED	Active	Completed
	Reporting	ng SALES	Active	Completed
	Calendar	ng TF	Active	Completed
		ng AW	Active	Completed






ENABLING CONNECTION RECONNECT

What we did:

Enhanced the user experience around expiring connections by introducing early reconnect functionality.

Key Updates:

- Users can now see a “**Reconnect**” button when a connection (Ad Account or Social Media) enters the “**About to Expire**” state.
- Previously, reconnect was only available after the connection fully expired.
- This update removes the need for manual disconnects and streamlines the reconnection process.

Connect meta account					^
Ad Manager Account Destination					
Account		Health	Token expiry	Actions	
1	 WhiteCity Soft / act_380198185397441	TOKEN_ABOUT_TO_EXPIRE	6/2/25	<div><div></div>Reconnect</div>	
Connect social accounts					^
Connected accounts					
Account		Health	Token expiry		
	AI Social 	Healthy	8/12/25	<div></div>	
	AIS Test 	Healthy	8/12/25	<div></div>	



REPORTING V1

Key Updates:

- Added newly supported organic metrics related to Instagram and Facebook **Feed, Story, and Reels** placements
- Implemented reporting for Paid campaigns
- Implemented Campaign Type Filter for Reporting (Organic, Paid & Paid Subtypes)
- Renamed "Breakdowns" to "Dimensions" for Improved UX
- Made the header row sticky during scroll
- Enabled column sorting (ascending/descending)
- Added filters: Brand, Post Template, Date, Social Network + Reset filter option
- Filters apply to both UI and CSV export

All Brands

madSocial

DejanmadSense QA

Reporting

OrganicPaid

Date rangeJan 01, 2024 - May 30, 2025

Dimensions5 / 6

Select AllDeselect All

☐ Month

☒ Year

☒ Brand

☒ Campaign

☒ Post Template

☒ Social network

Metrics23 / 23

Select AllDeselect All

☒ Ad Clicks

☒ Ad CPC

☒ Ad CPM

☒ Ad CTR

☒ Ad Frequency

☒ Ad Impressions

☒ Ad Reach

☒ Ad Spend

☒ Conversion Rate

☒ Cost Per Engagement

☒ Cost Per Landing Page View

☒ Cost Per Purchase

☒ CPL

☒ Engagement Rate

☒ Facebook Follows/Likes

☒ Landing Page Views

☒ Lead Conversion Rate

☒ Leads

☒ Post Engagement

☒ Purchase Value

☒ Purchases

☒ ROAS

☒ Video Views

Filters

Choose Campaigns

Choose Post Templates

Choose Posts

Choose Objectives

Run Report

Reporting

Back

CSV

Filter by Brand

Filter by Campaign

Filter by Template

Filter by Network

Reset

Revolution by Amina

Year	Brand	Campaign	Post Template Name	Social Network	Ad Spend	Ad Impressions	Ad CPM	Ad Reach	Ad Frequency	Ad Clicks	Ad CTR	Ad CPC	Post Engagement	Engagement Rate	Cost Per Engagement	Facebook Follows/Likes	Video Views	Landing Page Views	Cost Per Landing Page View
2025	Revolution by Amina	Upis Maj Traffic	Upis Maj / Facebook	FACEBOOK	\$16.33	17,586	\$0.93	9,791	1.8	306	1.74%	\$0.05	0	0%	\$0.00	0	0	0	\$0.00
2025	Revolution by Amina	Upis Maj Traffic	Upis Maj / Instagram	INSTAGRAM	\$16.04	14,366	\$1.12	6,966	2.06	61	0.42%	\$0.26	0	0%	\$0.00	0	0	0	\$0.00
TOTAL					\$32.37	31,952	\$2.05	16,757	3.86	367	1.08%	\$0.32	0	0.00%	\$0.00	0	0	0	\$0.00

Items per page:10

1 - 2 of 2

## ENABLING CTA AT AD LVL

### What we did:


- Enhanced the platform by introducing support for CTA (Call to Action) selection at the individual Ad level, providing greater flexibility in campaign setup.

### Key Updates:

- Implemented functionality to **set a unique CTA per Ad**, allowing each creative to have a customized call to action.
- When an Ad-level CTA is defined, it **overrides the CTA inherited from the Post Template**.
- Maintained **backward compatibility**, ensuring campaigns without Ad-level CTAs continue using the template-level configuration.
- Updated documentation and user flow to reflect this change.


Edit Post

Assets



Drop your Image or Video here – or [click to upload file.](#)

Pick from media library



General

Call to Action

Catalog

Using these fields, you can customize how your ad encourages users to take action. The options available here let you select the button type, set the destination URL, and define the display link, helping to align your ad's call-to-action with your campaign goals.

CTA Button \*

Learn More

Website URL \*

https://instagram.com/ais\_test\_

Display Link ⓘ

instagram.com/ais\_test\_

Upload Requirements:

Supported aspect ratios: 1.91:1, 1:1, 4:5. Maximum file size: Image 8 MB, Video 10.0GB.

Cancel

Save

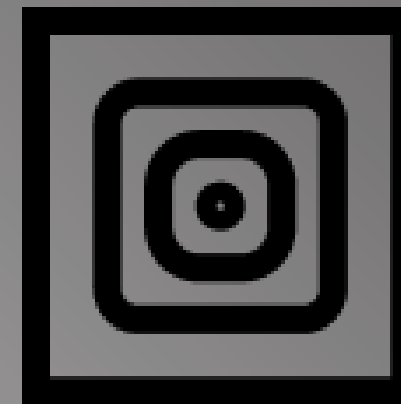


## What we did:

Initiated a full refactor of the Ad Set configuration component to improve maintainability, scalability, and onboarding clarity as new ad set types are introduced.

## Key Updates:

- **Phase 1 – Structural Refactor:**
  - Split the monolithic Ad Set component (previously over 2200 lines of code) into **dedicated subcomponents per ad set type** (Step 5 in the campaign creation flow).
  - This reduces complexity and makes the codebase more modular and easier to manage.
- **Phase 2 – Logic & Flow Optimization:**
  - Improved code readability and restructured condition handling (enabling/disabling, validation logic).
  - Separated concerns to ensure clearer flow for developers—especially when working with different campaign and ad set types.
  - Focused on reducing implicit logic, unexpected validations, and side effects that made debugging difficult.



**madsense**


## REFACTOR INTEREST MAPPING LOGIC FOR META SYNC (INTERESTS VS ADINTERESTS)

### What we did:

- Addressed inconsistencies in how interests are managed during synchronization between the madSense platform and Meta, ensuring input sources remain separated.

### Key Updates:

- Previously, “**Detailed Targeting**” and “**Additional Interests**” inputs were handled as separate fields on the frontend (interests and adInterests) but merged into a single array on the backend.
- This merging resulted in the loss of source context and potential data overwrites.
- Backend logic was updated to **preserve the separation** between interests and adInterests during sync with Meta.
- Internal handling now ensures that each input type is tracked and mapped distinctly throughout the campaign lifecycle.

 **mad** | Social

**Country \***  

Serbia (RS) ▼

**City**  

Select options

**Detailed Targeting**  

Sports page admins ✕

Arts, Entertainment, Sports and Media ✕

Select options

**Additional Interests**  

Sports ✕

Select options

**Custom Audiences**  

▼

**Languages**  

Serbian ▼

Confirm

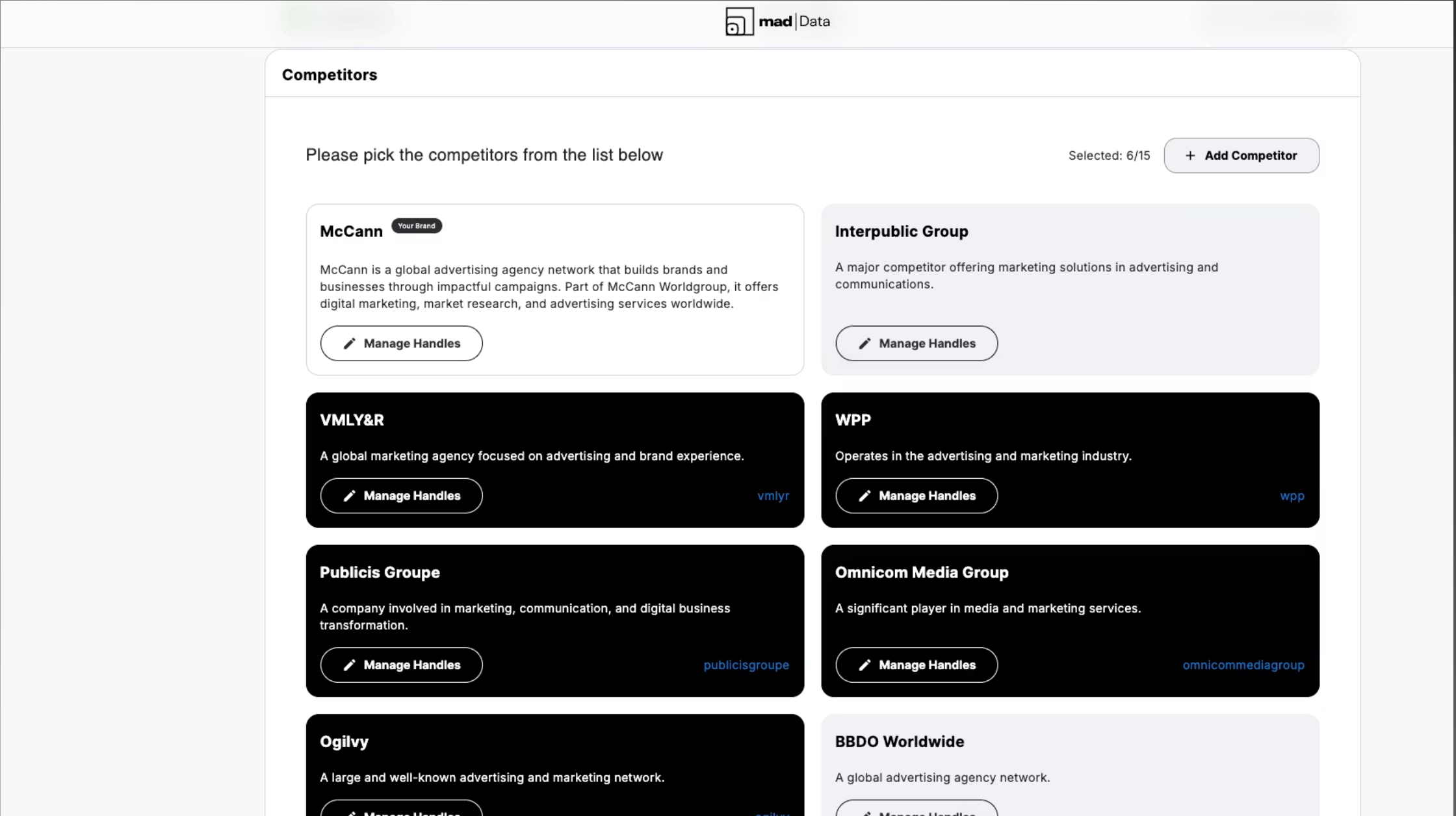
COMPETITOR REPORT LIMIT INCREASED

What we did:

Expanded the maximum number of supported competitors in the Competitor Insights feature to better accommodate real-world analysis needs.

Key Updates:

- Increased the competitor limit from **4 to 15** for report generation.
- Adjustment based on usage patterns (e.g., McCann case with Lidl showing an average of 11 competitors per report).



DIAGNOSTICS MESSAGING UI IMPROVEMENTS

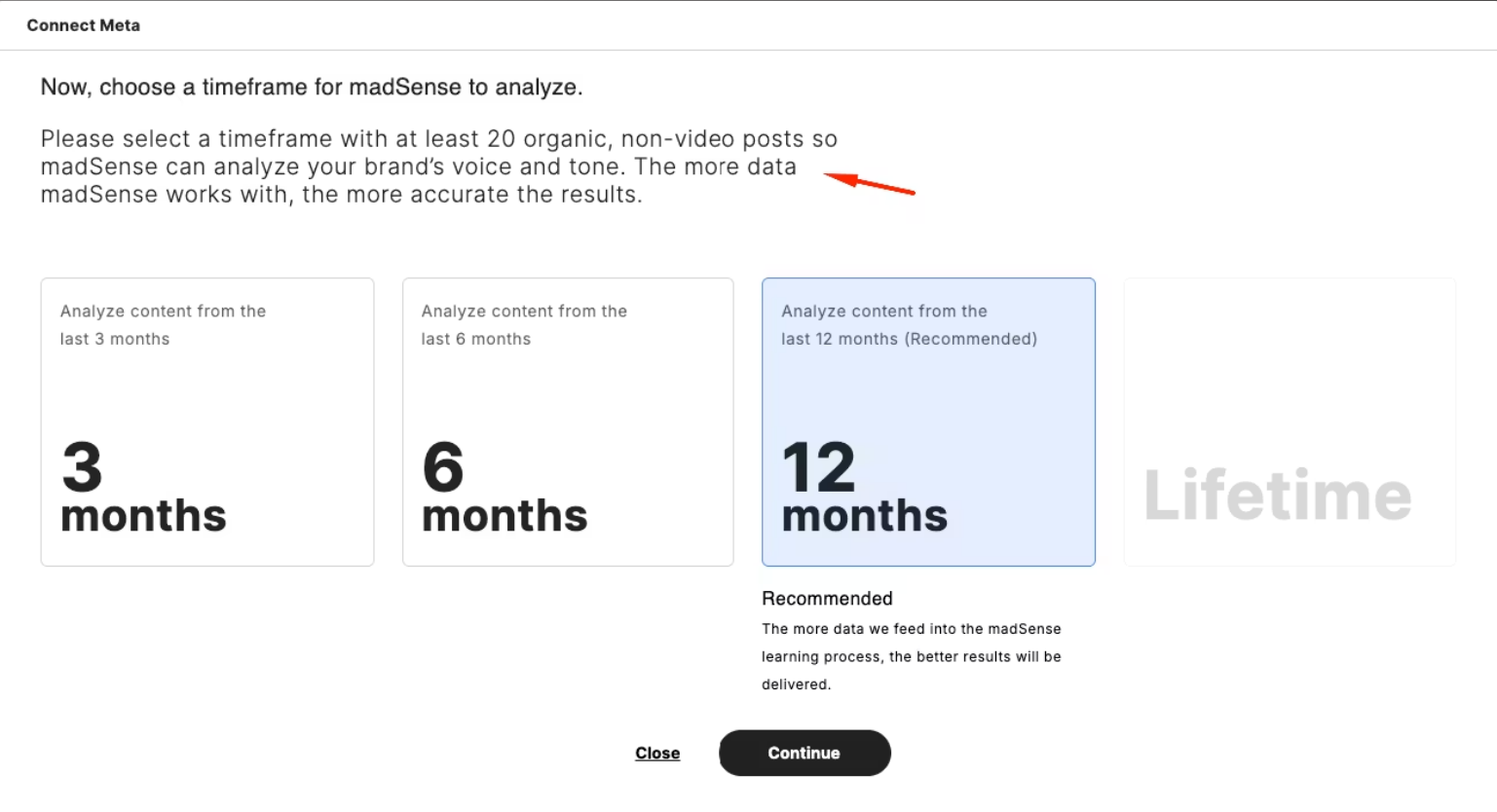
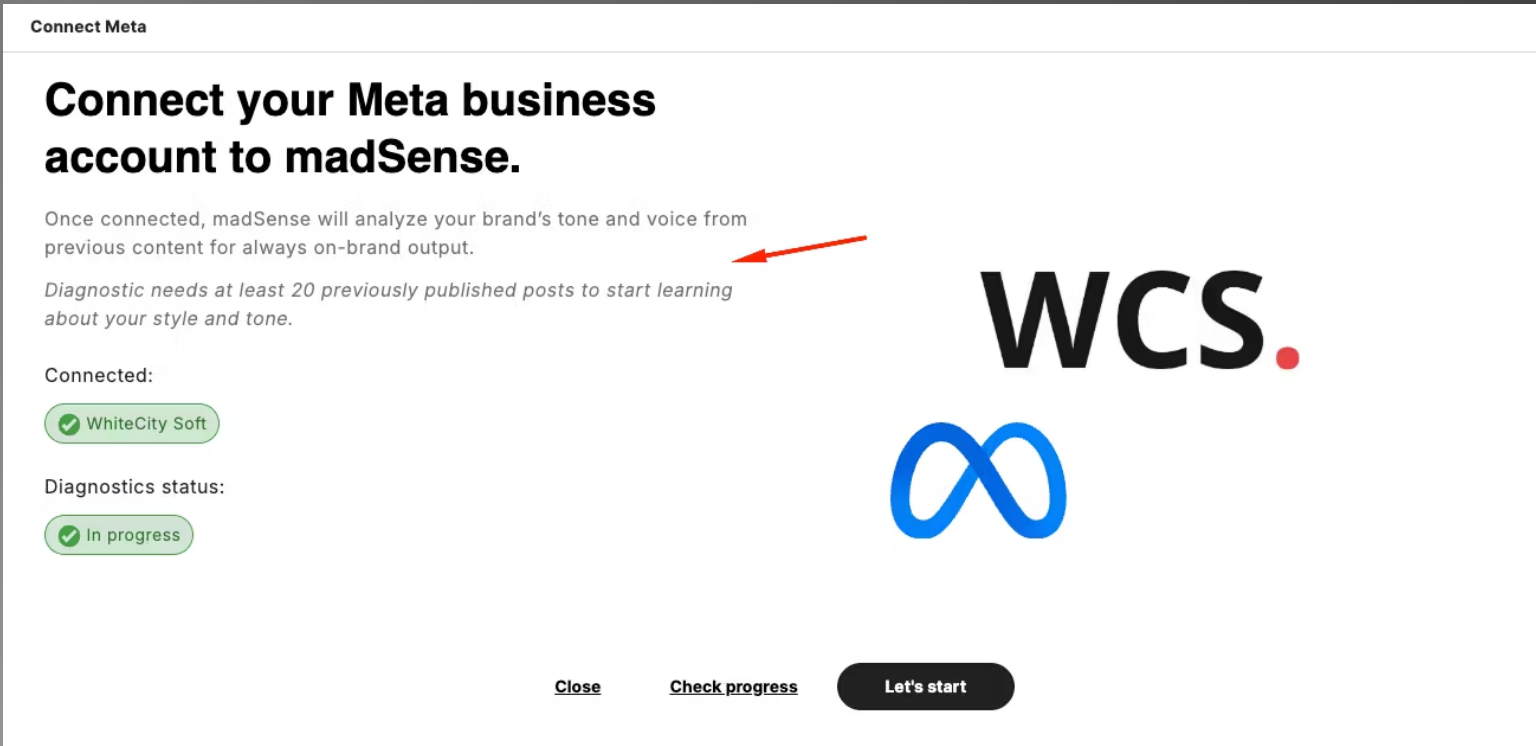
What we did:

Updated text across Organic and Paid Diagnostics screens for improved clarity and user guidance.

Key Updates:

- **Connection Screens:**
  - Refreshed headlines and subheads to clearly explain the purpose of connecting Facebook or Meta Business accounts.
- **Timeframe Selection:**
  - Updated messaging to guide users in choosing a timeframe with enough content for accurate analysis.
  - Options: Last 3, 6, or 12 months (Recommended)
- **Training Status:**
  - Clarified processing time (1–6 hours) and added notification info.

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PLATFORM UI UPDATES

What we did:

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How it works:

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