madSense

Version: Platform V3.9

Scaling Smarter: New Features, Fixes and Improvements

Date: 09/29/2025

Release Highlights

What changed in V3.9

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Agent Multi Session upgrade (in Assistant)

You can now run multiple Agent sessions across different tabs—each with its own unique session context. This allows you to work in parallel (e.g., run Research agents for different countries simultaneously) without interference between tabs.

Data model finalization (Organic & Paid streams)

This update enhances long-term flexibility, simplifies content management, and paves the way for expanding to additional social networks—without disrupting your existing workflows.

Improved security and stability of the platform (Sentry)

These updates resolve issues impacting data sync, insights aggregation, campaign creation, and backend processes—improving overall platform stability and ensuring more reliable integration with Meta APIs and internal services.

Platform v3.9

Updates:

- Agent Multi Session upgrade (in Assistant)
- Social Proof Frequency Feature
- Data model finalization (Organic & Paid streams)
- Improved security and stability of the platform (Sentry)
- Upgraded Video analysis in Diagnostics: FB, IG, TT, Reddit
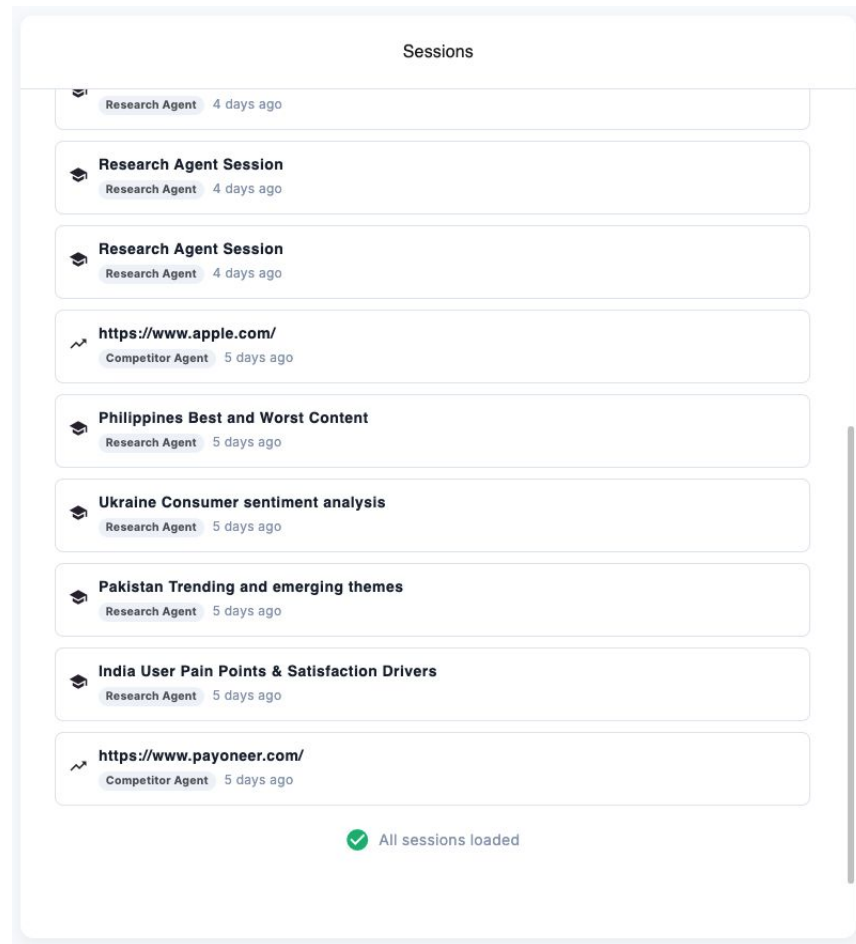- Platform FE upgrades
- madBuys v1.6 updates

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madSense
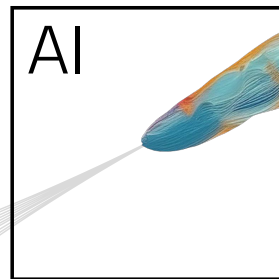
Agent Multi Session upgrade (in Assistant)

What's New:

- **Multi-Tab Support:** Each tab now holds a distinct session. Switching tabs auto-disconnects inactive sessions and reconnects when needed.
- **Pin Sessions:** Pin any session to keep it at the top of your recent sessions list for quicker access.
- **Edit Session Name:** Rename sessions directly via inline editing.
- **Delete Session:** Instantly remove a session from your history with one click.

These improvements help streamline research and make managing multiple analyses easier than ever.

Sessions

Research Agent   4 days ago

Research Agent Session
Research Agent   4 days ago

Research Agent Session
Research Agent   4 days ago

https://www.apple.com/
Competitor Agent   5 days ago

Philippines Best and Worst Content
Research Agent   5 days ago

Ukraine Consumer sentiment analysis
Research Agent   5 days ago

Pakistan Trending and emerging themes
Research Agent   5 days ago

India User Pain Points & Satisfaction Drivers
Research Agent   5 days ago

https://www.payoneer.com/
Competitor Agent   5 days ago

All sessions loaded

You are managing | Payoneer ∨ | mad|Data | Dejan Payoneer

Home

Brands

Social

Insights

Mail

Target Countries

Clear All

Selected Country: Turkey ✕

Black Sea

Sofia Bulgaria
Georgia
Albania
Istanbul
Armenia
Azerbaijan Baku
Ankara
Greece
Türkiye
Antalya
Erbil
Tehran
Cyprus
Syria

© Mapbox © OpenStreetMap Improve this map

Select context

Customer Education Gaps ✕

Turkey Customer Education Gaps Report

Insights

Research Agent ∨

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5 days ago ✕

Research Agent Session
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Would you like to move ahead with that?

9/24/25, 1:08 PM 📋

Type a message...

➤

Social Proof Frequency Feature

The Social Proof Frequency feature shows how often a topic appears across all social proof content for a given brand, geographic location, and context—providing an indicator of what resonates repeatedly with customers.

Currently, frequency is calculated based on exact topic matches, which may lead to inaccuracies when similar topics are phrased slightly differently.

This highlights a broader challenge around topic similarity and user perception, which we're actively exploring to improve how we group and count related themes in future iterations
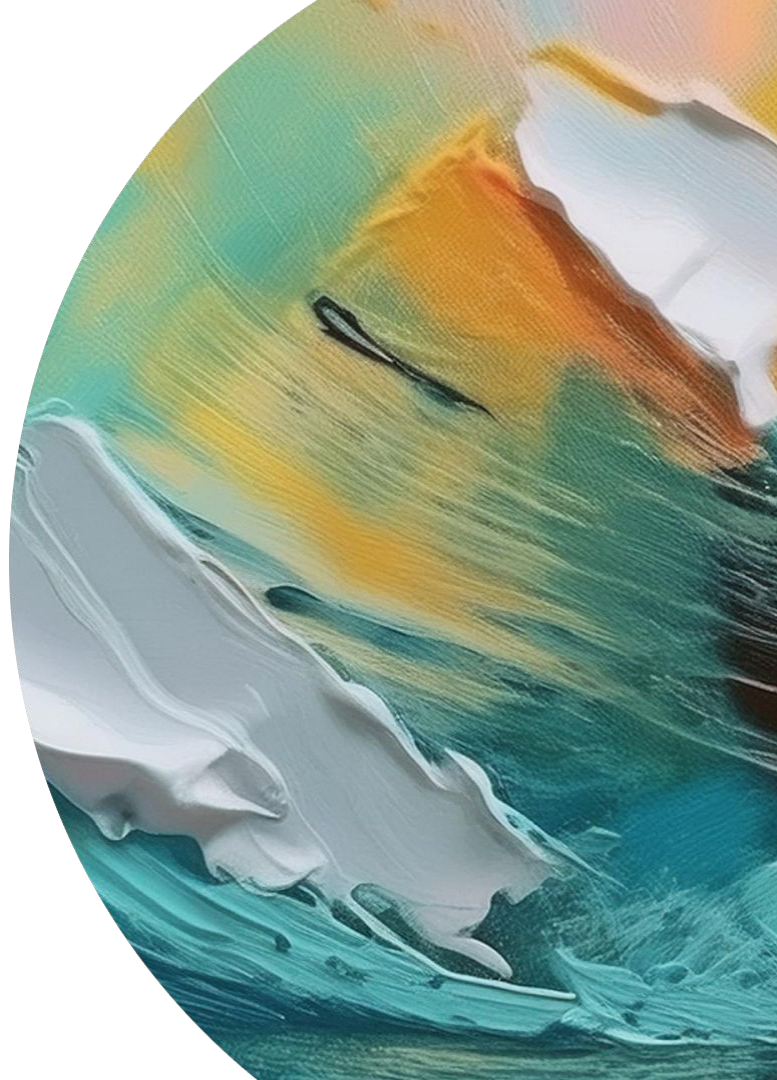
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Data model finalization (Organic & Paid streams)

We've introduced a powerful Service Provider Interface (SPI) architecture that decouples madSense's core logic from network-specific implementations. Each social network (e.g., Meta, TikTok) is now integrated through a modular plugin system, making the platform more scalable, maintainable, and ready for multi-network expansion.

Key benefits include:

- Clean separation of organic and paid logic
- Easier onboarding of new networks through isolated plugins
- Unified and discoverable capabilities per network
- Streamlined reporting, publishing, and campaign operations
- Reduced technical debt and improved platform stability

This architecture sets the foundation for sustainable growth and seamless integration with additional social networks going forward.

Upgraded Video analysis in Diagnostics: FB, IG, TT, Reddit
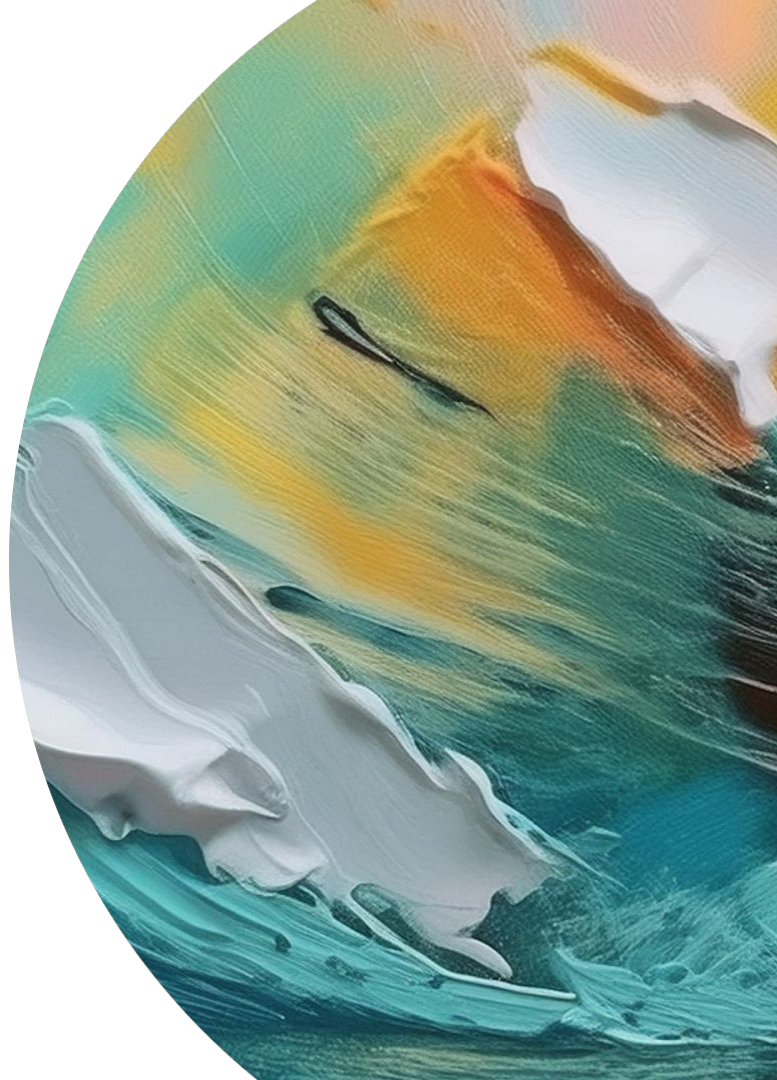
Our Video Analysis pipeline now supports automated transcription and translation of video content to power topic extraction, sentiment analysis, and summary generation.

What's Included:
- Transcription: Audio is extracted from videos and converted to text using Whisper via Hugging Face.
- Translation (when needed): Only triggered if the video's language isn't supported by the current Llama model.
- Prompt Integration: Transcripts are included in analytics prompts only if they are relevant, high quality, and semantically aligned.
- Bundled Analysis: Video transcripts are combined with captions, web content, and image descriptions for richer insight.

Limitations to Note:
- The system relies solely on audio tracks, which may be poor quality, missing, or irrelevant to the visuals.
- Transcription is bypassed if content is noise, lyrics, or otherwise mismatched.
- The pipeline currently uses a shared inference endpoint—future improvements will consider dedicated hosting.

This release allows us to extract structured insights from video content and lay the foundation for more advanced video understanding across campaigns.

Test [results](#) in JSON files

Honda Tik Tok Summary: "A video transcript discusses ideas for a potential comeback by a character called Colonel Cologne, suggesting a transformation from a fried chicken mascot to a hot, edgy persona with a new image and music."

Reddit results comments: "Motorcycles and chess are similar in the sense of topics. They cover one specific thing. While interesting af subreddit is pretty diverse. Results look good to me for all cases."

Topics | ⚲ Clicks: 180,423   ☺ Impressions: 2,079,769   👤 Engagement: 295,455   👍 Reactions: 115,051

Date range: 09/29/2024 - 09/27/2025

Best Performing Posts

#	Post	Clicks	Impressions	Engagements	Reactions	Metrics
#1	Мел Гибсон у Хиландару на Видовдан Прослављени глумац, режисер и продуцент Мел...	64,781	602,703	102,048	37,272	**View All**
#2	Мел Гибсон, познати глумац, режисер и продуцент, данас је стигао у Свети манасти...	26,205	385,858	45,871	19,673	**View All**
#3	Мел Гибсон пред фрескама Св. кнеза Лазара и Милоша Обилића у хиландарској спољно...	19,797	208,778	32,896	13,102	**View All**
#4	Пешке до Хиландара – подвиг за ближње Студенти Марјан Брковић и Страхиња Љубичи...	17,128	151,817	27,011	9,884	**View All**
#5	У Светом манастиру Хиландару је тренутно у току берба грожђа. Монаси на Атосу в...	16,901	150,394	23,674	6,773	**View All**

Platform FE Upgrades:

- Aligned **Ad Scheduling Timezone** with Meta Ad Account Default

- Updated Paid Campaign Create request : added **social network**

- Introduced **account closed** health status and handle in health check

madBuys v1.6 updates:

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- **User Language Targeting**; Language targeting enhances campaign precision—ensuring that ads reach users in the languages they understand, increasing engagement and relevance.

- **Importer**; dramatically reduces manual work, speeds up campaign launches, and sets the foundation for automated campaign generation through agents and external tools.

- **Multi-Currency Support (USD & EUR)**; This enhancement improves transparency and localization for global teams, ensuring more accurate financial inputs and reporting without disrupting backend bidding logic.

Bug Fixes

Fixed:

- The Connect Business Accounts section is now expanded by default when creating a new brand, ensuring a smoother and more consistent setup experience.
- Post cards now stay properly aligned immediately after publishing—no need to refresh the page. This ensures a smoother and more polished experience when managing your content.

Thank you for reviewing!

We welcome your feedback to help us improve the experience.

Stay tuned for new features and enhancements in version 4.0

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