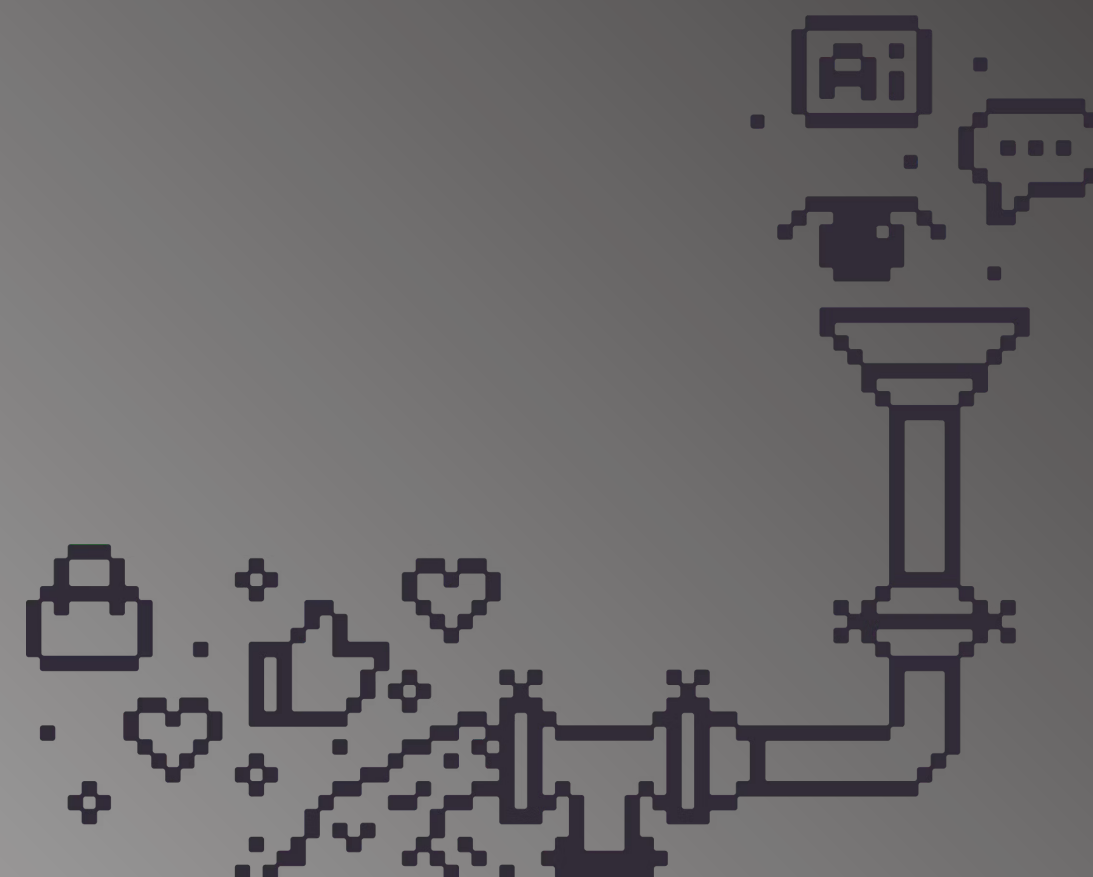
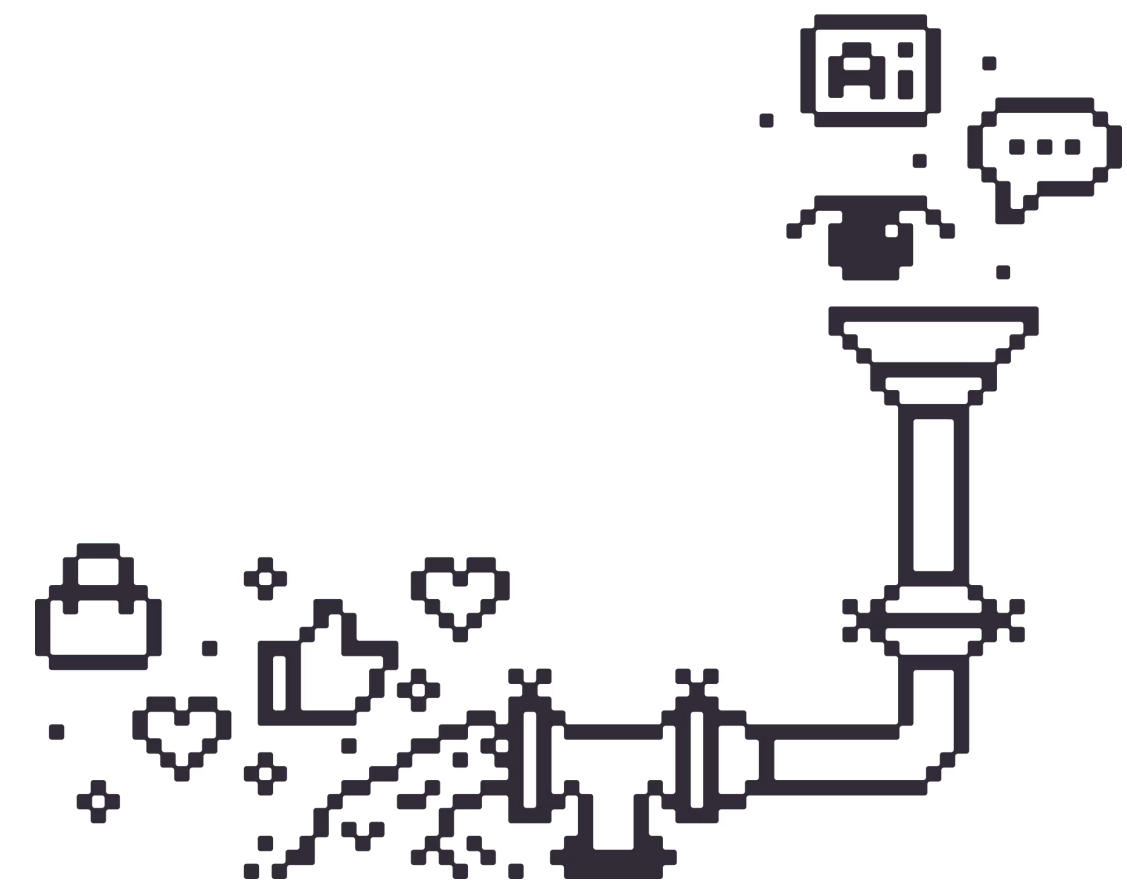


**madsense**





- **madAgents**
  - CSA Social v.1 released
- **madSocial**
  - Architecture Diagnostics upgrades - focus on scalability
  - Updated Campaign Statuses
  - Enabled currencies in madSocial
  - Graph API upgrade (to v23.0)
  - UX & Stability Improvements
- **madBuys**
  - BE performance & usability improvements
  - BE changelog for campaign adjustments (foundation for algorithm learning & accountability)
  - CSV-based campaign importer to streamline large campaign setup





madsense

CSA SOCIAL V.1 RELEASED

What we did:

We introduced the **Meta Campaign Agent** in madSocial, designed to simplify campaign creation for Facebook & Instagram.

Through a guided three-step chat flow (details, targeting, budget), the agent generates a structured campaign proposal that is automatically displayed on the canvas for review and refinement.

You are managing

Mixal Shop

mad

Social

Lazar

Mixal shop

Home

Brands

Social

Insights

MediaBuy

Mali

object ▶ postTemplates ▶ 0 ▶ metaAdSet ▶

object {3}

budget : null

campaign {13}

postTemplates [3]

0 {26}

automaticAsset : false

campaign {13}

captionLengths : short

company {12}

contentType : SALES

ctaLink : <https://naipovolnijiialati.rs/karcher-sale>

excludeHashtags : value

id : value

includeCtaLink : true

includeHashtags : #KarcherSale #CleaningTools #SerbiaDeals

language : sr\_RS

maxNumberOfEmojis : 3

maxNumberOfHashtags : 5

metaAdSet {35}

adSchedule [7]

bidAmount : 0

bidStrategy : value

billingEvent : IMPRESSIONS

createdOn : value

ctaButton : Shop Now

customConversionId : value

customEventType : ADD\_TO\_CART

dailyBudget : 0

deliveryInfoMessage : value

deliveryStatus : ACTIVE

destinationType : WEBSITE

displayWebsiteUri : <https://naipovolnijiialati.rs/karcher-sale>

dsaBeneficiary : value

dsaPayor : value

effectiveStatus : ACTIVE

endDate : value

endTime : value

id : adset\_001

instagramProfileId : value

lifetimeBudget : 0

metaCampaign {10}

metaId : adset\_001

name : Karcher 30% Sale - General Audience

optimizationGoal : LINK\_CLICKS

pageId : value

Social Agent

Connected

Hello there! I'm ready to help you craft your next campaign.  
Please provide details about your campaign: What's the specific product or service you're promoting?  
What's the main objective (e.g., sales, brand awareness, lead generation)? What makes your product unique? Any specific campaign name or theme preferences?

8/27/25, 12:04 PM

I'm promoting Karcher products that are on sale. Karcher products are widely known and recognized as quality pressure washers, steam cleaners, window vacs & more. This offer (sales) includes products on 30% sales offer.The main objective for this campaign is Traffic.

8/27/25, 12:04 PM

For targeting your campaign, please specify:  
- Age ranges (e.g., 18-35, 25-45)?  
- Gender preferences (male, female, both)?  
- Geographic locations (specific countries, regions, or cities)?  
- Specific interests or behaviors (e.g., DIY enthusiasts, construction workers, online shoppers)?  
- Placement preferences (Facebook, Instagram)?

8/27/25, 12:05 PM

Age ranges: 23-60  
Gender preference: male  
Geographic locations: Serbia  
Specific interests or behaviors: Karcher, Pressure washer (cleaning), Cleaning (home & garden), Vacuum cleaner (home appliances), Home Appliances (consumer electronics), Housekeeping (home & garden), Online shopping (retail), Engaged Shoppers, Do it yourself (DIY), Hardware store (retailer), Cleaning product brands (cleaning), Garden Trimmer, Gardening, Gardening tools, etc.  
Placements: both Instagram and Facebook

8/27/25, 12:08 PM

Please provide budget details:  
- What's your total daily/monthly budget?  
- How do you want to distribute it across ad sets (e.g., 60/40 split)?  
- Bidding preferences (automatic, manual, cost caps)?  
- Minimum/maximum spend per ad set?

8/27/25, 12:11 PM

Type a message...

Try Pitch



# ARCHITECTURE DIAGNOSTICS UPGRADES - FOCUS ON SCALABILITY

## What we did:

The diagnostics backend was refactored to replace the legacy CSV-to-Python workflow with a new GraphQL-based analytics process.

This modernisation introduces a built-in polling mechanism, resulting in faster and more reliable job tracking, as well as a streamlined system architecture.

**Note:** Currently, video posts are not included in analytics and will be available in approximately seven days.






< Back

Topics

Topics | Clicks: 32,030 Impressions: 1,174,318 CPC: €0.02 CTR: 4.93

Date range: 09/08/2024 - 09/09/2025

Best Performing Posts

#	Post	ROAS	Clicks	Impressions	CPC	CTR	Metrics
#1	 Свети Сава у „Хиландарском типику”: „Ни једно место на земљи се са овим не може ...	€0.00	2,608	181,716	€0.05	1.44%	<div>View All</div>
#2	 Пријавите се на наш билтен.	€0.00	6,033	126,465	€0.01	4.77%	<div>View All</div>
#3	 Свети Сава у „Хиландарском типику”: „Ни једно место на земљи се са овим не може ...	€0.00	2,764	141,050	€0.05	1.96%	<div>View All</div>
#4	 Свети Сава у „Хиландарском типику”: „Ни једно место на земљи се са овим не може ...	€0.00	1,995	134,146	€0.07	1.49%	<div>View All</div>
#5	 Пријавите се на наш билтен.	€0.00	4,915	95,837	€0.01	5.13%	<div>View All</div>

## Connect Meta

# Connect your Meta business account to madSense.

Once connected, madSense will analyze your brand’s tone and voice from previous content for always on-brand output.

Connected:

✓ Preserve Hilandar

Diagnostics status:

✗ Not enough data on the connected page



Close

Let's start

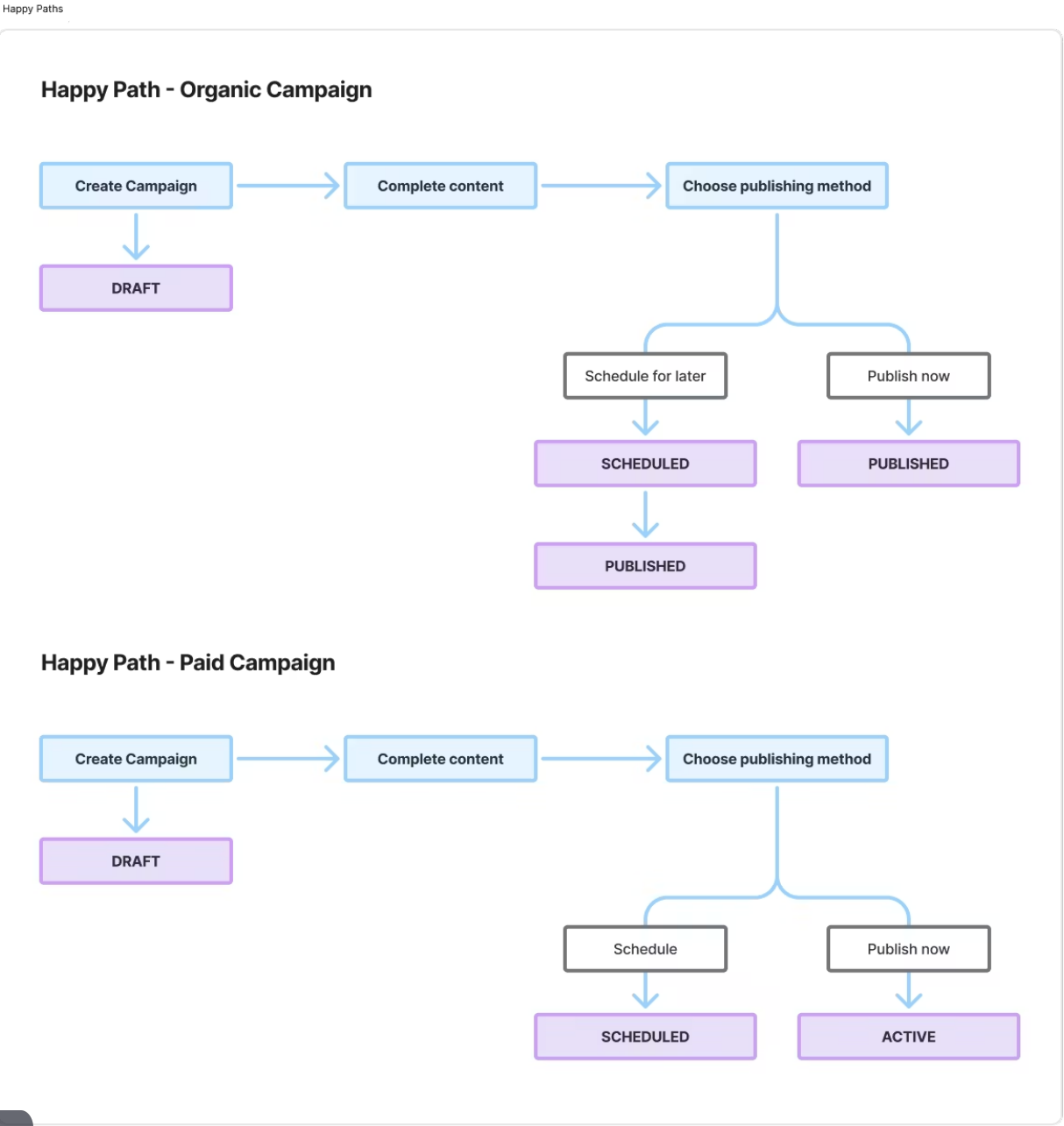


UPDATED CAMPAIGN STATUSES

What we did:

Paid and Organic campaign statuses were streamlined by unifying system statuses under the Delivery Status column and introducing clearer rules for the Organic campaign lifecycle. These changes improve consistency, reduce user confusion, and ensure campaign actions align with valid scheduling logic.

Status	Controlled by	Applies to	Description
DRAFT	User	Paid & Organic	Default status when a campaign is created
SCHEDULED	User	Paid & Organic	Scheduled for future publication
PUBLISHED	System	Organic only	Post has been published to the organic channel
ACTIVE	System	Paid only	Campaign is running (based on Meta delivery confirmation)
PAUSED	User	Paid only	Manually paused by the user
ARCHIVED	User	Paid & Organic	Manually archived and removed from active use
UNARCHIVED	User	Paid & Organic	Restores previously archived content
COMPLETED	System	Organic only	Once the campaign end date exceeds, the campaign is completed
CAMPAIGN OFF	System	Paid only	The Campaign is turned off
ADSET OFF	System	Paid only	The Ad Set is turned off
NO ADS	System	Paid only	No ads in the ad set
ERROR	System	Paid only	There was an error (Various reasons)
REJECTED	System	Paid only	Campaign/Ad set/Ad has been rejected
DELETED	System	Paid only	Campaign/Ad set/Ad has been deleted
BILLING ISSUE	System	Paid only	The account has billing issues
IN REVIEW	System	Paid only	The Campaign/Ad set/Ad is been reviewed
PROCESSING	System	Paid only	The Campaign/Ad set/Ad is processing
OUT OF SYNC	System	Paid only	Local data doesn't match Meta's records
SPEND LIMIT REACHED	System	Paid only	The billing settings "spend limit reached"

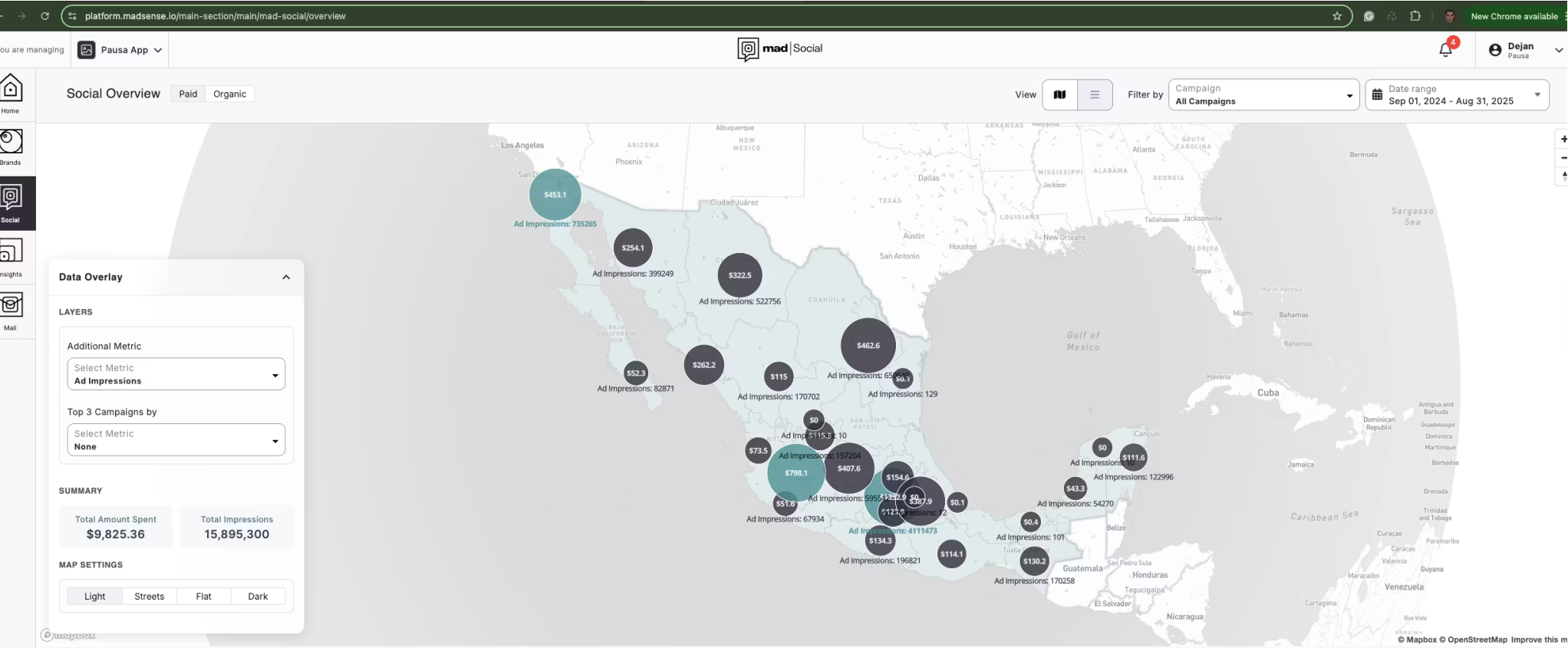





What we did:

Currency and time zone are now automatically synced from connected Meta Ad Accounts and applied across campaign setup and reporting. This ensures accuracy, prevents mismatches, and delivers a consistent experience for advertisers working in different markets.

**Live clients affected by this change:** Pausa (Currency US Dollars USD), Hilandar (Currency Euro), Mixal (Currency US Dollars USD), McCann Agency (Currency Euro)



Ads Breakdown



RENAULT MEGANE CONQUEST

RENAULT MEGANE CONQUEST

27.490€

RENAULT MEGANE CONQUEST

August 22, 4:16 PM

2025\_008\_renault\_brand\_range\_fb\_ig\_conversion\_All\_35-54\_carousel\_brand\_range

letnja ponuda i svi Renault modeli su pred tobom: istraži specijalne uslove finansiranja, bonuse i druge pogodnosti. raspitaj se kod ovlašćenih dilera i pronadi ponudu po svojoj meri. klikni i zatraži svoju ponudu danas. \*0% kamate do 10.000 € do 36 meseci ili fiksna kamatna stopa 3,99% u € do 60 meseci.

Ad Spend

Ad Impressions

Ad CPM

Ad Reach

Ad Frequency

Ad CTR

Ad Clicks

Ad CPC

€21.28

10118

€2.10


6312

1.603

2.12%

215

€0.10



RENAULT AUSTRAL

RENAULT AUSTRAL

27.700€

RENAULT AUSTRAL

August 22, 4:16 PM

2025\_008\_renault\_brand\_range\_fb\_ig\_conversion\_All\_35-54\_carousel\_brand\_range

letnja ponuda i svi Renault modeli su pred tobom: istraži specijalne uslove finansiranja, bonuse i druge pogodnosti. raspitaj se kod ovlašćenih dilera i pronadi ponudu po svojoj meri. klikni i zatraži svoju ponudu danas. \*0% kamate do 10.000 € do 36 meseci ili fiksna kamatna stopa 3,99% u € do 60 meseci.

Ad Spend

Ad Impressions

Ad CPM

Ad Reach

Ad Frequency

Ad CTR

Ad Clicks

Ad CPC

€92.45

43706

€2.12


26175

1.67

2.41%

1053

€0.09



RENAULT 5

RENAULT 5

28.990€

RENAULT 5

August 22, 4:16 PM

2025\_008\_renault\_brand\_range\_fb\_ig\_conversion\_All\_35-54\_carousel\_brand\_range

letnja ponuda i svi Renault modeli su pred tobom: istraži specijalne uslove finansiranja, bonuse i druge pogodnosti. raspitaj se kod ovlašćenih dilera i pronadi ponudu po svojoj meri. klikni i zatraži svoju ponudu danas. \*0% kamate do 10.000 € do 36 meseci ili fiksna kamatna stopa 3,99% u € do 60 meseci.

Ad Spend

Ad Impressions

Ad CPM

Ad Reach

Ad Frequency

Ad CTR

Ad Clicks

Ad CPC

€118.75

66855

€1.78

37552

1.78

1.95%

1304





€0.09

Paid Campaigns

Filter by

Completed

Create Campaign

Name	Delivery status	Posts	Ad Reach	CTR	Ad Spend	CPC	Start Date	End Date	Created
2025_008_renault_brand_range_f...	Completed		133,758	2.28%	€ 448.20	€0.09	8/24/25	8/31/25	8/22/25, 3:21
2025_008_renault_brand_range_f...	Completed		135,440	1.80%	€ 421.79	€0.05	8/10/25	8/23/25	8/8/25, 12:51
2025_008_renault_brand_range_f...	Completed		409,975	0.82%	€ 597.60	€0.10	8/1/25	8/9/25	7/24/25, 11:04
Renault TEST	Completed		0	0.00%	€0.00	€0.00	7/17/25	7/31/25	7/17/25, 2:27

Items per page:

25

1 – 4 of 4

<

>



Try Pitch

Paid Campaigns

Filter by

Active

Create Campaign

Name	Delivery status	Posts	Ad Reach	CTR	Ad Spend	CPC	Start Date	End Date	Created
[MS] Sales funnel 4 - Final push campaign / 2	Active		775,704	1.16%	\$2,168.24	\$0.15	7/29/25	9/16/25	7/29/25, 2:47
[MS] - Sales Funnel 2 - Traffic month 2	Active		1,072,635	0.81%	\$1,611.11	\$0.07	7/16/25	9/16/25	7/16/25, 12:09

Items per page:

25

1 – 2 of 2

<

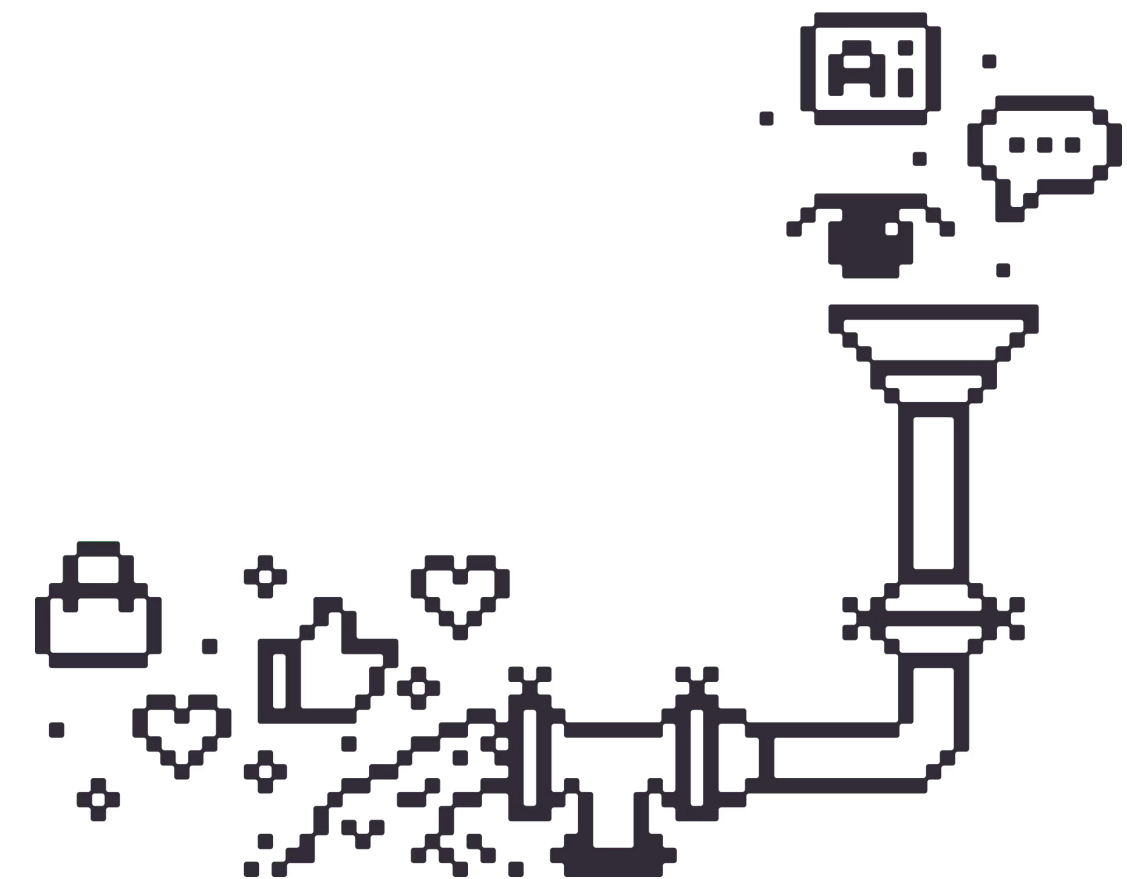
>



GRAPH API UPGRADE (TO V23.0)

#### What we did:

- The Meta Graph API was upgraded to version 23.0 across development, staging, and production environments.
- This update ensures consistency, removes outdated references, and maintains compatibility with Meta's latest standards.



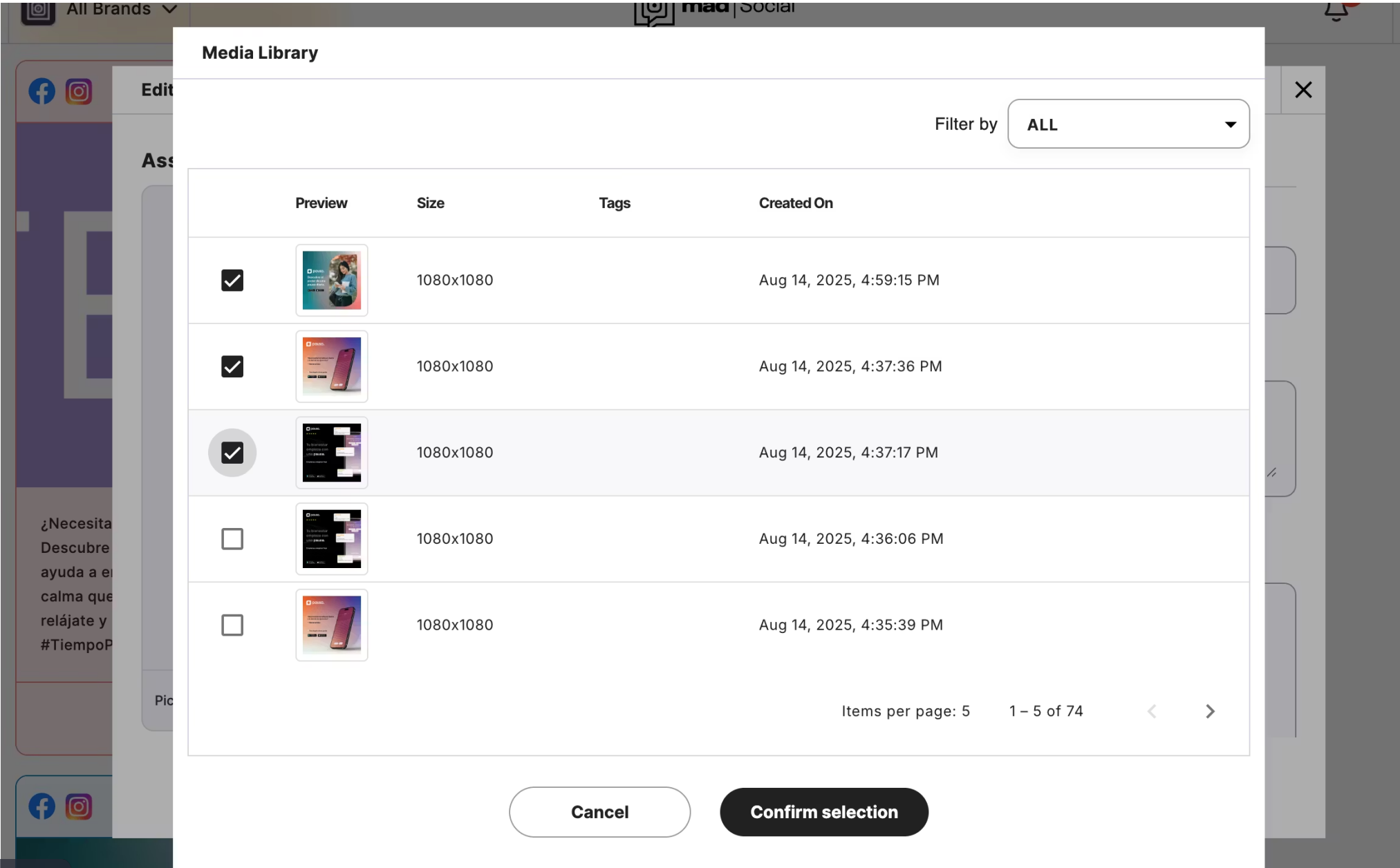


## UX & STABILITY IMPROVEMENTS

### What we did:

Users can now view multiple placements per post, benefit from a consistent UI with standardized social media icons, and enjoy improved security with the Admin section restricted to Super Admins.

The bulk upload flow has also been enhanced to allow multiple assets with per-file error feedback, streamlining the upload process and reducing errors.



Stream

Ig Search

Story

Explore

Reels

Explore Home

Profile Feed

Active

Recupérate después un día intenso

Recupérate después un día intenso

Recupérate después un día intenso

Empieza a respirar hoy

Disponible en Google Play

Disponible en App Store

No necesitas un retiro ni 30 minutos libres. Solo 1 minuto. Solo tú. 🌱 Pausa es gratuita y está para todos.

pausaapp.com

Learn More

Active

07/29/25, 3:54 PM

15,500

22,640

\$66.20

\$2.92

Feed

Facebook Reels

Profile Feed

Completed

RENAULT CAPTUR

već od 18.990€

6 godina garancije

0% kamate

letnja ponuda i svi Renault modeli su pred tobom: istraži specijalne uslove finansiranja, bonuse i druge pogodnosti. raspitaj se kod ovlašćenih dilera i pronadi ponudu po svojoj meri. klikni i zatraži svoju ponudu danas.

<https://www.renault.rs/kontakt>

letnja ponuda: Captur

Learn More

Active

08/22/25, 4:16 PM

17,760

32,129

€56.42

€1.76

Try Pitch