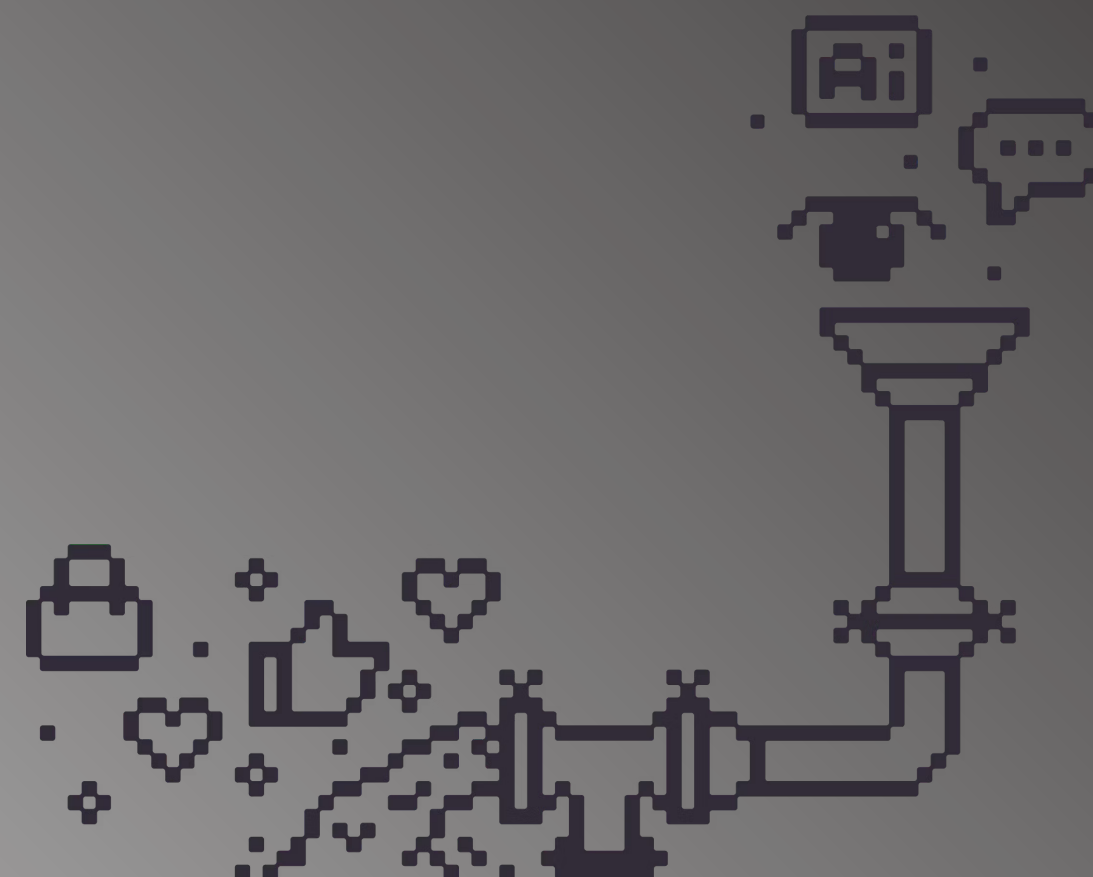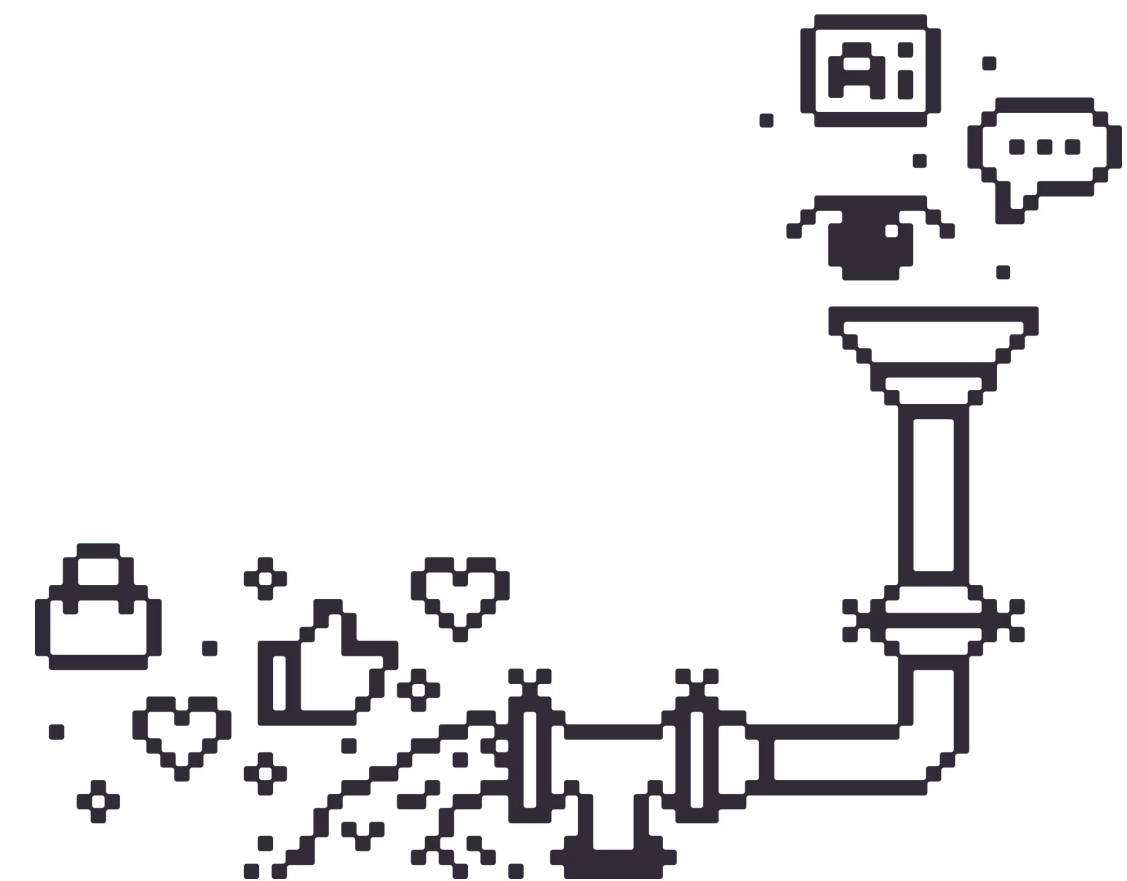# madsense

madsense Releases **3.8** (09/15/2025)

madSocial

- Enabled TT auth/connect process
- Enabled multi_share_optimization in the META Paid campaign
- BE and DB upgrades
- Removed Paid Flight dates
- User Activity v1
- Platform UX/UI upgrades

madsense

TIKTOK AUTHENTICATION & CONNECTION

What we did:

TikTok advertiser authentication has been implemented, allowing accounts to be securely connected with all necessary data (access tokens, advertiser ID, currency, timezone) stored for reuse.
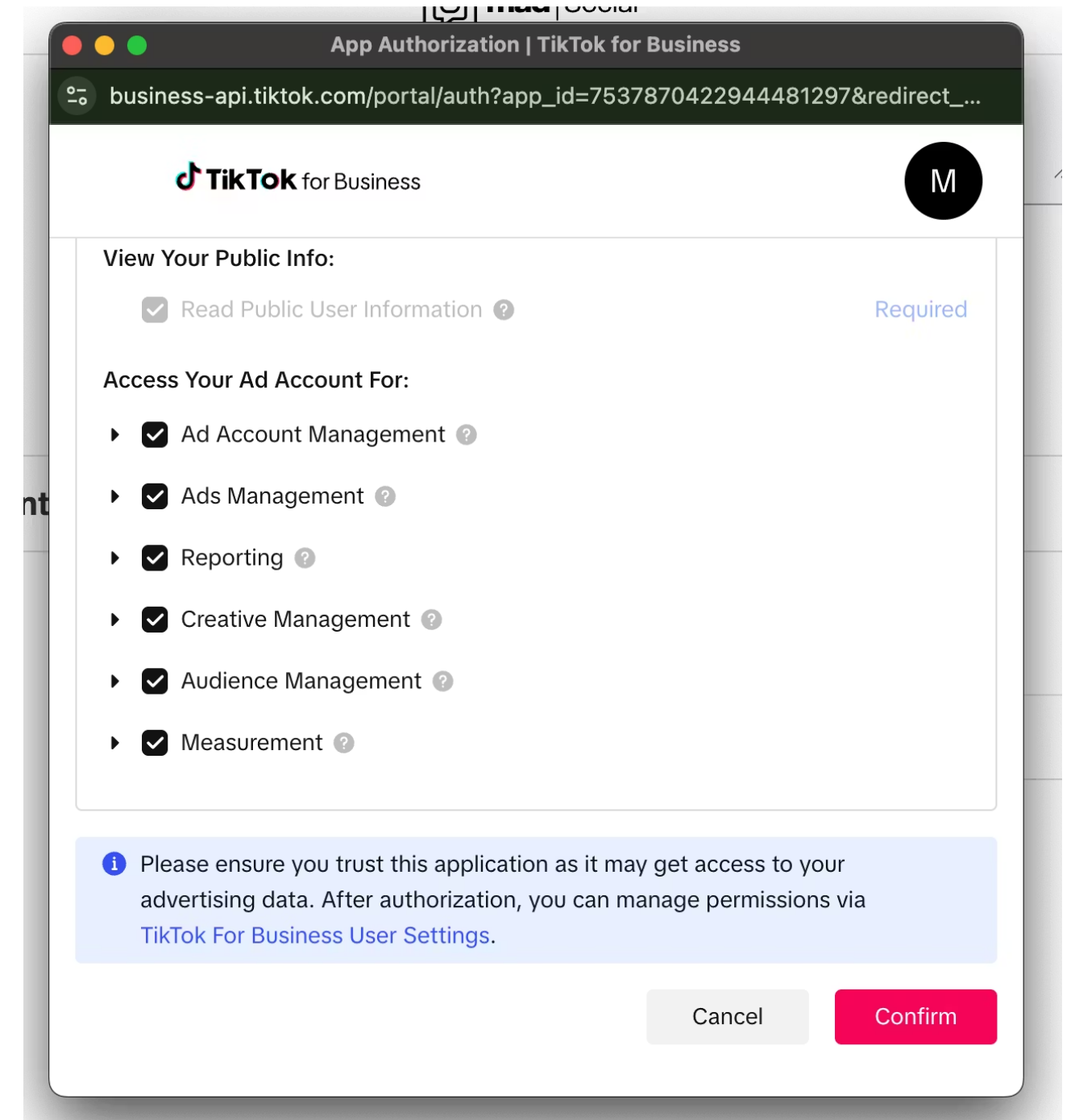
Info: It is shown only on "Hilandar" acc for now

Connect business accounts

Account	Health	Token expiry	
MADSENSE US LLC0901	HEALTHY	9/16/26	⋮

Connect Business Accounts

Connect Meta

App Authorization | TikTok for Business

business-api.tiktok.com/portal/auth?app_id=7537870422944481297&redirect_...

TikTok for Business

View Your Public Info:

☑ Read Public User Information ?　　　　Required

Access Your Ad Account For:

▸ ☑ Ad Account Management ?

▸ ☑ Ads Management ?

▸ ☑ Reporting ?

▸ ☑ Creative Management ?

▸ ☑ Audience Management ?

▸ ☑ Measurement ?

ⓘ Please ensure you trust this application as it may get access to your advertising data. After authorization, you can manage permissions via TikTok For Business User Settings.

Cancel　　Confirm

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What we did:

Added support for the multi_share_optimized parameter in Meta Paid campaigns, giving advertisers control over ad delivery order.

Info: Requested by McCann

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What we did:

This simplifies campaign management by eliminating redundant date restrictions and ensuring users can continue creating posts and ad sets without unnecessary blockers.

Campaign details

Campaign name *

2025_008_renault_brand_range_fb_ig_conversion

Campaign description

What is your Campaign about?

Brand *

Renault Srbija

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 *

Leads

Special Ad Categories

Time zone *

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

Europe/Belgrade
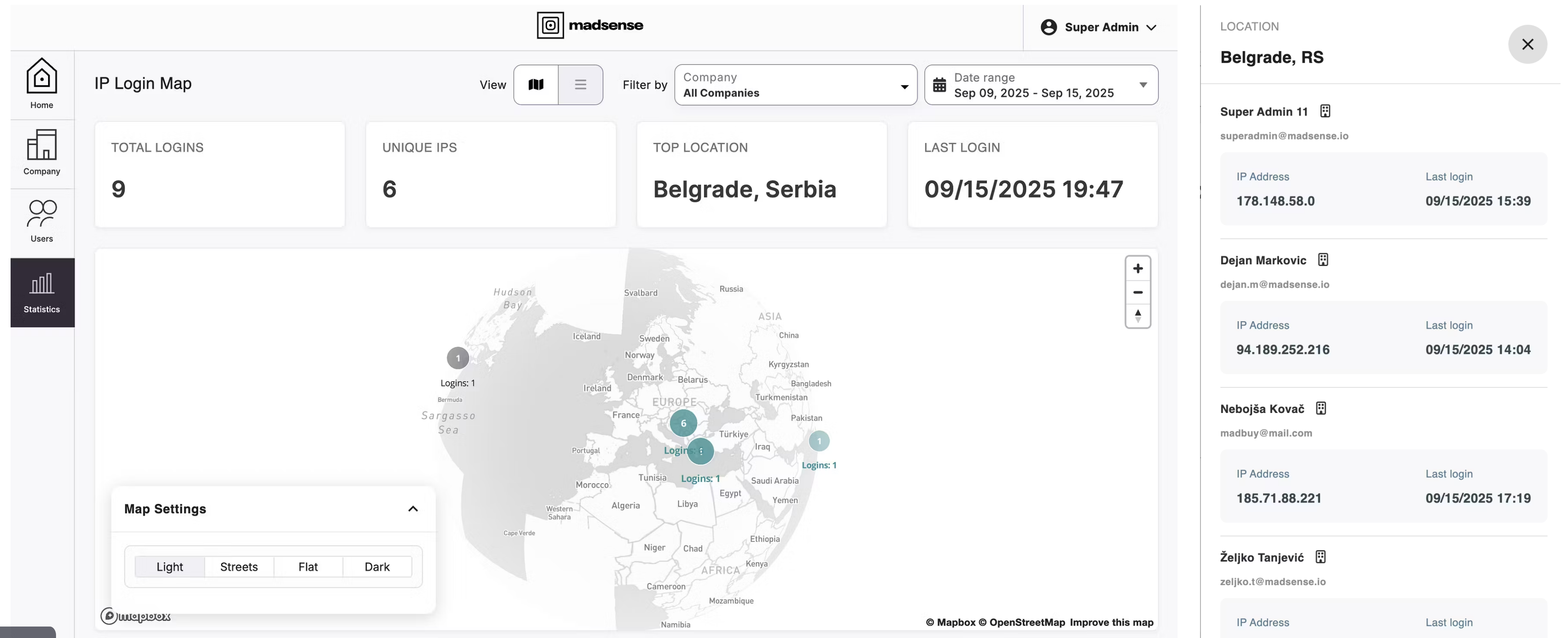
Try Pitch

What we did:

Introduced a login activity map for Super Admins, displaying user login locations based on IP addresses.

Provides administrators with greater visibility into platform access patterns, enhancing monitoring and security oversight.

madsense | **PLATFORM UX/UI IMPROVEMENTS**

mad | Social

What we did:

Country & City Validation in Paid Campaigns - Ensures accurate location data entry, preventing errors in targeting while maintaining a flexible form for users.

Country

[dropdown]

City *

Belgrade ⊗ Select options

Detailed Targeting

People who match: ✕

Lived in Serbia (Formerly Expats - Serbia) ⊗

Add demographics, interests or behaviors

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What we did:

Super Admin home updates - Clearer headlines, descriptions, and CTAs make it easier for Super Admins to navigate, manage companies, users, and view statistics efficiently.

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Super Admin ∨

Home

Company

Users

Statistics

Welcome to Super Admin dashboard.

Add companies to the platform

Quickly add new companies and manage their details for seamless operations.

Create Company →

User Management

Create and manage user accounts, assign roles, and ensure proper access across the platform.

View User Management →

Monitor platform performance

Access statistics to track usage, activity, and trends across companies and users.

View Statistics →

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