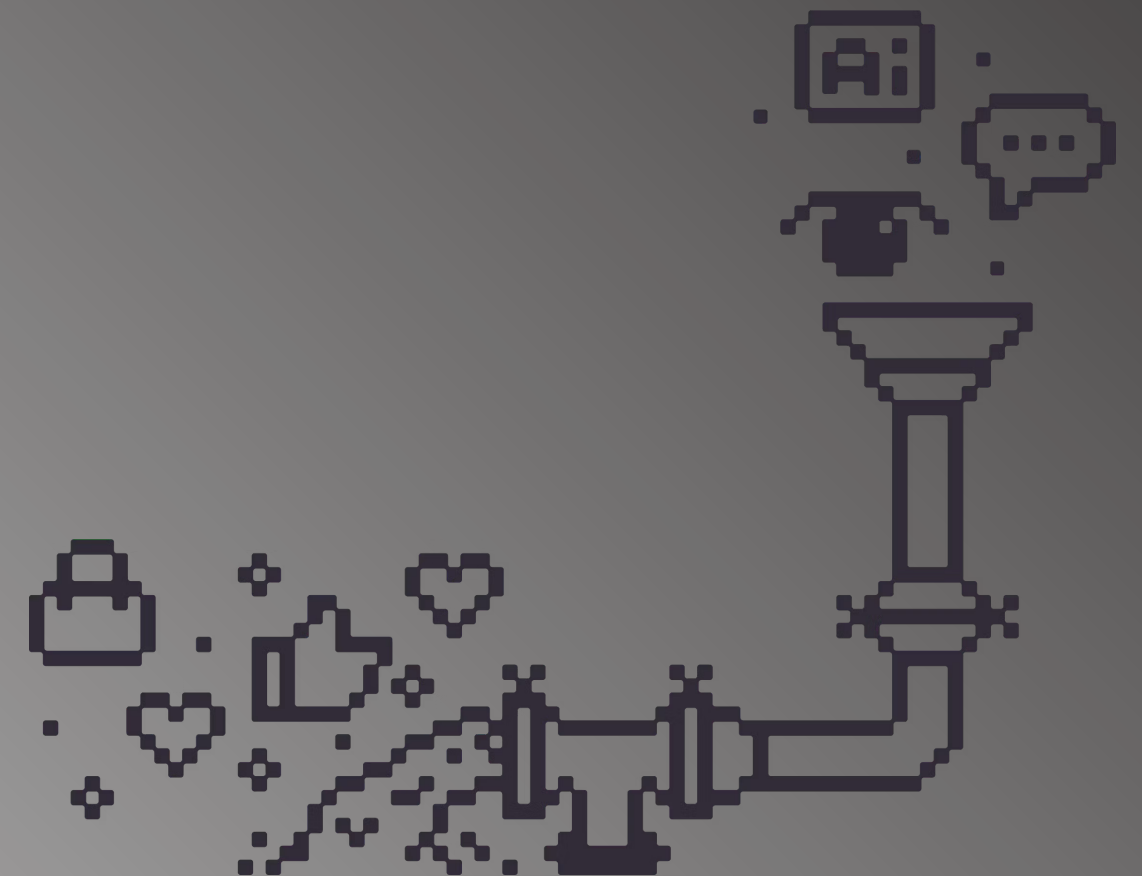
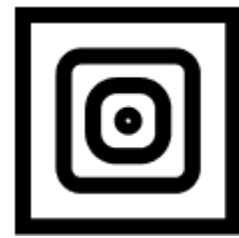


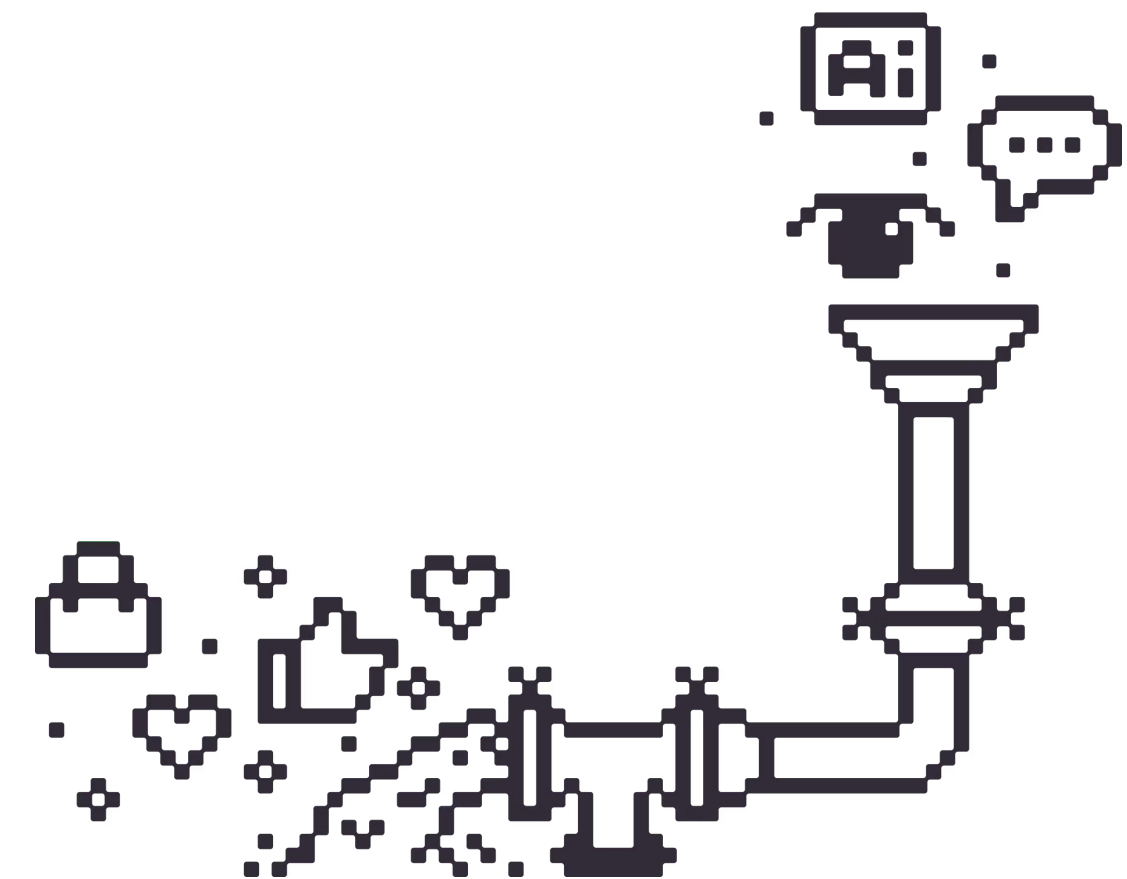
**madsense**





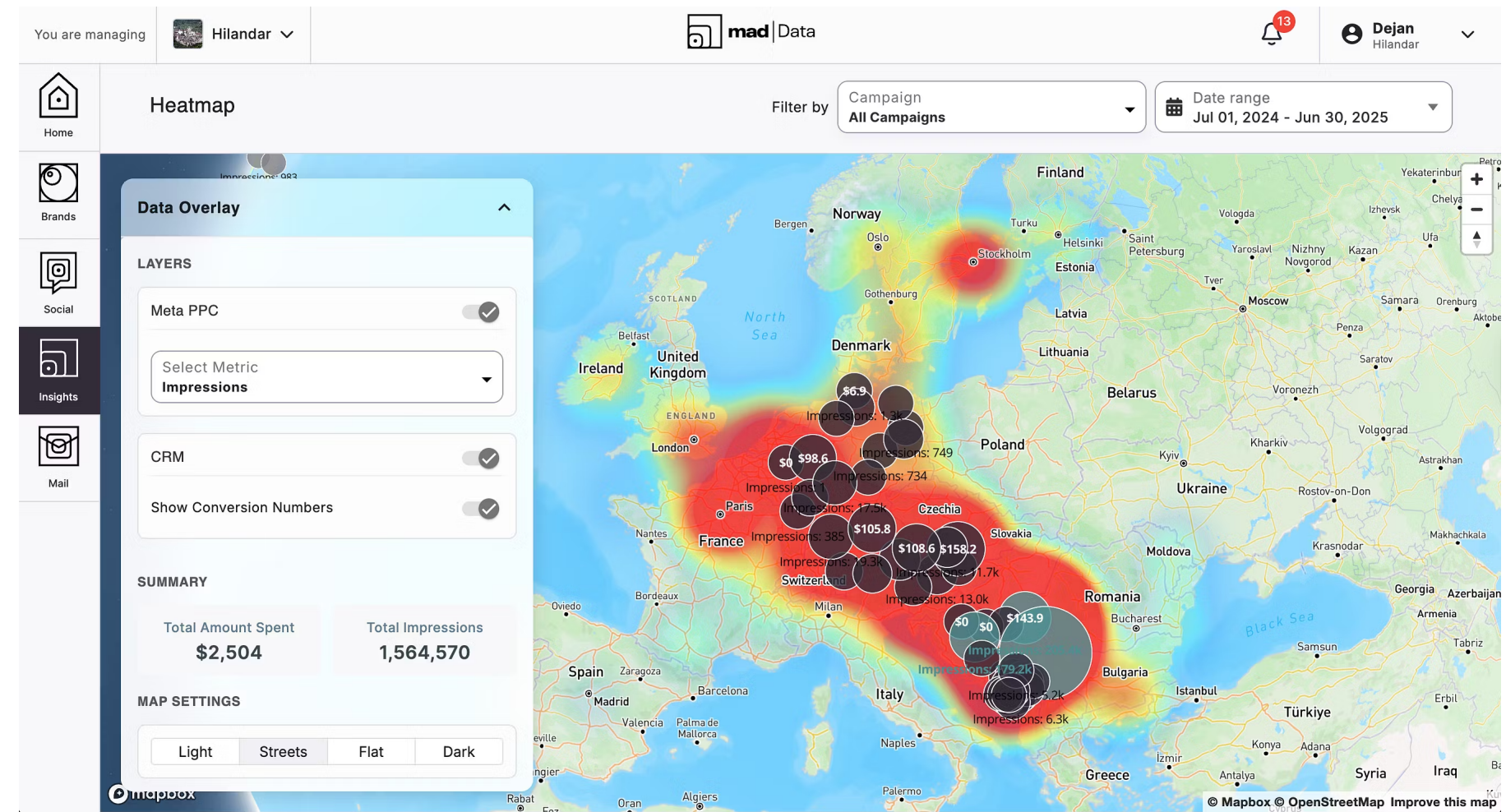
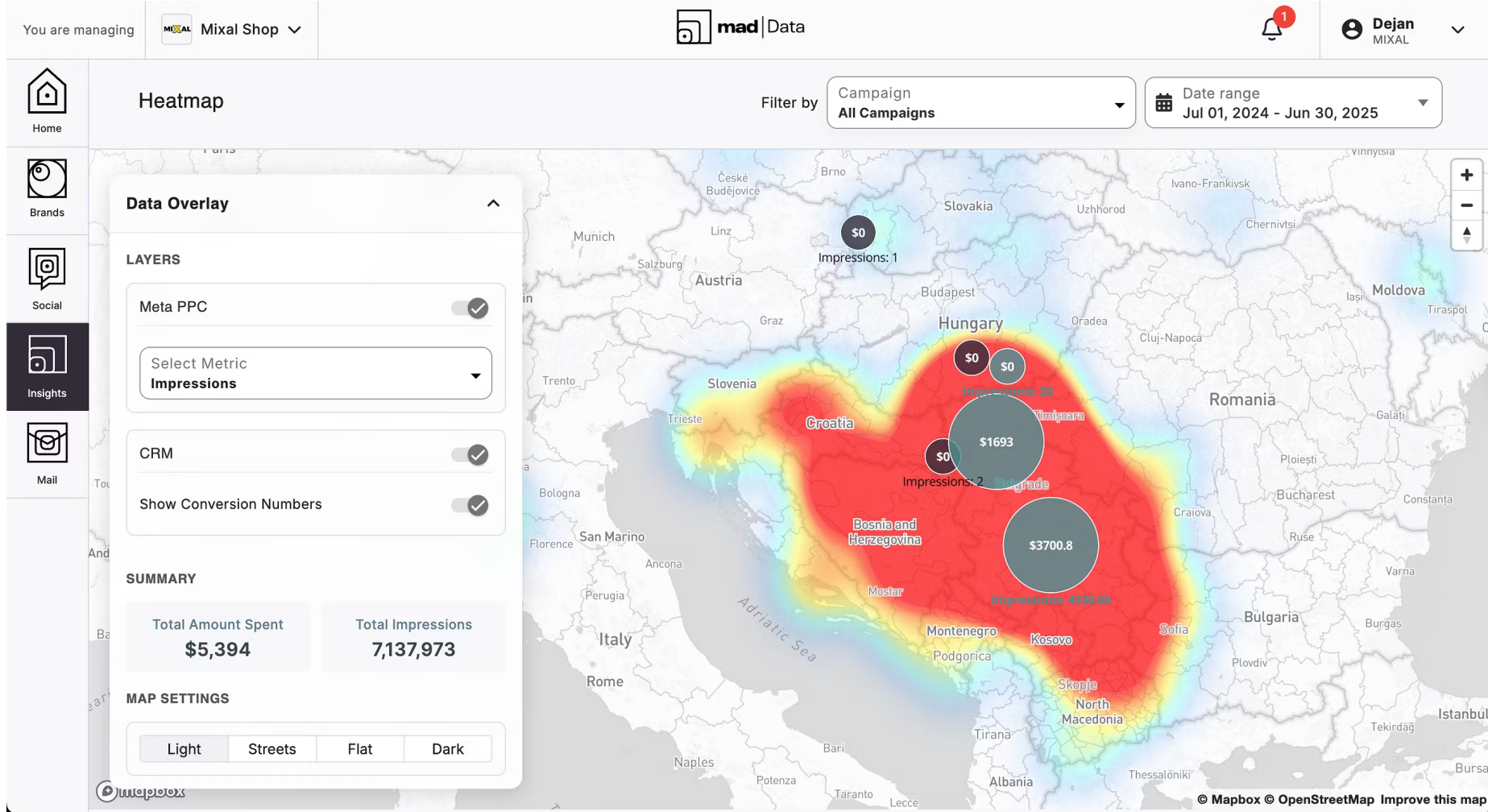
**madsense** Release 3.1 (06/26/2025)

- **madSocial**
  - Heat Map Upgrades
  - Ad Ivl CTA Meta update
  - Platform FE Improvements
    - Paid Campaigns updates
    - PPC Diagnostics Updates
    - Competitors updates (CSV download)
- **madBuys**
  - Heat Map Upgrades
- **madAgent**
  - Research Agent Platform integration
- **madData**
  - Pipeline - Ingestion and analytics of Facebook and X posts and comments





## HEAT MAP UPGRADES



**Try Pitch**



PLATFORM FE IMPROVEMENTS

platform.madsense.io/main-section/main/brands/edit/a3c610a6-d439-47b5-b9e3-0dfd464d816a

26 June is the DAY!!!

mad | Social

Automotive

Paycneer

URL

URL

Details

Tell us more about your Brand

Update

Connect Meta account

Ad Manager Account Destination

Account	Health	Token expiry	Actions
1  AIS TEST / actL3251977342839123	HEALTHY	9/23/25	

Connect social accounts

You are managing

Hilandar

mad | Social

13

Dejan Hilandar

←

Paid Campaign

Edit campaign

Pause campaign

Generate variations

Flight dates: 06-17-2025 - 06-27-2025 / Europe/Belgrade

Objective: Traffic

The campaign end date has passed. You can't create new posts or post templates.

Templates

Posts

Statistic

Templates

Filter by Active

Add new template

Name	Status	Delivery status	Pending posts	Accepted posts	Acceptance Rate	Created
[MS] USA	Active	Completed	0	2	100%	6/17/25, 9:48 AM
[MS] Canada	Active	Completed	0	2	100%	6/17/25, 9:35 AM
[MS] Austria	Active	Completed	0	2	100%	6/17/25, 9:33 AM
[MS] Germany	Active	Completed	0	2	100%	6/17/25, 9:32 AM

Items per page: 25

1 - 4 of 4



PLATFORM FE IMPROVEMENTS

Let's turn your ideas into action.

**Paid Campaign**

Launch an effective paid campaign and grow social reach, visibility, and results.

Launch Paid Campaign →

**Competitor Analysis**

Analyze your competitors' social media and reveal opportunities to improve your results.

Analyze Competitors →

**Diagnostics**

Run diagnostics to gain clarity over social media insights and performance.

Run Diagnostics →

**Heatmap**

Generate a heatmap to visualize social media performance and user activity.

Generate Heatmap →

**Diagnostics**

Run diagnostics to discover valuable insights about your brand's performance.

Run Diagnostics →

**Competitor Analysis**

Analyze your competitors' social media and reveal opportunities to improve your results.

Analyze Competitors →

**CRM Analysis**

Run a CRM analysis and understand your customers in valuable detail.

Run CRM Analysis →

Let's spark action with insights.

**Diagnostics**

Run diagnostics to discover valuable insights about your brand's performance.

Run Diagnostics →

**Competitor Analysis**

Analyze your competitors' social media and reveal opportunities to improve your results.

Analyze Competitors →

**CRM Analysis**

Run a CRM analysis and understand your customers in valuable detail.

Run CRM Analysis →

Let's make your email excel.

**Email Data**

Import email data (CSV format) to train madMail on your voice, tone, strategy, and historical data for on-brand, effective emails.

Import CSV →

**Email Training**

Refine and personalize your email content, telling madVoice what works, what doesn't, and why.

Refine Emails →

**Email Campaign**

Launch an email campaign to engage your list, turning opens and clicks into results.

Launch Email Campaign →

### Accounts

Facebook Page \*

Хиландар.org - Hilandar.org

Messaging channels \*

Select messaging channels to use for your campaign

☒ Messenger (Хиландар.org - Hilandar.org)

☐ WhatsApp

☒ @ Instagram (@hilandar\_org)

### Call to action

CTA Button

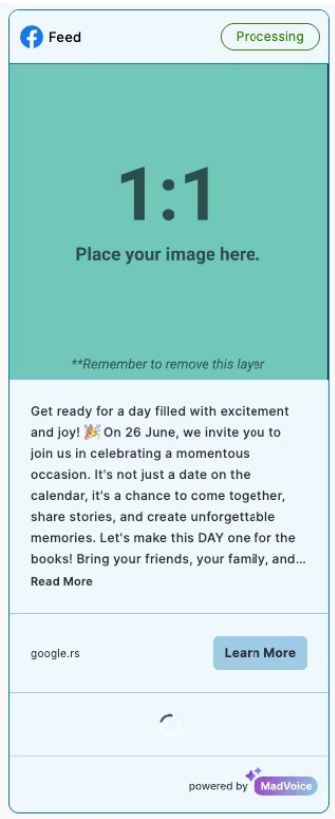
Message Page

Website URL

https://yourwebsite.com

### What we did:

- Enabled 2-Way Sync for Ad-Level CTA
- Promoted the Paid Campaign type within the summary details block.
- Added Social Network indicator next to each Page name in the Paid Templates section.
- Added loader once Ad deactivation is triggered



naging

Hilandar

mad | Social

Dejan Hilandar

[MS] Instagram Follow - Dijaspورا / JUN

Paid Campaign

Edit campaign

Pause campaign

Generate variations

Flight dates: 06-17-2025 - 06-27-2025 / Europe/Belgrade

Objective: Traffic

Templates

Posts

Statistic

Templates

Filter by: Active

Add new template

Name	Status	Delivery status	Pending posts	Accepted posts	Acceptance Rate	Created	Updated	
[MS] USA	Active	Active	0	2	100%	6/17/25, 9:48 AM	6/17/25, 9:48 AM	:
[MS] Canada	Active	Active	0	2	100%	6/17/25, 9:35 AM	6/17/25, 9:35 AM	:
[MS] Austria	Active	Active	0	2	100%	6/17/25, 9:33 AM	6/17/25, 9:33 AM	:
[MS] Germany	Active	Active	0	2	100%	6/17/25, 9:32 AM	6/17/25, 9:32 AM	:

Items per page: 25

1 - 4 of 4

< >



PPC DIAGNOSTICS UPDATES

What we did:

- The META diagnostics pipeline now supports **video content ingestion and analysis**, enabling more complete diagnostic coverage across all post formats.

You are managing

Renault Srbija

mad

Data

Dejan

McCann Agency

Home

Brands

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Topics

Posts

Clicks: 48,433






Impressions: 8,502,321

CPC: \$0.20

CTR: 0.41

Date range: 06/27/2024 - 07/01/2025

Best Performing Posts

#	Post	ROAS	Clicks	Impressions	CPC	CTR	Metrics
#1	 ove jeseni odvezi novi Renault po svojoj meri uz sjajne uslove finansiranja i do...	\$0.00	5,673	1,095,659	\$0.11	0.52%	<a href="#">View All</a>
#2	 Renault sajamska ponuda je produžena do kraja aprila! Istraži specijalne uslove ...	\$0.00	3,403	1,085,435	\$0.17	0.31%	<a href="#">View All</a>
#3	 Renault Austral E-Tech full hybrid: novi E-Tech potpuno hibridni motor od 200 ks...	\$0.00	1,582	955,013	\$0.16	0.17%	<a href="#">View All</a>
#4	 novi #Renault #Captur #ETech #fullhybrid 145 ks sa samopunjivom baterijom ti pru...	\$0.00	8,218	775,499	\$0.07	1.06%	<a href="#">View All</a>
#5	 Renault jesenja ponuda je tu. odvezi Renault Clio authentic SCe 65 uz 6 godina g...	\$0.00	12,660	646,922	\$0.05	1.96%	<a href="#">View All</a>

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Topics

Topics

Clicks: 7,480






Impressions: 660,092

CPC: \$0.21

CTR: 0.74

Date range: 06/26/2024 - 07/01/2025

Best Performing Posts

#	Post	ROAS	Clicks	Impressions	CPC	CTR	Metrics
#1	 Tu mente también respira 🧠 cuando lo haces profundo y con intención, tu ansieda...	\$0.00	4,179	163,662	\$0.04	2.55%	<a href="#">View All</a>
#2	 No necesitas cambiar tu vida para sentirte mejor.💎Solo pausa. Solo respira.🌱 ...	\$0.00	232	194,732	\$0.27	0.12%	<a href="#">View All</a>
#3	 Termina tu día en calma , respira, suelta y prepárate para un descanso real. 🌙 ...	\$0.00	2,837	106,966	\$0.04	2.65%	<a href="#">View All</a>
#4	 Cada pausa es un reinicio para tu cuerpo y tu mente. Activas el sistema de paras...	\$0.00	391	46,269	\$0.61	0.85%	<a href="#">View All</a>
#5	 No necesitas cambiar tu vida para sentirte mejor.💎Solo pausa. Solo respira.🌱 ...	\$0.00	74	63,948	\$0.27	0.12%	<a href="#">View All</a>

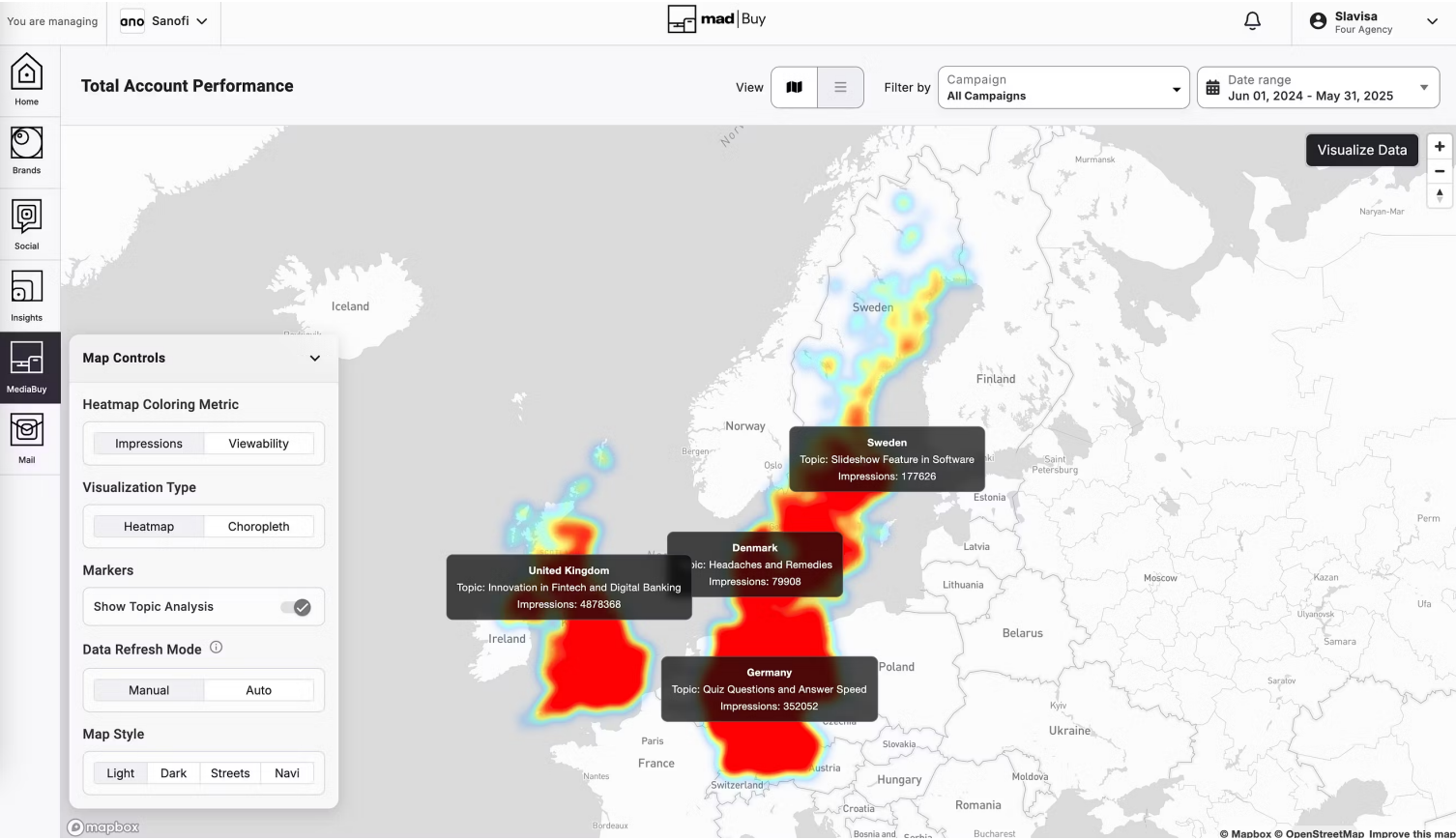
Comparison Table

Download CSV

	Your Brand				
Key topics	Yettel Bank	Banca Intesa Beograd	Erste Bank Serbia	OTP Bank Serbia	Raiffeisen Bank Serbia
Account Management & Services	<div>3</div> <p>Yettel Bank's audience opinion regarding account management and services is very negative. The comments contain strong accusations of fraudulent practices and dissatisfaction with the bank's handling of transactions and account eligibility criteria.</p>	<div>1</div> <p>Banca Intesa Beograd's audience opinion regarding account management and services is neutral. The lack of comments suggest either a general satisfaction or a lack of strong opinions (positive or negative) regarding the bank's services in this area.</p>		<div>1</div> <p>OTP Bank Serbia's audience opinion regarding account management and services is neutral. The absence of comments indicates a lack of strong opinions or engagement, suggesting a generally passive sentiment towards their account management and services.</p>	
Fees & Rates Transparency	<div>1</div> <p>Yettel Bank faces considerable criticism regarding its fees and rates transparency. The audience expresses strong negative sentiments, accusing the bank of being deceitful and employing unfair practices related to</p>		<div>2</div> <p>Erste Bank Serbia has very few comments for this topic and are generally related to issues with unwanted subscription costs. The lack of engagement makes it difficult to gauge a broader</p>		

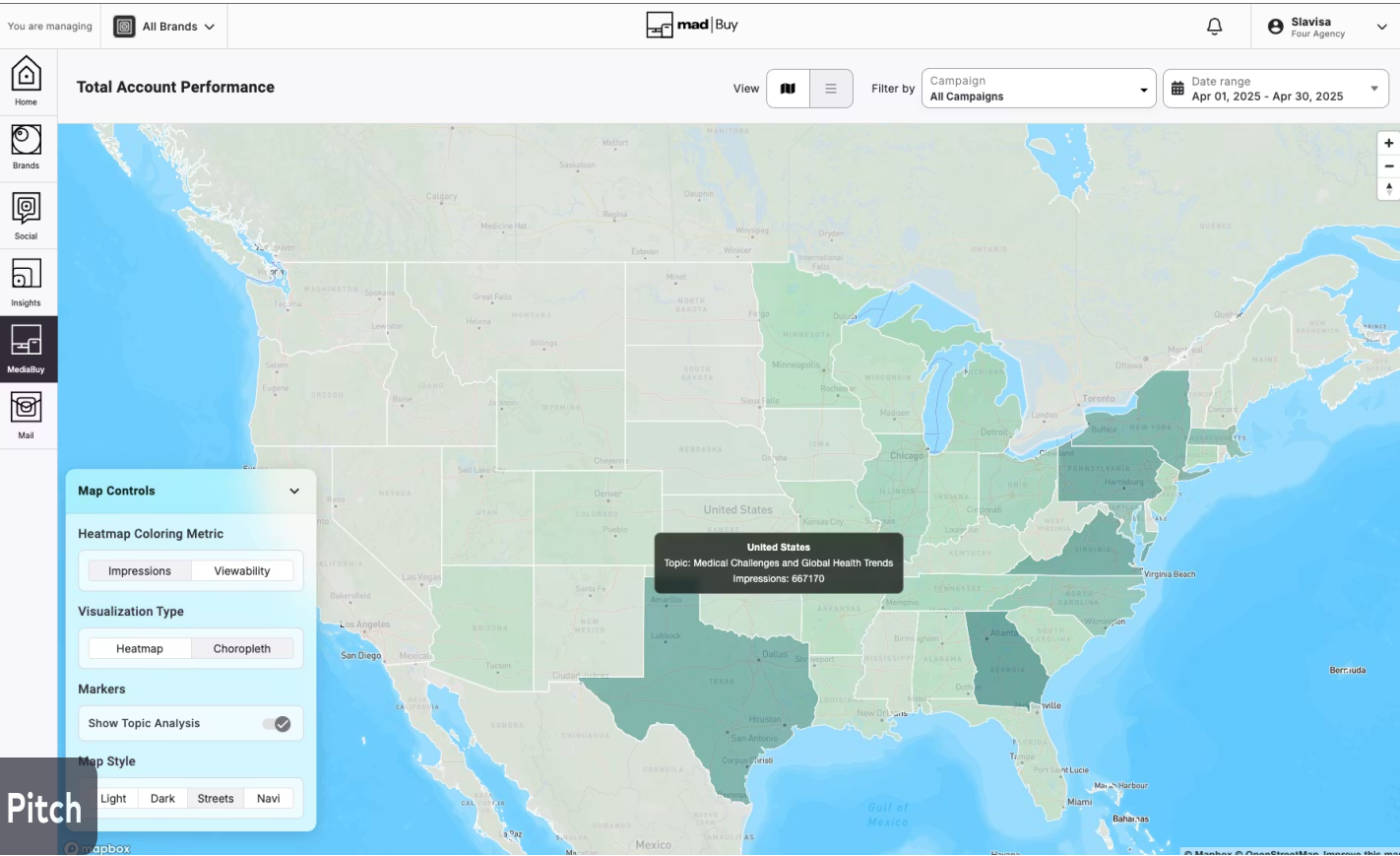


# MADBUYS HEAT MAP UPGRADES

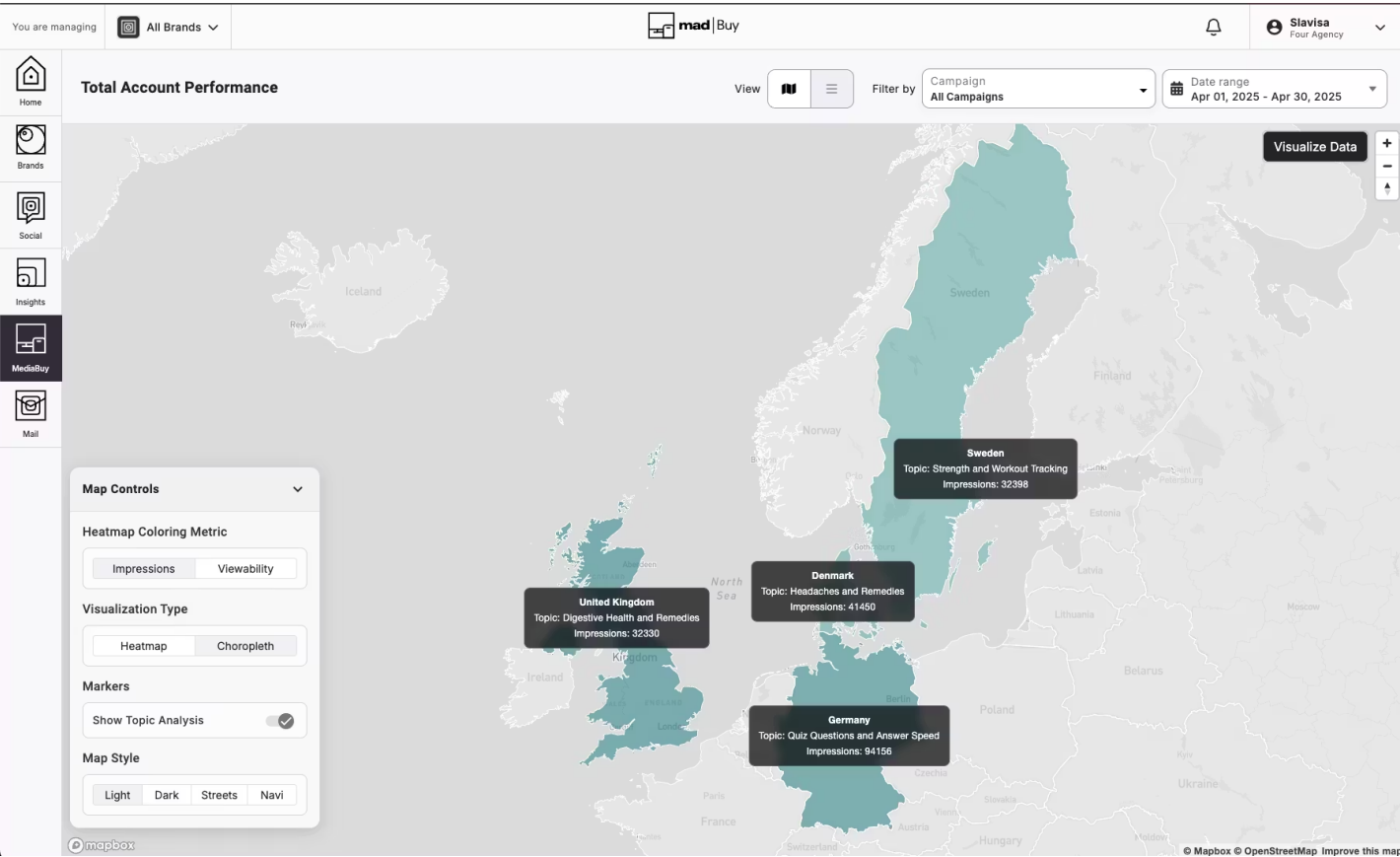


## What we did:

- Migrate from Leaflet to the Mapbox system
- The map now supports a new **choropleth view**, allowing users to visualize aggregated metrics by country or U.S. state.
- You can toggle between **heatmap and choropleth** in the map settings, and hover over regions to see summarized metrics in a popup.



Try Pitch





RESEARCH AGENT PLATFORM INTEGRATION

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Brands

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Insights

Mail

Your Assistant Awaits

Start a conversation with your AI assistant to generate your personalized document and dashboard content.

AI Analysis Prompts

Click any prompt to start your analysis

★ What content performs best?

List the top 20 highest-performing posts across all fintech brands, analyze common elements (format, messaging, timing), and identify content gaps Payoneer could fill.

🔗 How do competitors handle crises?

Compile all instances of competitor crises or negative events, their response times, messaging strategies, and customer reactions. Include effectiveness scores and lessons learned.

📍 Where are we losing in India?

Analyze India-specific competitive dynamics including local player advantages, customer complaints about Payoneer, successful competitor campaigns, and cultural messaging that resonates.

Connected

Type a message...

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Target Countries

Selected Countries: India x



Select context

Global policy changes that might have an effect on Payoneer customers

Send

Connected

Please choose geo. Options: [India, Turkey, Singapore, Pakistan, Ukraine, Philippines]

7/1/25, 2:12 PM

Please choose context. Options: [User Pain Points & Satisfaction Drivers, Consumer sentiment analysis, Drop in value from EMEA marketplace sellers, Product/Feature wishlists, Global policy changes that might have an effect on Payoneer customers, Country-specific business issues, Trending and emerging themes vs Competition]

7/1/25, 2:12 PM

India

Global policy changes that might have an effect on Payoneer customers

7/1/25, 2:10 PM

Type a message...

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Mail

Executive Summary

- US-China Trade Tensions:** The ongoing trade tensions between the US and China are a significant concern, potentially impacting global economic stability and cross-border trade. This could lead to increased costs or delays in transactions for Payoneer customers in India.

A recent report highlighted that gold experienced its worst weekly performance since November, falling 3% after investors shifted preference to riskier assets like stocks following the US-China trade agreement. This indicates the significant impact of US-China trade tensions on global markets. [Read more](#) (2025-05-19).

India is negotiating a three-stage trade deal with the US, aiming to reach an interim agreement before July when US tariffs are set to take effect. This development could influence the trade dynamics and transaction costs for Payoneer customers. [Read more](#) (2025-05-20).
- NPS Pension Scheme Benefits:** The positive sentiment around the NPS pension scheme in India suggests potential benefits for financial planning and savings behavior among individuals and businesses. This could enhance financial security and investment strategies for Payoneer customers.
- Canada-US Relations:** The neutral sentiment regarding Canada-US relations indicates potential implications for international trade and financial services. Any policy changes could affect cross-border transactions facilitated by Payoneer.

The Canadian government has introduced temporary policy changes to exempt foreign nationals from certain permit requirements, allowing international workers to continue working while their applications are pending or after changing employment. This positive development could facilitate smoother cross-border transactions. [Read more](#) (2025-06-09).

Connected

Here's a short and informal chat message summary:

"Hey, just a heads up on some key trends and developments that might impact Payoneer customers. US-China trade tensions are still a concern, and India's negotiations with the US could affect transaction costs. On the positive side, the NPS pension scheme is gaining traction, and Canada's policy changes could simplify cross-border transactions. We should also keep an eye on Patanjali's financial activities and the humanitarian crisis in Gaza. Additionally, urban development controversies like the Dharavi redevelopment could influence economic policies. Let's stay informed and adjust our strategies accordingly."

7/1/25, 2:14 PM