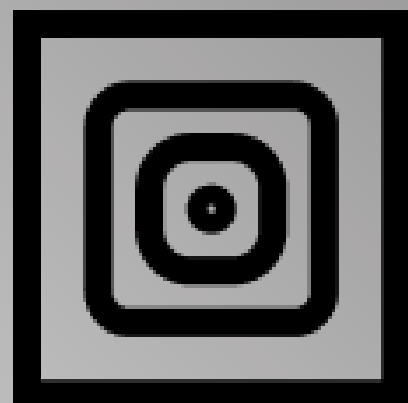
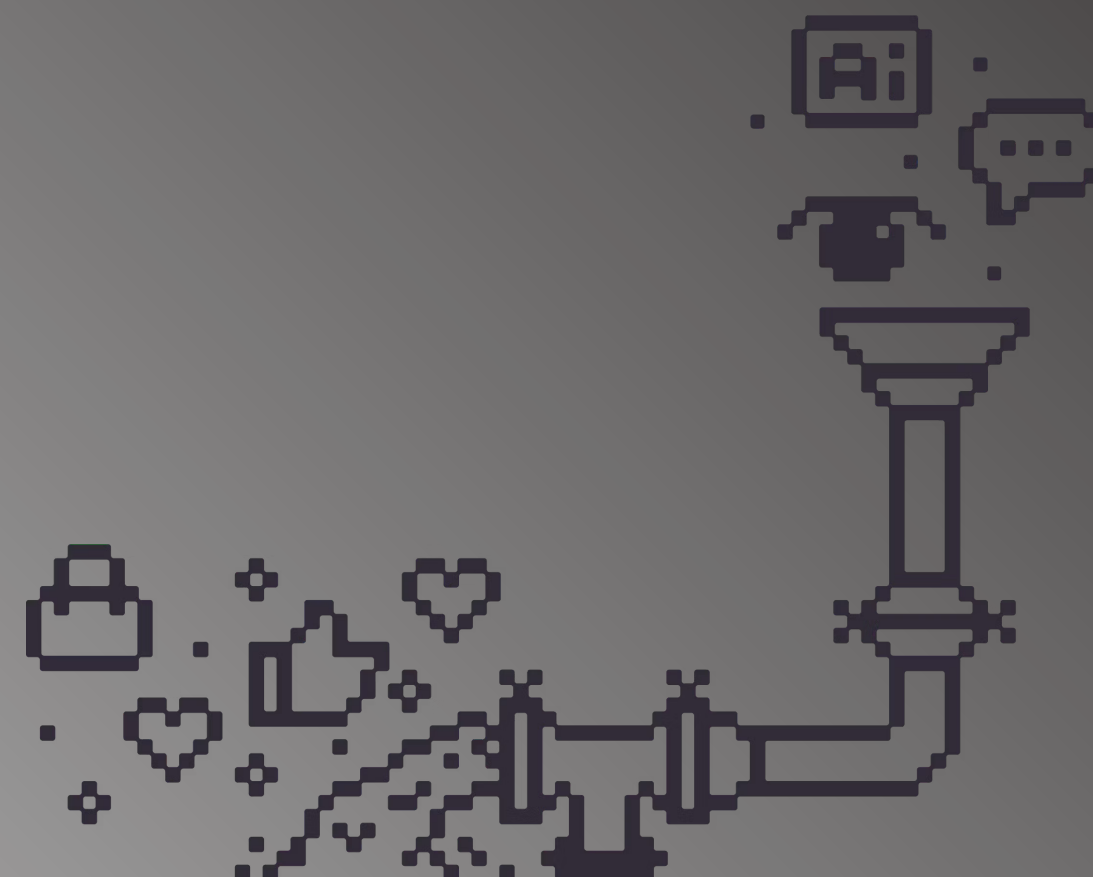




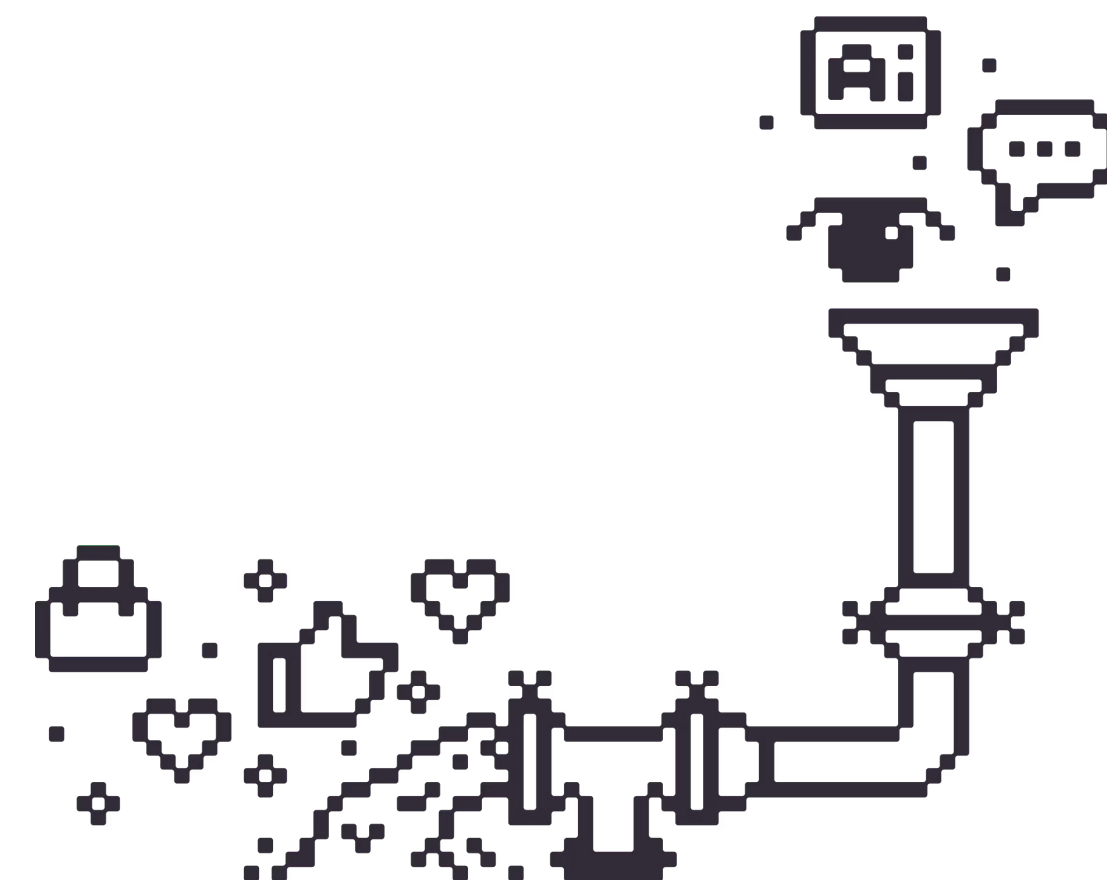
madsense





- **madSocial**

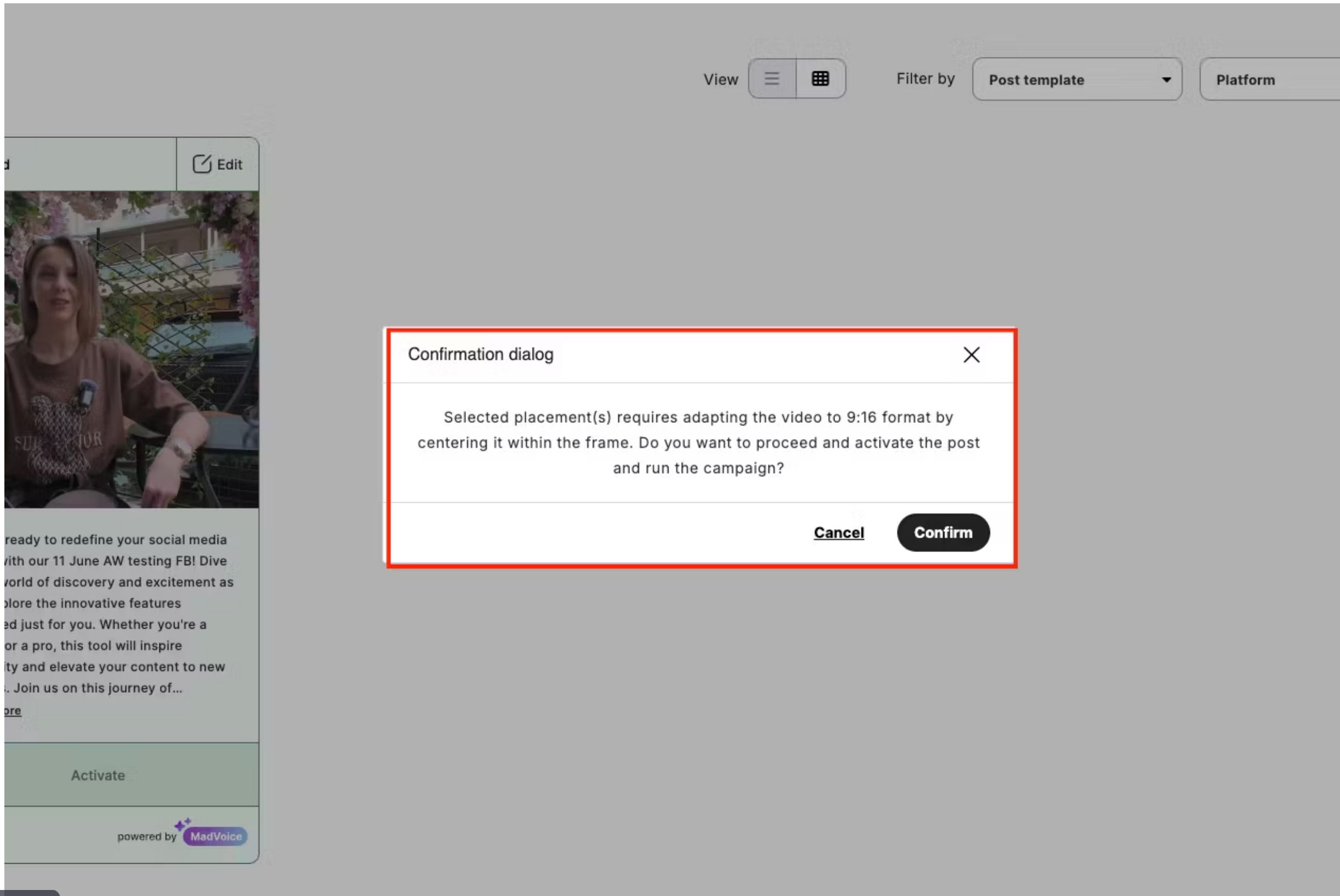
- Optimised video format to meet Meta Ads API requirements (using ffmpeg)
- Improved logging - Sentry
- Improved Notification Mechanism
- Ad Scheduler Update (Meta)
- FE improvements (nav, Social reporting, Competitor Analysis, Home screen, Diagnostics, SuperAdmin





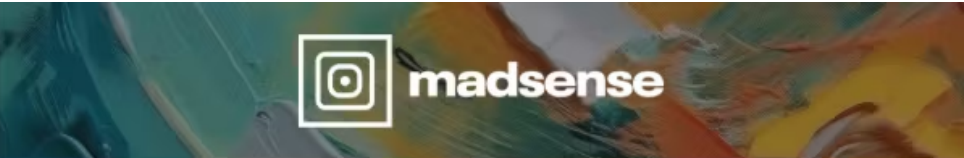
madsense

OPTIMIZED VIDEO FORMAT TO MEET META ADS API REQUIREMENTS (USING FFMPEG)



What we did:

- Implemented backend video conversion workflow for Meta (Facebook) Marketing API.
- Supports multiple input formats: .avi, .mov, .mkv, .webm, etc.
- Frontend flag allows Reels-specific formatting (center-crop 1:1 to 9:16).
- Uses FFmpeg to convert videos to .mp4 with Meta-recommended settings:
 - Video: H.264, Audio: AAC
 - Max resolution: 1080p
 - Max bitrate: 8 Mbps
 - Frame rate: up to 30 fps
- Converted videos stored in Amazon S3.
- Output used in /advideos requests to create Meta ad creatives.



Hi Dejan,

Your connections to Instagram, LinkedIn and Facebook for **11JunGrandmother** will **expire in 5 days**.

Several accounts will soon be disconnected, potentially affecting scheduled posts and data accuracy, so renew the connections for Instagram, LinkedIn and Facebook with madSocial now to avoid disruptions.

[Renew Connection](#)

Have questions or need assistance?
[Contact our support team](#) at support@madsense.io now.

madSense Team

Hi Dejan,

Your connections to Facebook and Instagram for **30MAY new DAY** have expired.

Multiple accounts are currently disconnected, which may disrupt your scheduled posts and limit analytics tracking. Please reconnect your Facebook and Instagram accounts to madSocial as soon as possible.

[Renew Connection](#)

Have questions or need assistance?
[Contact our support team](#) at support@madsense.io now.

madSense Team

Notification Details

 Social

14m

Social Media Connection Tokens Expiring Soon
Warning: Your Instagram, LinkedIn and Facebook connections with madSocial will expire in just 5 days. Avoid impacting posts and analytics for 11JunGrandmother. Renew your connection now.

[Renew Connection](#)

Notification created on Jun 11, 2025, 2:15:48 PM
Need help? Contact madSense support.

Notification Details

 Social

12m

Social Media Connection Tokens Expired
Your Facebook and Instagram connections for 30MAY new DAY are disconnected from madSocial. This may affect your scheduled posts and analytics, so reconnect now.

[Reconnect Now](#)

Notification created on Jun 11, 2025, 2:17:41 PM
Need help? Contact madSense support.



AD SCHEDULER UPDATE (META)- 2 WAY SYNC

06-14-2025

00:00

European format: 14.06.2025

End date (US format) *

06-15-2025

European format: 15.06.2025

End time *

00:00

Ad Schedule

☒ Set a specific schedule for ads

Timezone type

Use this ad account's time zone

12am3am6am9am12pm3pm6pm9pm

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

EVERY DAY

Confirm

Previous

10Jun TF IG meta updated

1 Ad

Edit

Review

Start date

Jun 14, 2025

12:00 AM CEST

End date

Custom

Jun 15, 2025

12:00 AM CEST

Hide options

Ad set scheduling

☒ Set a schedule for ads.

Use this ad account's time zone (Belgrade Time)

We'll schedule your ads based on Belgrade Time

Click and drag to schedule multiple times at once.

12am3am6am9am12pm3pm6pm9pm

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Every day

Scheduled hours

Audience

Define who you want to see your ads. [Learn more](#)

You can set audience controls for this ad account to apply to all campaigns.

Audience definition

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

Narrow

Broad

Estimated audience size: 1,000,000 - 1,200,000

Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach

2.1K - 6.0K

Landing Page Views

60 - 175

Advertisers who set up the Conversions API alongside the Meta Pixel for web events saw a 13% decrease in cost per result on average. [Set up the Conversions API](#)

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.



You are managing

MIXAL Mixal Shop

madsense

3

Dejan MIXAL

Home

Brands

Social

Insights

Mail

MIXAL Mixal Shop

Latest published posts

Active campaigns

Instagram



More run time

Uzmite kontrolu nad svojom produktivnošću uz ECHO bateriju! 🪫 Ova zamenska baterija je ključ ka efikasnom radu vaših Echo alata, omogućavajući vam da svaki zadatak završite sa lakoćom. Bilo da ste profesionalac ili entuzijasta, sa ECHO baterijom, vaša energija nikada neće biti ograničena. Link ka proizvodima...
[Read More](#)

Published

12/30/24, 6:02 PM

~ Reach

290

~ Engagement

1

Facebook



More run time

Uzmite kontrolu nad svojom produktivnošću uz ECHO bateriju! 🪫 Ova zamenska baterija je ključ ka efikasnom radu vaših Echo alata, omogućavajući vam da svaki zadatak završite sa lakoćom. Bilo da ste profesionalac ili entuzijasta, sa ECHO baterijom, vaša energija nikada neće biti ograničena. Link ka proizvodima...
[Read More](#)

Published

12/30/24, 6:00 PM

~ Reach

707

~ Engagement

0

Instagram



POW BEYO BEL

🔍 Otkrijte japanski brend ECHO i doživite preciznost i kvalitet na delu! Velika ponuda i izbor alata i za zimske uslove rada. Link ka proizvodima
<https://najpovoljnijialati.rs/search/ECHO/>
#mixalshop #echo #onlinealati #beogradalati

Published

12/28/24, 10:00 AM

~ Reach

192

~ Engagement

1

Facebook



POW BEYO BEL

🔍 Otkrijte japanski brend ECHO i doživite preciznost i kvalitet na delu! Velika ponuda i izbor alata i za zimske uslove rada. Link ka proizvodima
<https://najpovoljnijialati.rs/search/ECHO/>

Published

12/28/24, 10:00 AM

~ Reach

682

~ Engagement

1

Try Pitch

Home

Brands

Social

Insights

Mail

Let's turn your ideas into action.

Paid Campaign

Let's create a new paid campaign for your brand

Create →

Competitor Analysis

Analyze your competitors' social media performance

Run →

Diagnostics

Get insights into your brand's social media performance

Go to Diagnostics →

Heatmap

Visualize your brand's social media performance

Go to Heatmap →

You are managing

Project Bionic

mad | Social

Home

Brands

Social

Insights

Mail

Let's create scroll-stopping socials.

Create a Brand

Begin by creating a brand

Create →

Create Organic Campaign

Create a new organic campaign

Create →

Create Paid Campaign

Create a new paid campaign

Create →

Go to Assets

View and manage your assets

View →

You are managing

Project Bionic

mad | Data

Home

Brands

Social

Insights

Mail

Let's optimize everything with data.

Go to Diagnostics

Begin by connecting brand and run diagnostics on it

Let's start →

Competitor Analysis

Analyze your competitors' social media performance

Run →

CRM Analysis

Analyze your customer relationship management data

View →

You are managing

Project Bionic

mad | Mail

Home

Brands

Social

Insights

Mail

Let's launch a powerful email campaign

Import Email CSV

Begin by importing your email data — the first step for training madVoice

Upload →

Train madVoice

Refine and personalize your strategy with madVoice. Review and decide which emails to keep or reject

Train →

Create Campaign

Create email campaigns that resonate with your audience

Create →



madsense

REPORTING SECTION IMPROVEMENTS

Mixal Shop

mad Social

Dejan MIXAL

Reporting

Organic

Paid

Date range
Jun 04, 2025 - Jun 10, 2025

Filters

Choose Campaigns

Choose Post Templates

Choose Posts

Choose Objectives

Engagement

Dimensions 0 / 6

☐ Month

☐ Year

☐ Brand

☐ Campaign

☐ Post Template

☐ Social network

Select All

Deselect All

Metrics 0 / 23

☐ 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

Select All

Deselect All

Run Report

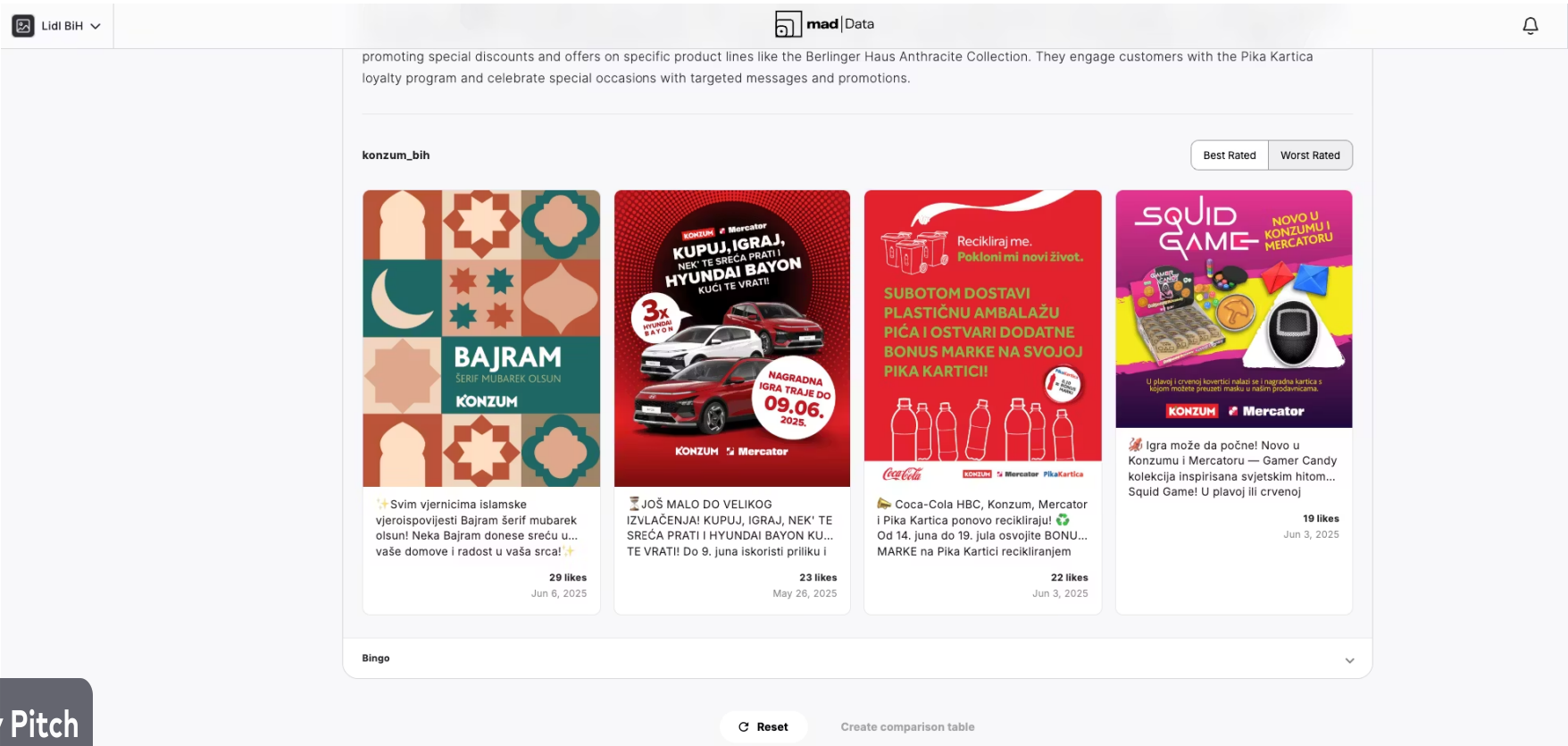
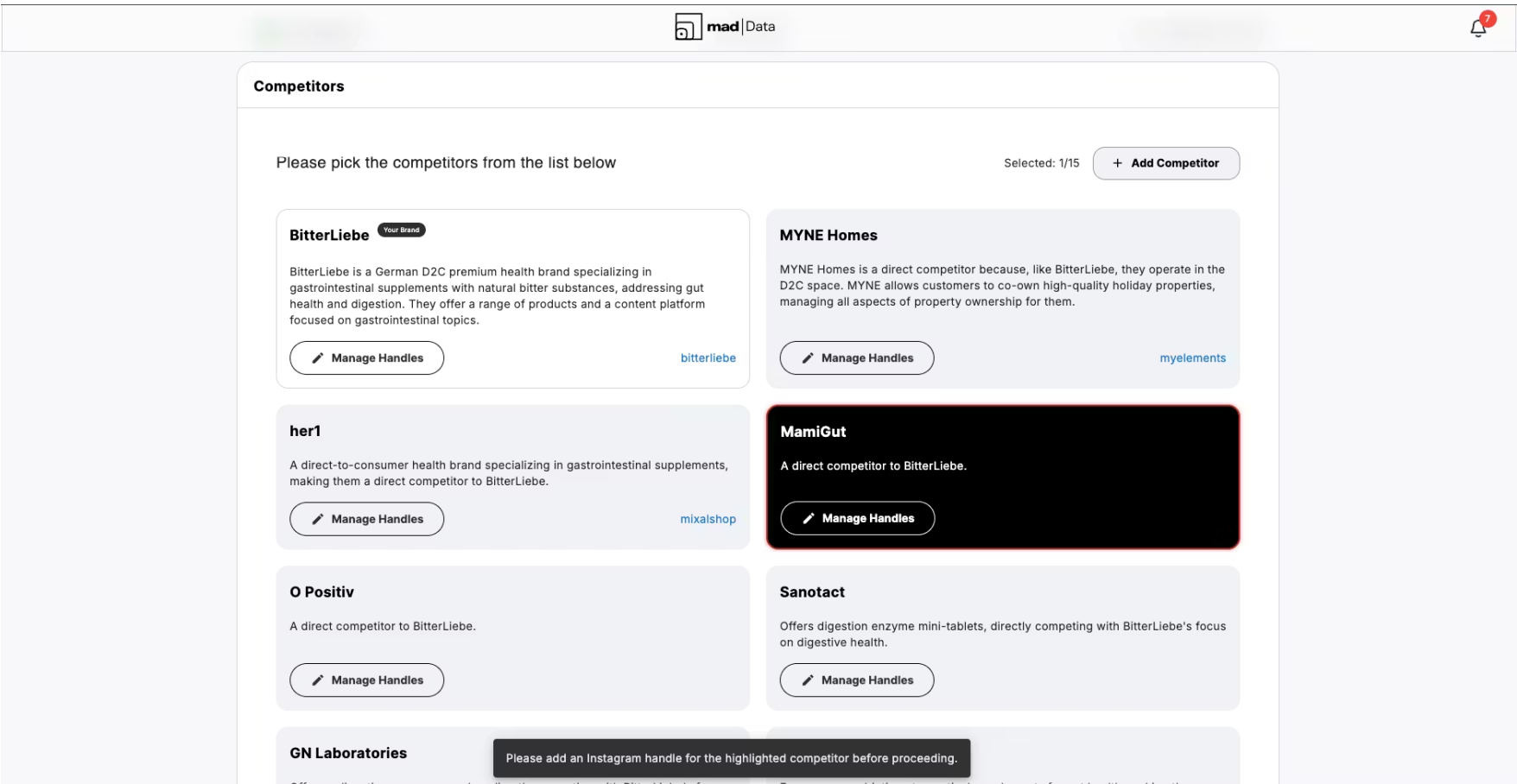
What we did:

- Paid tab is selected by default
- Predefined the date range as "Last 7 days" by default
- Selecting a specific Paid campaign type dynamically influence the available metrics
- Filter position and layout updates



madsense

COMPETITOR ANALYSES - FE UPDATES

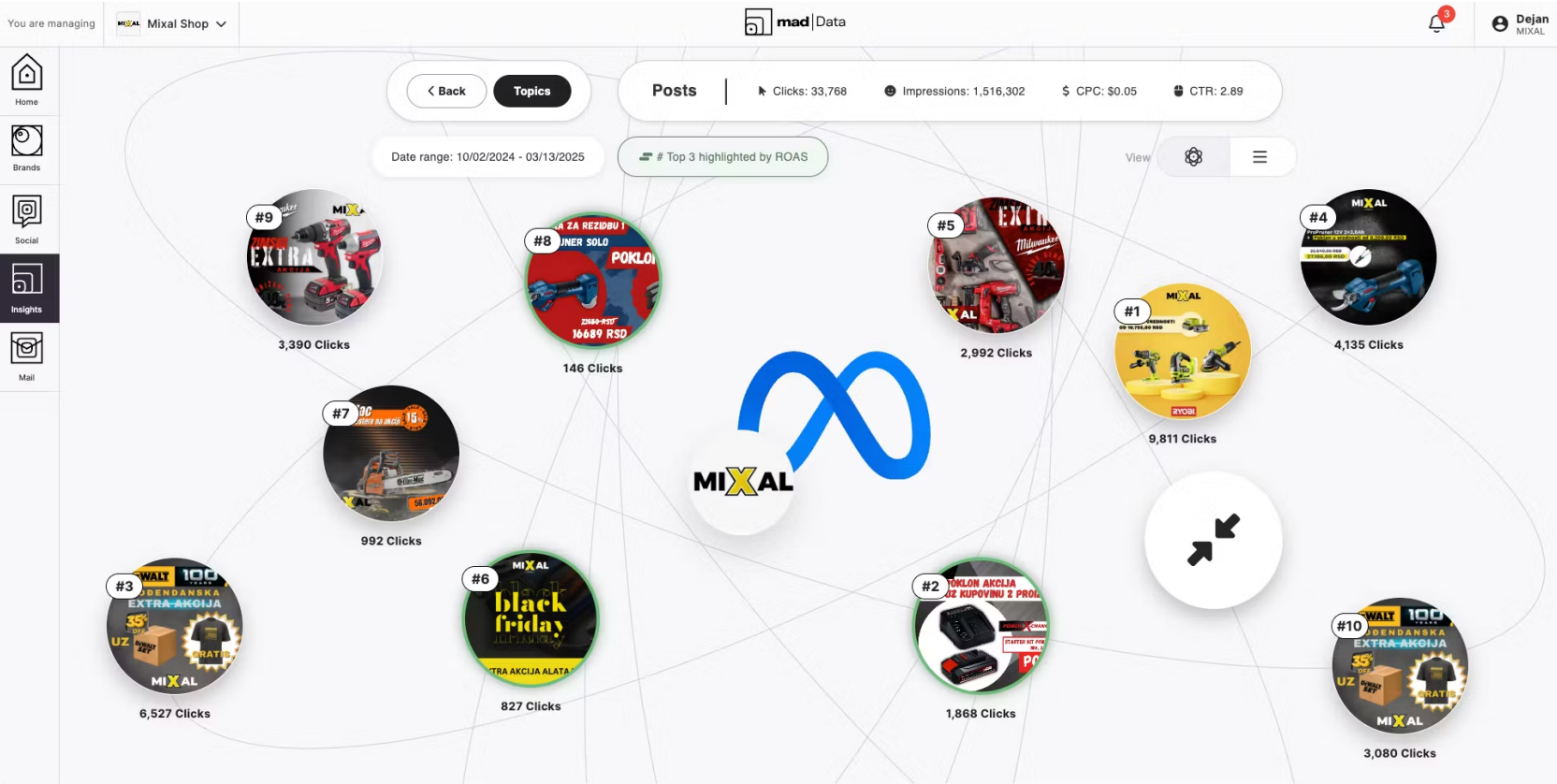
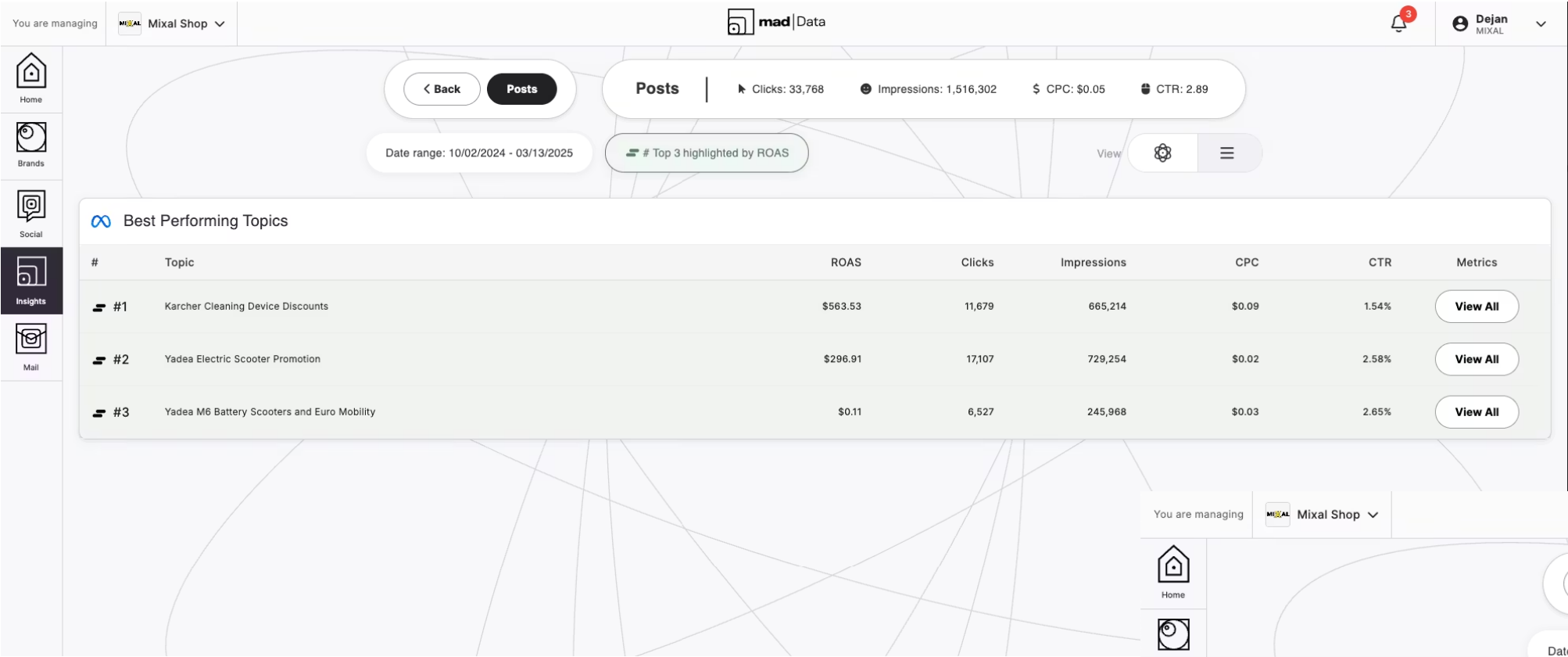


What we did:

- Expanded Single Post Cards to Display Full Assets
- Added Handle Example Placeholder in "Enter New Handle" Field
- Replaced "Compare with 0 competitors" Placeholder with "Start by selecting a Competitor."
- Adding/editing a Competitor's IG handle selects them for running a report
- Preventing running report when IG handle is missing

 madsense

DIAGNOSTIC RESULTS SCREEN - UI UPDATES



What we did:

- Added "Top 3 Highlighted by ROAS" label
- Highlighted the top 3 posts/topics on both table and atom view
- Introduced the table view next to the Atom view
- Added "ROAS" metrics column

