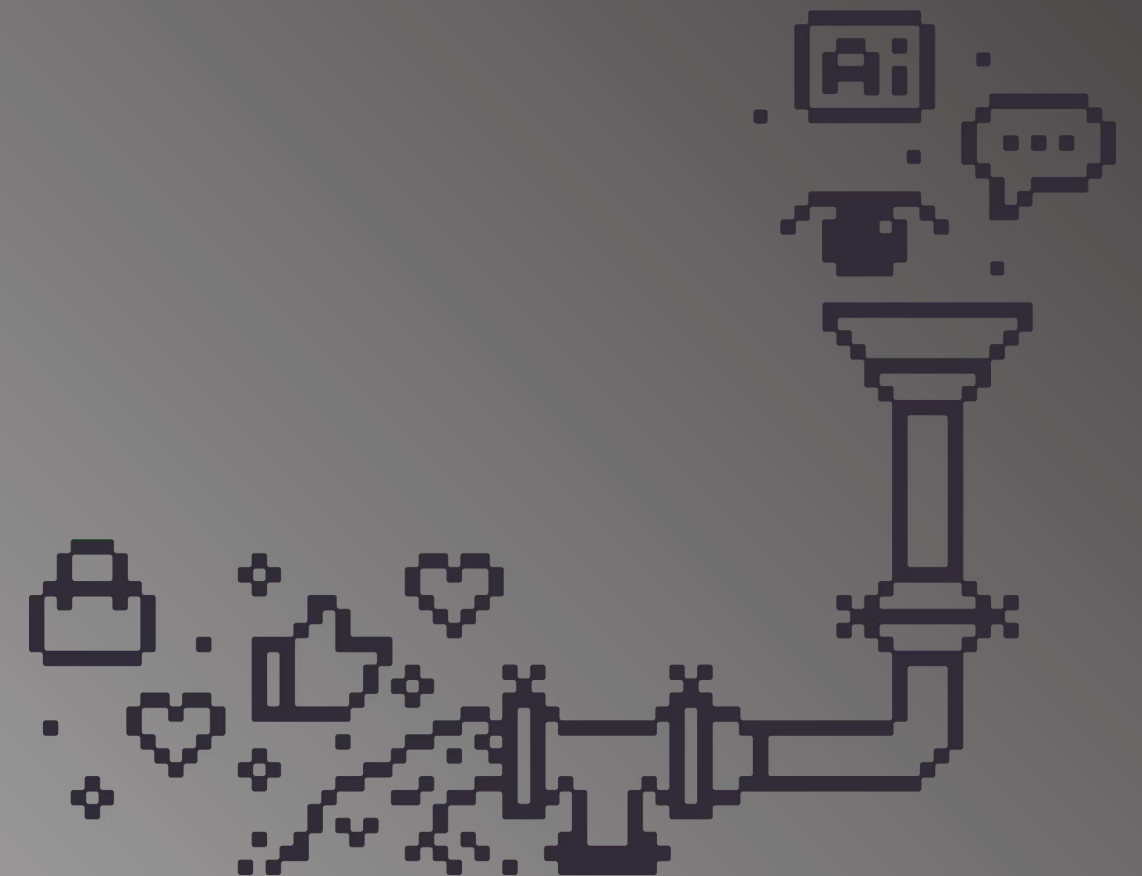


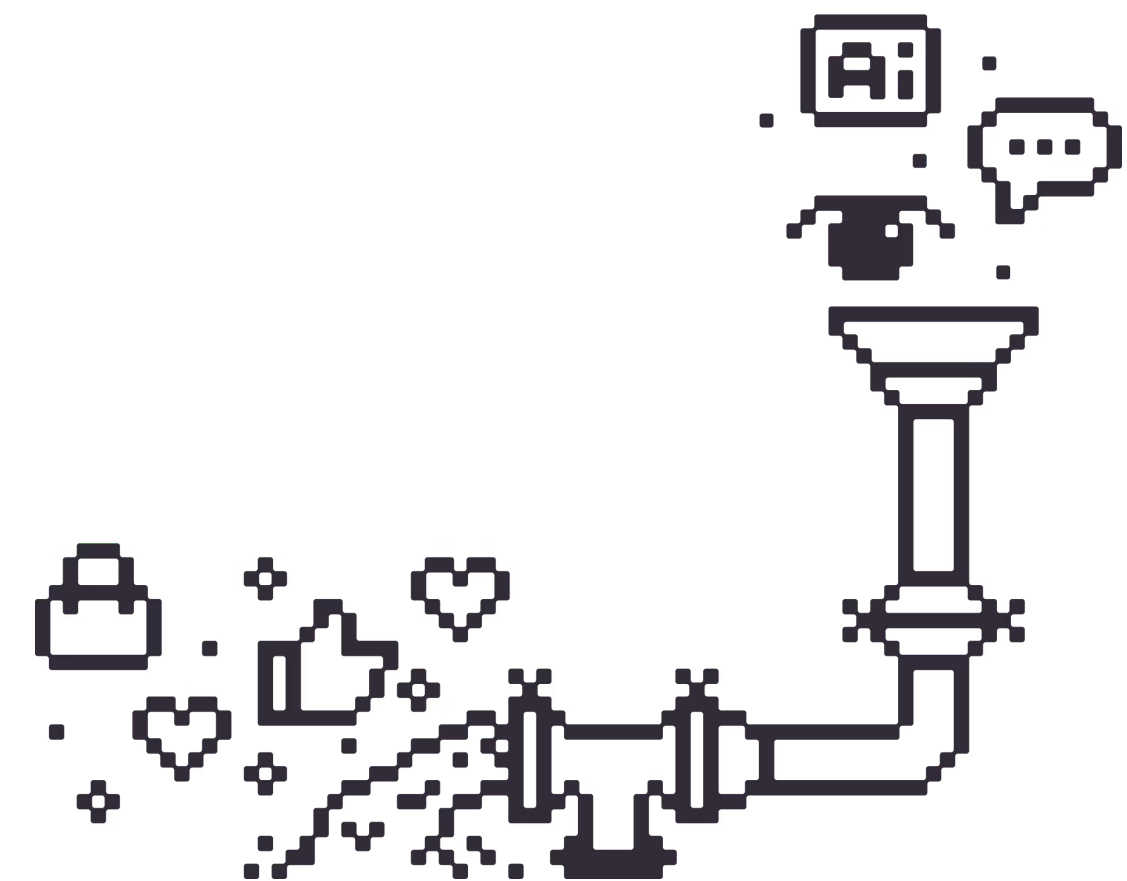
madsense





madsense Release 3.5 (08/20/2025)

- **madSocial**
 - Introduced Draft state support for templates and campaigns
 - Paid: Updated Targeting UI and workflow
 - Brand Social space updates
 - UI Tweaks for better usability





INTRODUCED DRAFT STATE SUPPORT FOR TEMPLATES AND CAMPAIGNS

What we did:

- New “Draft” status has been added for Campaigns and Post Templates, allowing users to save progress without activation, clearly mark drafts in the UI, and enable full editing until activation, while deferring API requests to Meta until the draft is activated.

mad

Social

Objectives

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

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

Objective *

Awareness

Special Ad Categories

Flight dates

1 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 *

08-20-2025 – 08-31-2025

Time zone *

1 Set default time zone for all scheduled activities in this campaign

Europe/Belgrade

Save Draft

Create campaign

Cancel

mad

Social

https://whitecitysoft.com

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.

https.whitecitysoft.com

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

WhiteCity Soft WEB (ID: 702003332290656)

Custom Event Type *

Content View

Previous

Save Draft

Create template

Cancel

Paid Campaigns

Filter by

Draft

Create Campaign

Name	Status	Delivery status	Posts	Ad Reach	CTR	Ad Spend	CPC	Start Date	End Date	Created
Test	Draft		1	0	0.00%	\$0.00	\$0.00	8/20/25	8/31/25	8/20/25, 2:59 PM

Items per page:

25

1 – 1 of 1

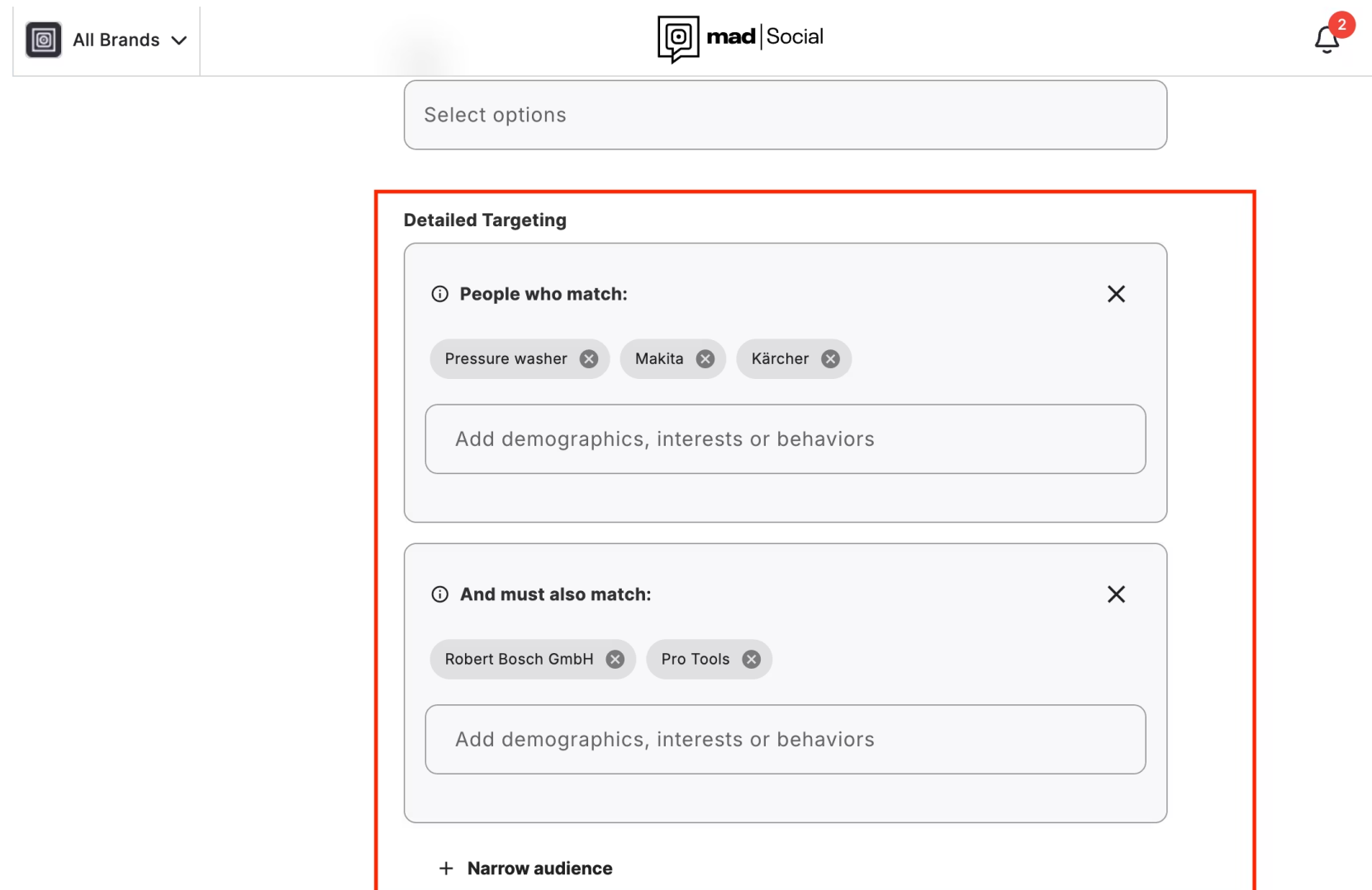
Try Pitch



UPDATED TARGETING UI AND WORKFLOW

What we did:

- The *Detailed Targeting* section in post template setup has been redesigned with flexible targeting groups, improved UX for adding/removing interests, and new backend support for flexible targeting logic aligned with Facebook Ads UI.








BRAND SOCIAL SPACE V1.2 UPDATES

What we did:

- The brandSocialProfiles GQL query now includes an error field within the socialProfile struct, providing detailed error outcomes for failed jobs such as data fetch, preprocessing, or analytics processing.
- Error handling has been improved in the brandSocialProfile response, enabling retries via analytics requests to ensure data is correctly refetched when issues occur.
- The *brandSocialProfiles* GQL response now includes an ingestionStatus struct at the profile level, tracking the progress and errors for data ingestion, preprocessing, and analytics tasks.
- Filters and pagination are now available, enabling more efficient data browsing and retrieval.


Social Space













^

Monitored Social Accounts

+ Add New






Network	Social Profile ID	Social Handle	Geo	Category	Status	Notes
	174835011	astroshop	Global	Media	Finished	<div><div></div></div>
	MixalShop Alati	najpovoljnijalati	Global	Owned	Error	<div><div></div></div>
	199802013932081	MixalShop Alati ID	Global	Owned	Finished	<div><div></div></div>
	218549181	partizanbelgrade	Belgrade	Owned	Finished	<div><div></div></div>
	218549181	partizanbelgrade	Geo	Owned	Finished	<div><div></div></div>
	9187952	adidasoriginals	Global	Owned	Finished	<div><div></div></div>
	45791835126	heineken_hrvatska	Global	Competitor	Finished	<div><div></div></div>
	227900347	crvenazvezdafk	Global11	Owned	Finished	<div><div></div></div>
	DejanTest	crvenazvezdafk	Global500	Owned	Pending	<div><div></div></div>
	65130011	crvenazvezdafk	Global3X	Festivals Venues	Pending	<div><div></div></div>

Delete

Ingest data

Analyze data


Social Space



^











Monitored Social Accounts

+ Add New



Geo

Category

Network	Social Profile ID	Social Handle	Geo	Category	Status	Notes
	174835011	astroshop	Global	Media	Finished	<div><div></div></div>
	MixalShop Alati	najpovoljnijalati	Global	Owned	Error	<div><div></div></div>
	199802013932081	MixalShop Alati ID	Global	Owned	Finished	<div><div></div></div>
	218549181	partizanbelgrade	Belgrade	Owned	Finished	<div><div></div></div>
	218549181	partizanbelgrade	Geo	Owned	Finished	<div><div></div></div>
	9187952	adidasoriginals	Global	Owned	Finished	<div><div></div></div>
	45791835126	heineken_hrvatska	Global	Competitor	Finished	<div><div></div></div>
	227900347	crvenazvezdafk	Global11	Owned	Finished	<div><div></div></div>
	DejanTest	crvenazvezdafk	Global500	Owned	Pending	<div><div></div></div>
	65130011	crvenazvezdafk	Global3X	Festivals Venues	Pending	<div><div></div></div>

Items per page:

10

1 – 10 of 20

<

>

Data ingestion completed,
Data processing completed,
Data analysis completed



UI TWEAKS FOR BETTER USABILITY

What we did:

- The budget input field in *Paid Campaigns > Budget and Scheduling* has been updated by removing the redundant currency label to improve clarity and consistency
- A label has been added in the *Create/Edit Post* modal to inform users that the 9:16 aspect ratio (vertical video) is supported for uploads.
- UI improvements for Organic and Paid post List/Grid views, including template name tooltips, correct platform icons, replacement of legacy columns with Paid-specific metrics, and cleanup of unused filters.

Edit Post

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, 9:16.

Lifetime

Daily Budget

Enter the amount in the field based on your selected budget type (daily or lifetime) in dollars

\$

You can schedule the campaign to start at the earliest from the next full hour.

Start date (US format) *

Start date

Format: m/d/y (e.g., 12/31/2024), European: dd.mm.yyyy

Start time *

00:00

End date (US format) *

End date

Format: m/d/y (e.g., 12/31/2024), European: dd.mm.yyyy

End time *

00:00

Ad Schedule

☐ Set a specific schedule for ads

You are managing

Mixal Shop

mad

Social

Flight dates: 08-12-2025 - 08-21-2025 / Europe/Belgrade

Objective: Traffic

Templates

Posts

Statistic

Posts

View

Filter by

Post template

Caption	Preview	Post template	Acceptance Status	Reach	Impressions	Spend	CPM
<div><div></div><div>Vrhunski perač sa pametnim funkcijama! 🚀 Dobijate 30% popusta i besplatnu dostavu. Iskoristite priliku!</div></div>		<div></div>	<div></div> Accepted	6,941	9,633	\$3.64	\$0.38
<div><div></div><div>Pametna, moćna, efikasna! 🚀 Aplikacija za savete, režim pojačanja snage i do 180 bara pritiska. Sada uz 30% popusta i ...</div></div>		<div></div>	<div></div> Accepted	6,619	8,549	\$4.17	\$0.49
<div><div></div><div>Dubinsko čišćenje nikada nije bilo brže! 🚀 Iskoristite priliku i nabavite ga uz 30% popusta! Zalihe su ograničene.</div></div>		<div></div>	<div></div> Accepted	6,400	7,868	\$4.33	\$0.55
<div><div></div><div>Učinite čišćenje pametnijim, sada uz neverovatnih 30% popusta! Akcija traje dok traju zalihe.</div></div>		<div></div>	<div></div> Accepted	37,896	62,948	\$27.48	\$0.44
<div><div></div><div>Jedan uređaj, bezbroj mogućnosti! Sada uz 30% popusta i besplatnu dostavu! Priuštite sebi čistiji i zdraviji dom.</div></div>		<div></div>	<div></div> Accepted	14,918	21,828	\$11.50	\$0.53

What we did:

- The Import CTA in the Heat Map section is disabled for brands with expired social/Meta connections, preventing errors and improving user experience.
- In *Paid Campaigns*, the CTAs for “Add New Template” and “Generate Variations” are disabled once a campaign’s end date has passed to prevent errors and improve UX.

