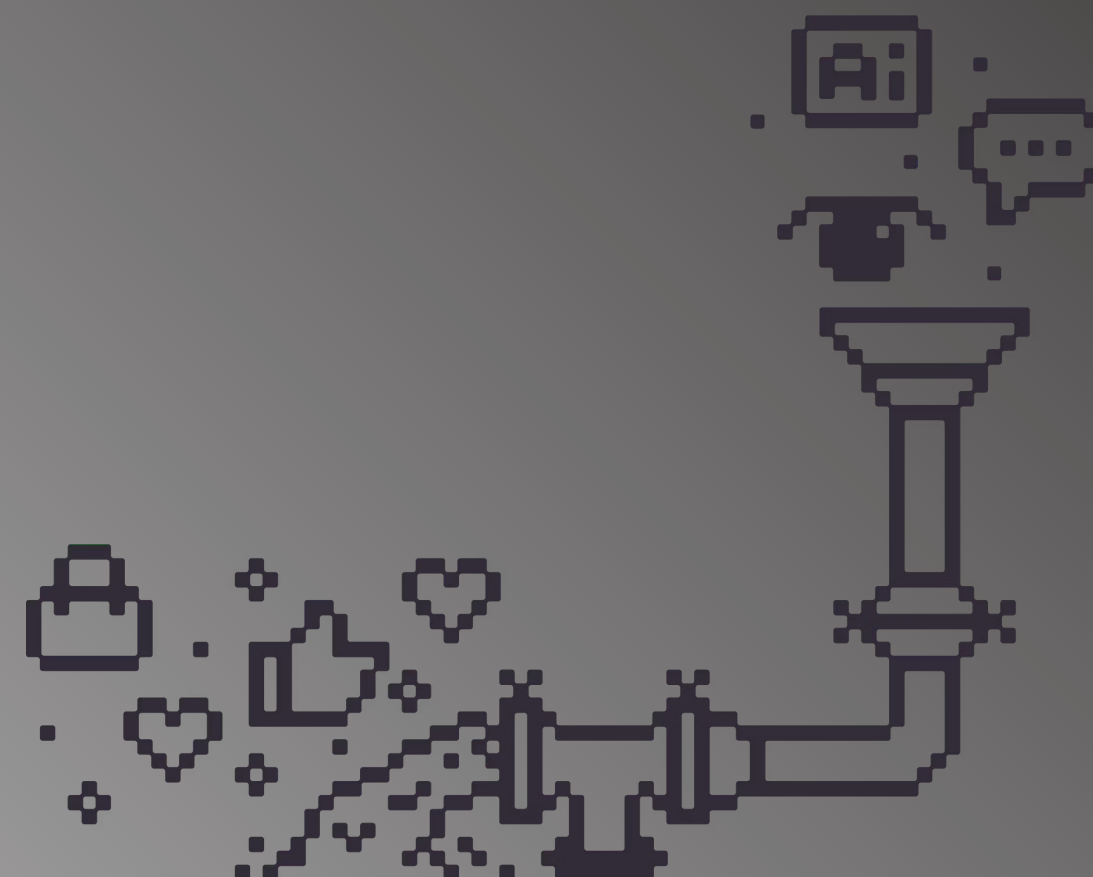
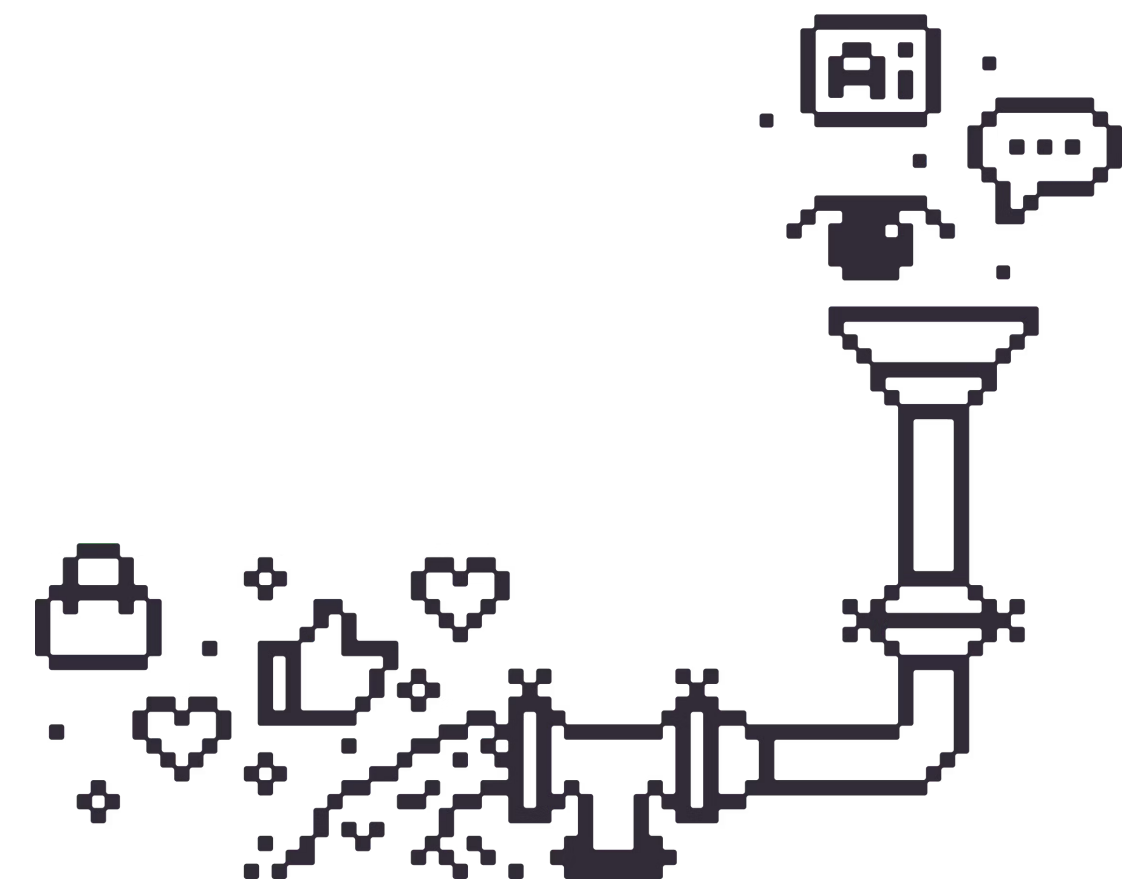


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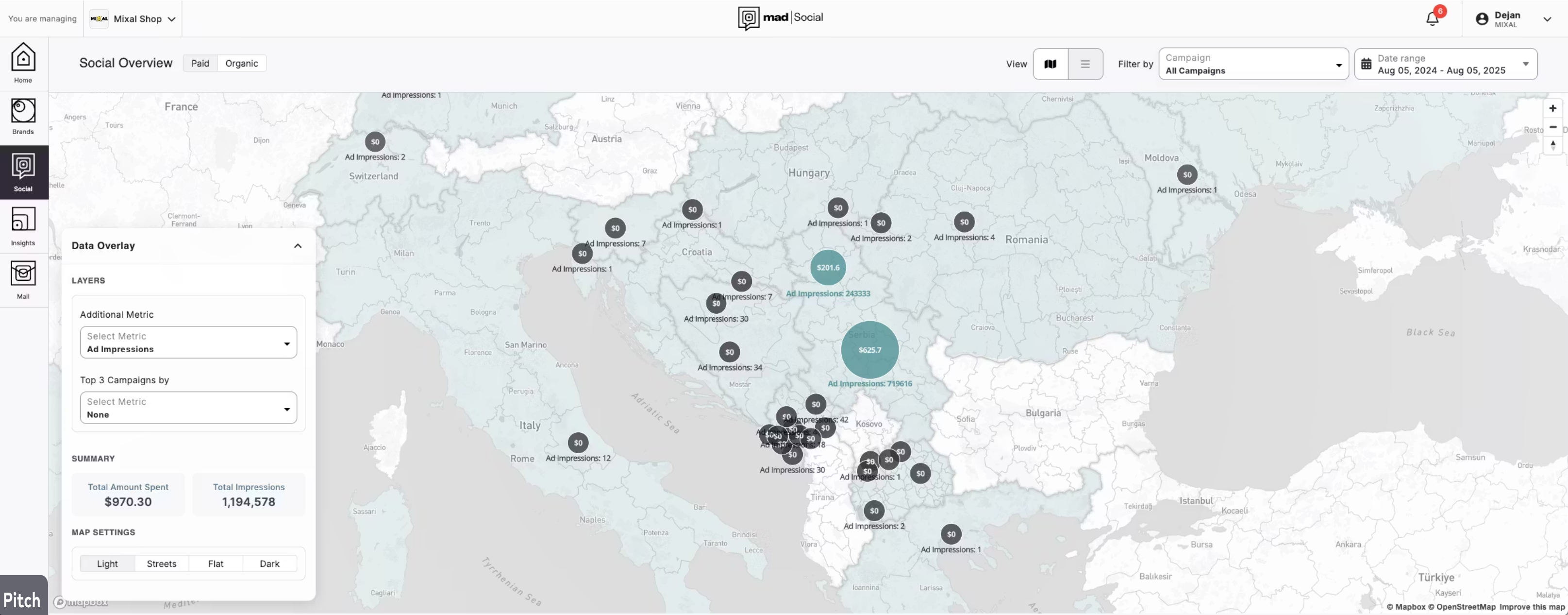
- **madSocial**
 - Data visualisations
 - Various UI improvements for laptop and mobile-v1
 - Paid: Catalog Sales campaign config updates
 - Module visibility control (per user)
 - Social Space updates (support for Facebook handle)





What we did:

- Extended Social Overview to include Paid and Organic campaign reporting with top metrics, daily timeseries charts, campaign-level breakdown, and a toggle switcher between Paid and Organic views.
- Supported map view for Paid Campaigns, and dynamic Top N rankings based on user-selected metrics, interactive geo-visualization of Meta Ads data, advanced filter overlays, and multi-country selection support in Brand setup.





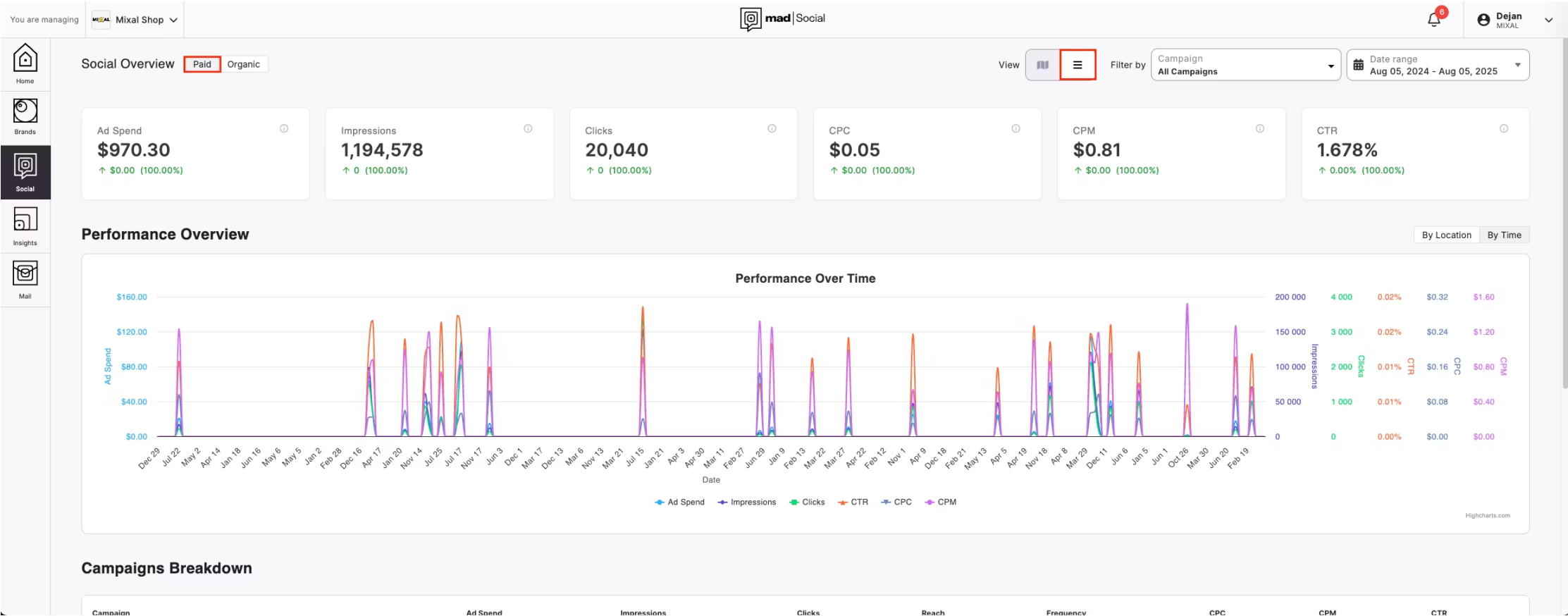
MADSOCIAL | DATA VISUALIZATIONS

© Mapbox © OpenStreetMap Improve this map

Try Pitch



MADSOCIAL | DATA VISUALIZATIONS

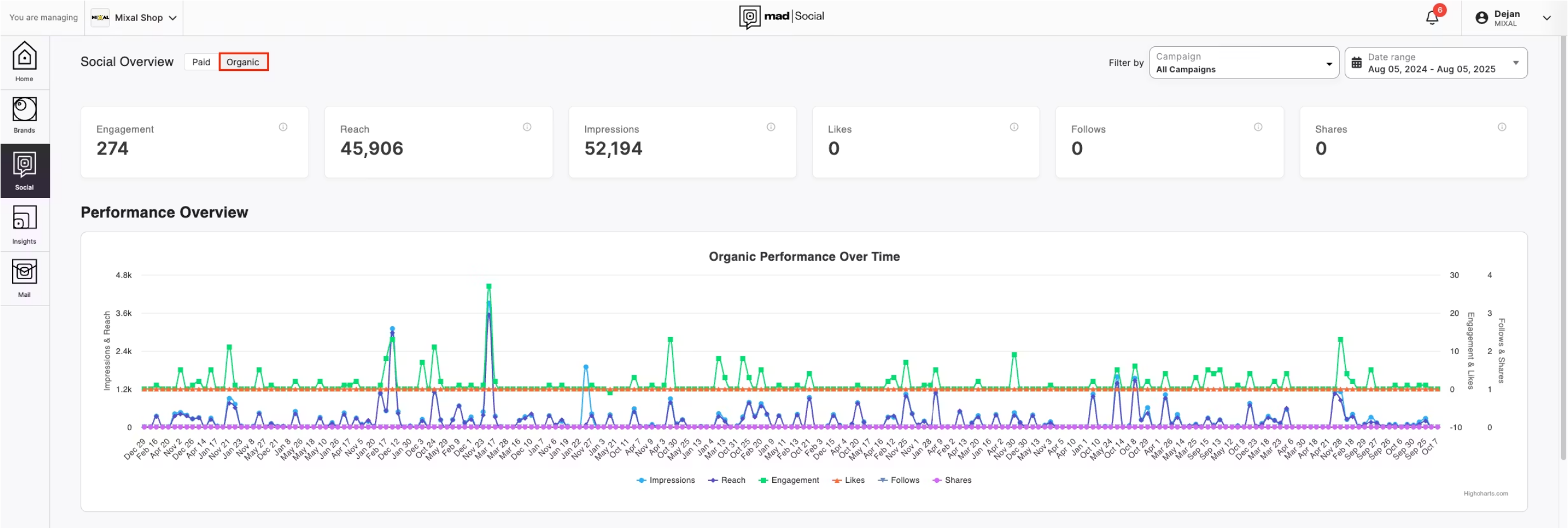


Try Pitch



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MADSOCIAL | DATA VISUALIZATIONS



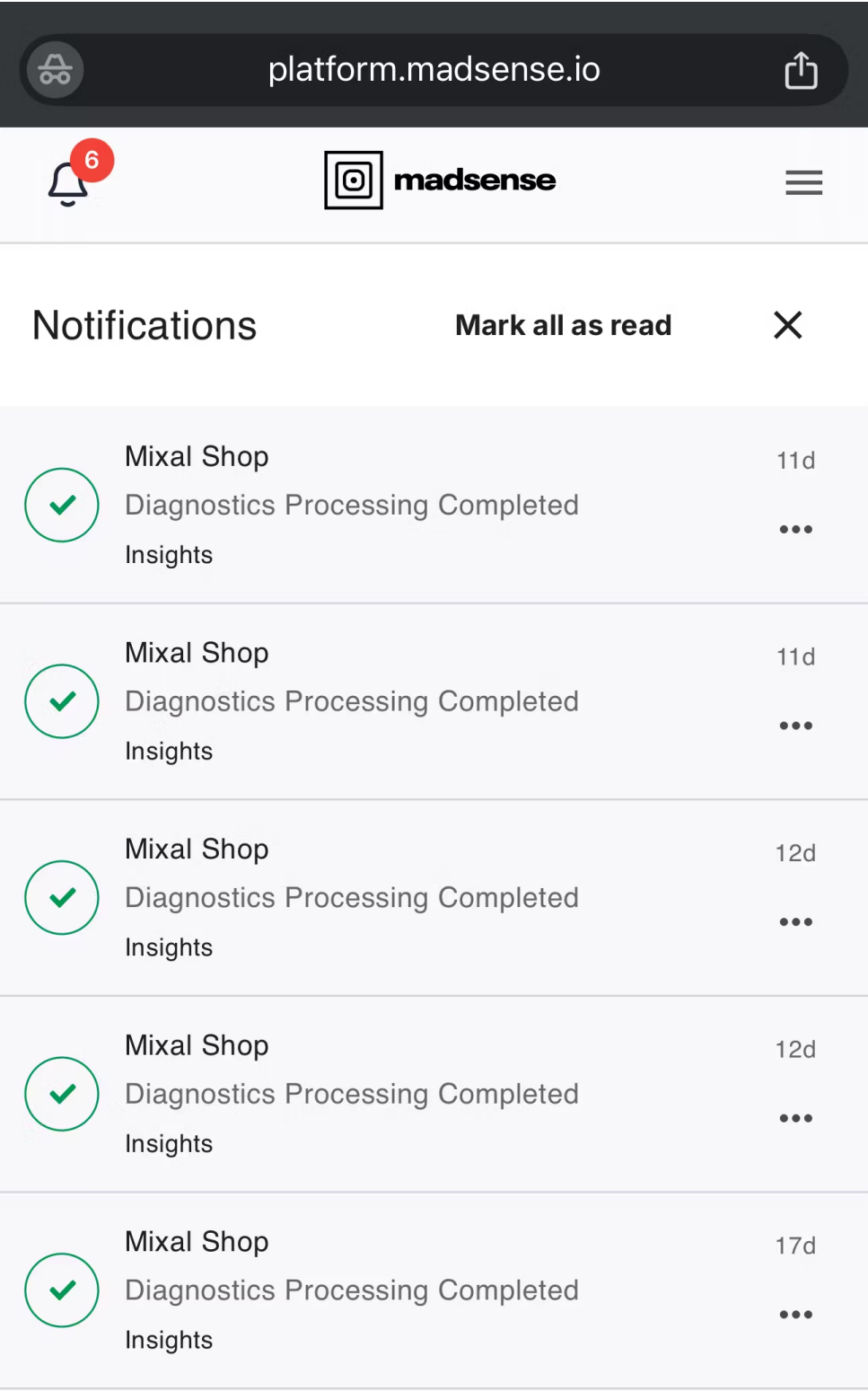
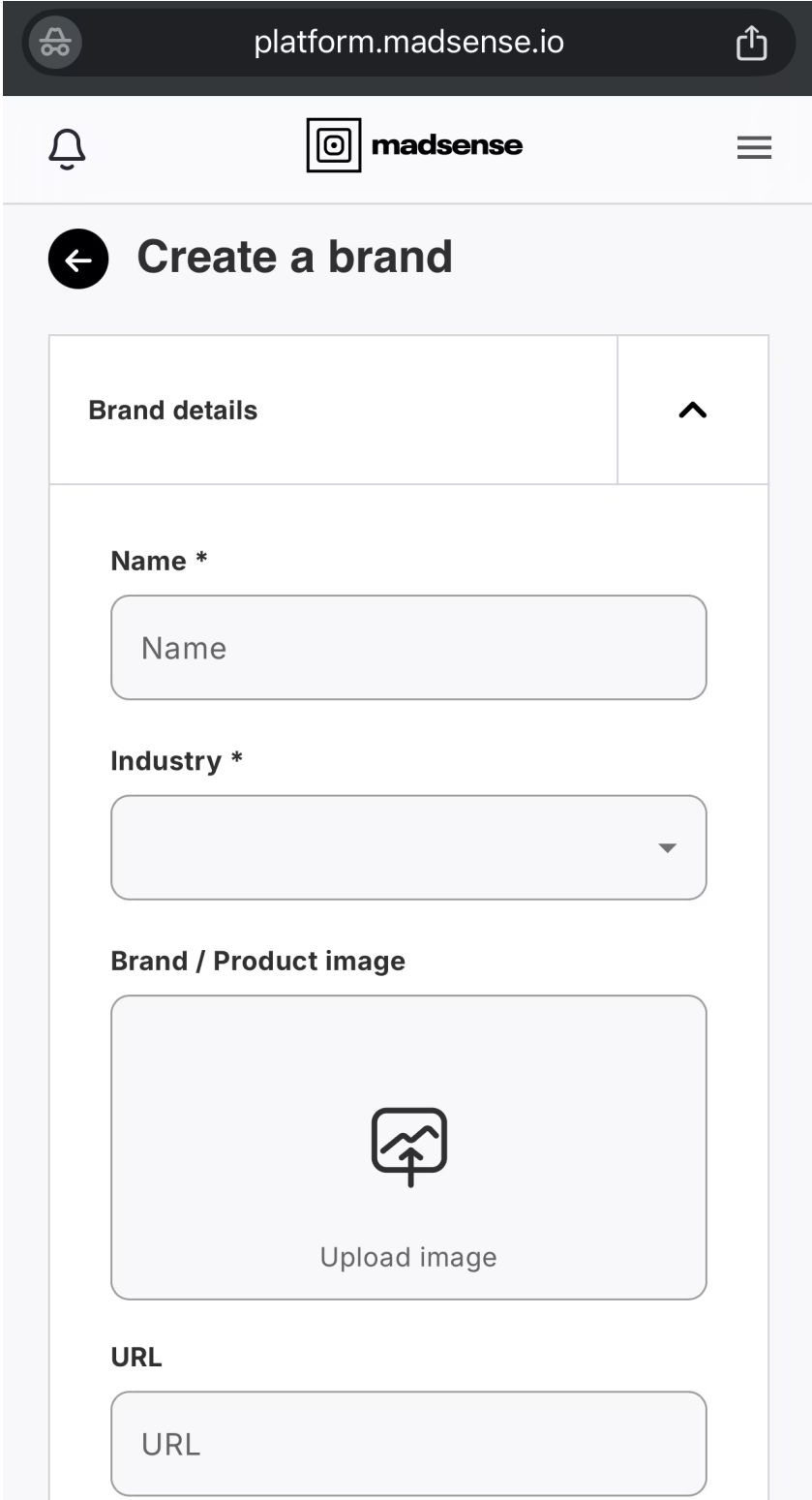
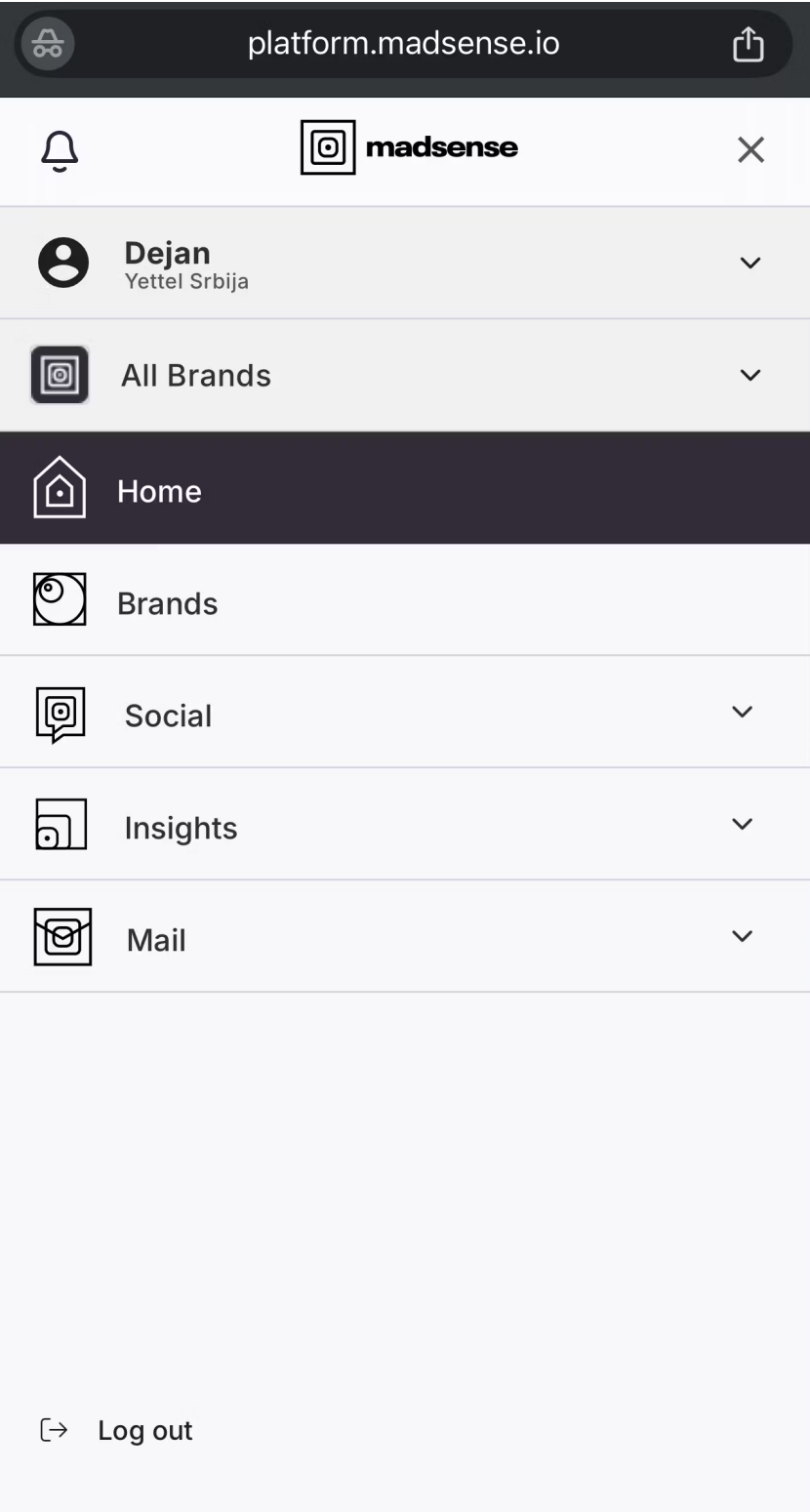
Performance Overview

Organic Performance Over Time

Campaigns Breakdown

By CampaignBy Post TemplateBy Post

Campaign name	Engagement	Reach	Impressions	Likes	Follows	Post Engagement
Decembar kampanja	59	9,971	10,931	0	0	0
Novembar kampanje	79	8,330	9,808	0	0	0
Jesenja akcija	68	16,185	18,573	0	0	0
Oktobar	68	11,420	12,882	0	0	0
Total	274	45,906	52,194	0	0	0



What we did:

- Initial mobile responsiveness improvements implemented, including a new burger menu, full-width drawers, responsive form layouts, and partial dialog responsiveness based on current design patterns.
- Upcoming phases will focus on fully responsive layouts (filters, cards, dialogs, tables), redesigning complex forms, adapting custom-designed pages (e.g., maps, calendar), and finalizing a standardized mobile dialog structure.



MADSOCIAL | CATALOG SALES CAMPAIGN CONFIG UPDATES

What we did:

- Adjusted Catalog Sales campaign setup to align with Meta Ads requirements by removing support for Custom Conversions and filtering out inactive events, preventing invalid configurations, and improving template creation reliability.

Display Link

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.

najpovoljnijalati.rs

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.

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

Mixal Shop's Pixel (ID: 962642583894558)

Tracking Type

Event

Custom Event Type *

Content View

Add Payment Info

Add to Cart

Add to Wishlist

Complete Registration

Content View

Donate

Display Link

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.

whitecitysoft.com

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.

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

WhiteCity Soft WEB (ID: 702003332290656)

Tracking Type

Event

Custom Event Type *

Content View

Content View

Add Payment Info

Add to Cart

Add to Wishlist

Complete Registration

Donate

What we did:

- Implemented Super Admin control over visibility of main and submodules per user, dynamically adjusting sidebar items upon login based on defined permissions matrix.

Update User

General

Permissions

Module Permissions

☒ Brands
Select specific features within Brands:

☒ Brand Management

☐ Social
Select specific features within Social:

☒ Organic Campaigns

☒ Paid Campaigns

☒ Assets

☐ Reporting

Cancel

Save

Update User

General

Permissions

Module Permissions

☐ Insights
Select specific features within Insights:

☒ Competitors

☒ Diagnostics

☒ Heat Map

☐ Agent

☐ Explorer

☐ MediaBuy

Cancel



Save



MADAGENTS | SOCIAL SPACE UPDATES (MANUAL INPUT OF FACEBOOK HANDLE)














What we did:

- Added support for manual input of Facebook handle via Facebook ID within the Brand Social Space section.

Social Space  

Monitored Social Accounts

+ Add New

Network	Social Profile ID	Social Handle	Geo	Category	Import	Notes
	63207527360	bernaberkmanofficial	Turkey	Influencer	Finished	
	28246059439	bilgecavus_	Turkey	Influencer	Finished	
	1827846528	alpergurpinar1	Turkey	Influencer	Finished	
	254226706	aliumutzabun	Turkey	Influencer	Finished	
	33600882476	nesrinakpinarr	Turkey	Influencer	Pending	
	640899135	ozlemdenizmen	Turkey	Influencer	Finished	
	1426649029	wise	Ukraine	Competitor	Finished	
	4142430818	TerraPay	Turkey	Competitor	Pending	
	44685541880	Uption	Turkey	Competitor	Finished	
	65448485594	Cenoa	Turkey	Competitor	Finished	
	4469758695	BloombergHT	Turkey	Media	Finished	
	1612370456	dunya_gazetesi	Turkey	Media	Finished	
	28441882807	ekonomist	Turkey	Media	Finished	

Add New Social Profile

Network *

Instagram

Instagram

Facebook

X

Global

Category *

Owned

Social Profile ID

Profile ID

Notes

Notes

Cancel

Save