



Platform Release v4.0

Date: 10/14/2025

Highlights

What changed in v4.0



TikTok P0 & P1 paid campaign - BE

Introduced backend support for managing TikTok campaigns (CSA and Platform).



Roles and permissions management

The new role-based access control (RBAC) system introduces a clear and scalable way to manage user access across madSense products.



Insight/Competitor agent upgrade

This update centralizes all competitor analysis in one place, provides faster and more accurate insights, and removes dependency on external data sources for a smoother, more reliable experience.



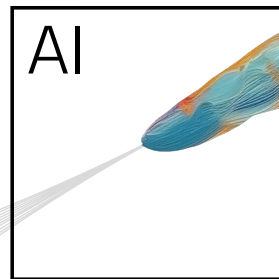
New Post/carousel type (img + video) in madSocial Paid.

This enhancement enables more flexible and engaging ad formats across supported campaigns.

Platform v4.0

Updates:

- TikTok P0 & P1 paid campaign - BE
- Roles and permissions management
- Insight/Competitor agent upgrade - integration with brand social space
- New Post/carousel type (img + video) in madSocial paid.
- Platform UI & UX upgrades





madSense

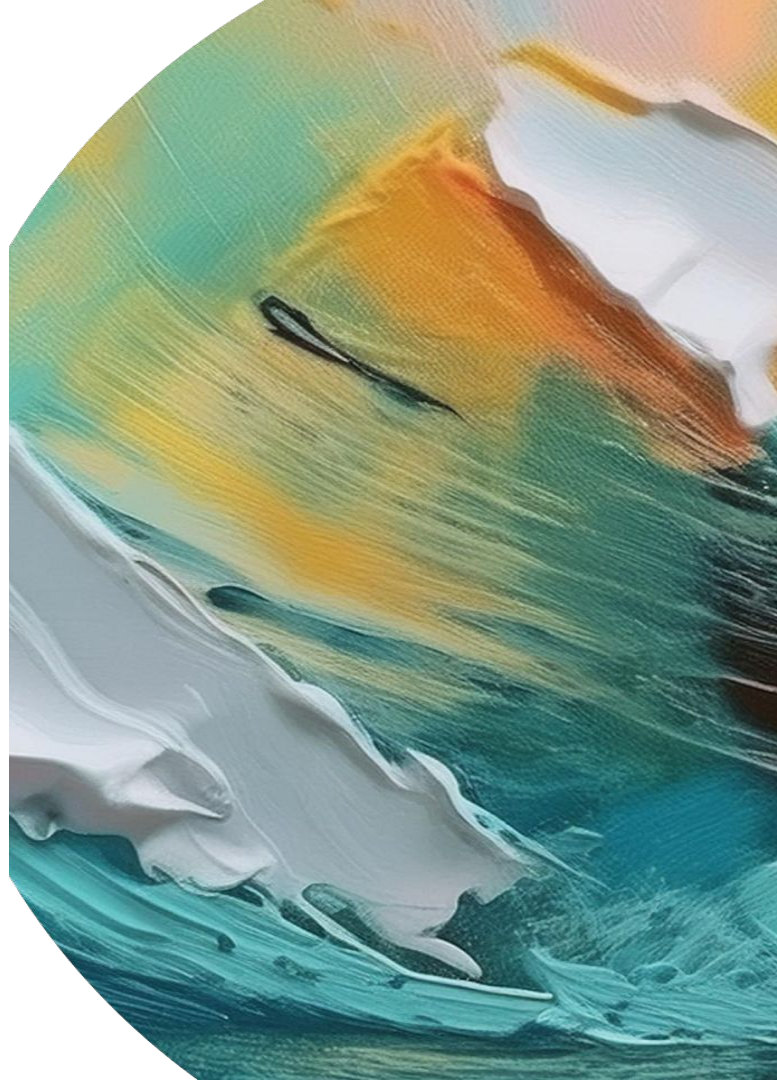
TikTok P0 & P1 paid campaign - BE

We've introduced backend support for managing TikTok campaigns (BE for CSA and Platform).

This includes campaign, ad group, and ad creation, with targeting and status sync features now in place.

While not yet available through the UI, this groundwork enables future integration and partner automations.

TikTok supported campaign types: Video Views, Traffic, Community Interaction, Reach



Roles and Permissions Management

What we did:

The new role-based access control (RBAC) system introduces a clear and scalable way to manage user access across madSense products. It enhances platform security, simplifies maintenance, and ensures users only see and manage what's relevant to their role.

The initial release includes structured roles for admins, campaign managers, viewers, and insights users—covering all core modules such as madSocial, madBuy, and madMail. Each role has predefined permissions to create, manage, or view campaigns and reports, ensuring consistency across teams.

Customer facing roles: Social manager, Insights manager, madBuy campaign manager, madBuy reporting.

Role: Social manager

Full permissions role that enables creation, editing, and managing both Organic and Paid campaigns.

Campaign Managers can oversee campaign setup, updates, performance tracking, and optimization, regardless of campaign type.

You are managing **Renault Srbija**

mad | Social

Dejan McCann Agency

Overview

Organic Campaigns

Paid Campaigns

Assets








Reporting

Calendar

Agent

View

Filter by

Active	Active	Active	Active	Active	Active	Active
 <p>RENAULT AUSTRAL 160</p> <p>već od 43.990€ 4 godišnja garancija 0% kamate</p> <p>svet Renault modela uz ostali istraži sve modele, ne uslove finansiranja i još eto ovlašćene dilere i koja ti savršeno odgovara. 0.000 € do 36 meseci ili topa 3,99% u € do 60</p> <p>Learn More</p>	 <p>RENAULT RAFALE techno E-Tech full hybrid 200</p> <p>već od 43.990€ 4 godišnja garancija 0% kamate</p> <p>ove jeseni otkri svet Renault modela uz posebne pogodnosti! Istraži sve modele, iskoristi specijalne uslove finansiranja i još mnogo toga. poseti ovlašćene dilere i pronađi ponudu koja ti savršeno odgovara. *0% kamate do 10.000 € do 36 meseci ili fikсна kamatna stopa 3,99% u € do 60 meseci.</p> <p>Learn More</p>	 <p>MEGANE GRANDCOUPE equilibre TCe 140</p> <p>već od 20.990€ 4 godišnja garancija 0% kamate</p> <p>ove jeseni otkri svet Renault modela uz posebne pogodnosti! Istraži sve modele, iskoristi specijalne uslove finansiranja i još mnogo toga. poseti ovlašćene dilere i pronađi ponudu koja ti savršeno odgovara. *0% kamate do 10.000 € do 36 meseci ili fikсна kamatna stopa 3,99% u € do 60 meseci.</p> <p>Learn More</p>	 <p>RENAULT SYMBIOZ evolution mild hybrid 140</p> <p>već od 21.990€ 4 godišnja garancija 0% kamate</p> <p>ove jeseni otkri svet Renault modela uz posebne pogodnosti! Istraži sve modele, iskoristi specijalne uslove finansiranja i još mnogo toga. poseti ovlašćene dilere i pronađi ponudu koja ti savršeno odgovara. *0% kamate do 10.000 € do 36 meseci ili fikсна kamatna stopa 3,99% u € do 60 meseci.</p> <p>Learn More</p>	 <p>RENAULT CLIO evolution SCe 65</p> <p>već od 15.990€ 4 godišnja garancija 0% kamate</p> <p>ove jeseni otkri svet Renault modela uz posebne pogodnosti! Istraži sve modele, iskoristi specijalne uslove finansiranja i još mnogo toga. poseti ovlašćene dilere i pronađi ponudu koja ti savršeno odgovara. *0% kamate do 10.000 € do 36 meseci ili fikсна kamatna stopa 3,99% u € do 60 meseci.</p> <p>Learn More</p>	 <p>RENAULT 5 evolution EV40 120</p> <p>već od 28.990€ uz mogućnost subvencije 5000€ 0% kamate</p> <p>ove jeseni otkri svet Renault modela uz posebne pogodnosti! Istraži sve modele, iskoristi specijalne uslove finansiranja i još mnogo toga. poseti ovlašćene dilere i pronađi ponudu koja ti savršeno odgovara. *0% kamate do 10.000 € do 36 meseci ili fikсна kamatna stopa 3,99% u € do 60 meseci.</p> <p>Learn More</p>	 <p>RENAULT CAPTUR evolution TCe 90</p> <p>već od 18.990€ 4 godišnja garancija 0% kamate</p> <p>ove jeseni otkri svet Renault modela uz posebne pogodnosti! Istraži sve modele, iskoristi specijalne uslove finansiranja i još mnogo toga. poseti ovlašćene dilere i pronađi ponudu koja ti savršeno odgovara. *0% kamate do 10.000 € do 36 meseci ili fikсна kamatna stopa 3,99% u € do 60 meseci.</p> <p>Learn More</p>
N/A	Active	Active	Active	Active	Active	Active
34	25,532	78,067	274,157	323,706	74,814	264,617
212,286	28,075	89,107	379,900	585,231	82,332	366,480
15	€9.35	€29.47	€128.48	€200.18	€27.53	€125.14
€0.34	€0.33	€0.33	€0.34	€0.34	€0.33	€0.34

Role: Insights manager

Role with full access to Insights features. It allows users to analyze competitors, run diagnostics, read and edit heat maps, explore insights data, and manage agent-related configurations.

You are managing

Poppi

madData

Dejan

Tinauli

Home


Brands

Insights

Target Countries

Selected Country: United States

Clear All



Select context

Trending topics & Whitespace

United States Trending Topics & Whitespace Opportunities Report

Insights

1. Flavor Innovation & Seasonal Campaigns

- Trend:** Brands like Spindrift, Health-Ade, and Olipop are driving positive sentiment through seasonal launches (e.g., Yuzu Mandarin, summer collections) and campaigns tied to events like Pride Month and Juneteenth.
- Correlation:** Poppi's own seasonal promotions (e.g., summer refreshment themes) align with this trend, but opportunities exist to expand into niche flavors (e.g., lychee, yuzu) and culturally relevant campaigns.

2. Health & Wellness Trends

Research Agent

First Party Data

Hi! I'm here to help you research your brand. Please start by selecting your country and the context for your research to get the most relevant insights.

10/16/25, 1:01 PM

United States

Trending topics & Whitespace

10/16/25, 12:59 PM

I just finished putting together a detailed research report on the U.S. beverage market, focusing on trends, consumer sentiment, and opportunities for Poppi and its competitors. It covers a lot of ground, from flavor innovation and health trends to community engagement and even some unexpected whitespace like pet treats.

The most important takeaways are that Poppi has a strong community presence and seasonal campaign strategy, but there are clear opportunities to expand into niche flavors, emphasize health benefits like probiotics, and improve product availability. Competitors are also doing some interesting things with sustainability and social responsibility, which Poppi could leverage more.

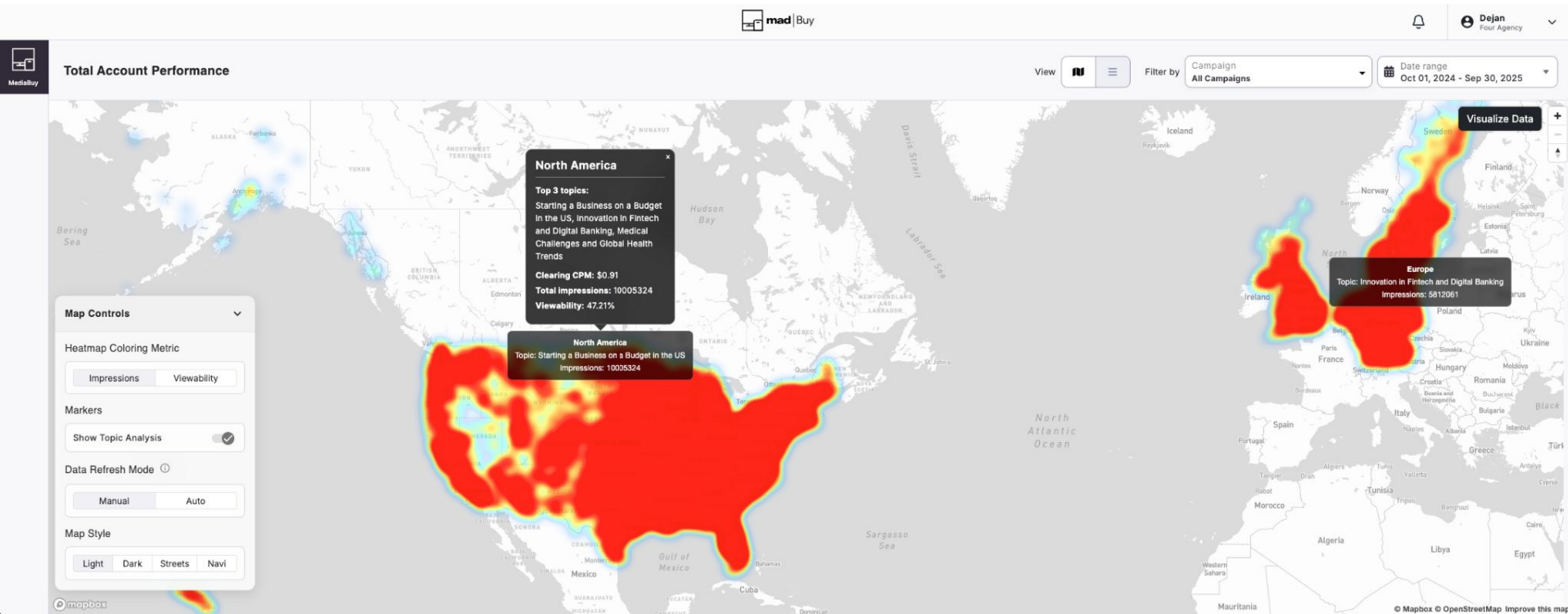
I'd love for you to take a look at the report and let me know if it looks good or if there's anything you'd like to adjust. If you're happy with it, the next step would be to start developing some specific strategies or campaigns based on these insights. Would you like to move forward with that, or is there something else you'd like to explore first?

10/16/25, 1:05 PM

Type a message...

Role: madBuy manager

Role with full permissions to create, edit, and manage all madBuy campaigns. Campaign Managers can oversee campaign setup, updates, performance tracking, and optimization across the platform. In addition, this role includes the ability to manage and use CSA.

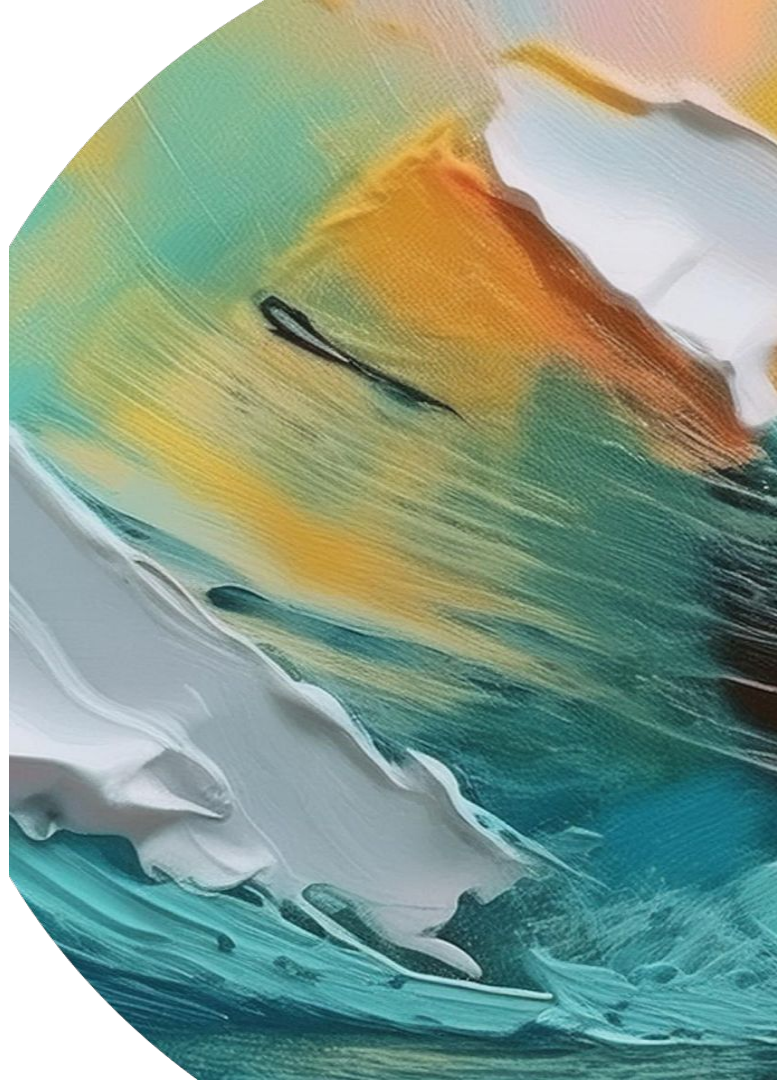


Insight/Competitor Agent upgrade - integration with brand social space

The Competitor Agent has been fully integrated with Social Space, allowing users to analyze competitors directly from existing brand data—no manual setup or URLs needed.

Users can now select a social network (Instagram, Facebook, or X), view competitor summaries, explore post engagement and sentiment comparisons, and ask follow-up questions through chat.

This update centralizes all competitor analysis in one place, provides faster and more accurate insights, and removes dependency on external data sources for a smoother, more reliable experience.



You are managing

Payoneer

madData

Dejan Payoneer

Home

Brands

Social

Insights

Comparison Table

Download CSV

	Your Brand	Rapyd	Stripe	Wise
Key topics				
Competitions and Game Shows				<div>1</div> <div>Audience reactions to Wise's competition and game show content are mixed, with some users expressing skepticism about the offer's legitimacy and a scam warning highlighting trust concerns. While one user provided a specific guess (\$625), engagement with the guessing mechanic is limited. The overall sentiment reflects uncertainty, as credibility issues overshadow positive interaction. Broader audience trends suggest that trust and transparency are critical factors in audience reception of such competitions, with users prioritizing authenticity over speculative engagement.</div>
Digital Payment Solutions	<div>1</div> <div>Audience reactions highlight Payoneer's focus on empowering small and medium businesses (SMBs) through scalable digital payment solutions. Positive sentiment surrounds its strategic partnerships, global growth initiatives, and emphasis on ecosystem collaboration. Users engage with discussions about industry insights, event impact, and innovations in direct-to-consumer (D2C) and logistics sectors. The brand is perceived as a leader in fostering SMB support and cross-industry collaboration, with comparisons to competitors centered on event scale and partner ecosystems.</div>			
Entrepreneurship and Awards	<div>1</div> <div>No audience comments or reactions were available for analysis. The absence of data prevents evaluation of audience sentiment, engagement trends, or comparative insights related to entrepreneurship and awards. This suggests either limited visibility of the content or a lack of public discussion around the topic for this brand.</div>			
Financial Management Tools and Budgeting	<div>2</div> <div>No user comments were available for analysis, so the summary is based solely on Payoneer's original post content. The post emphasized benefits of the Expense Budget feature, such as</div>			<div>1</div> <div>Audience reactions to Wise's content on financial management tools and partnerships are mixed. Users expressed concerns about reliability, including accusations of being a scammer and issues with account blocking, but also appreciated creative elements like character design and</div>

Competitor Agent

provide a comparison of their strategies and content. Would you like to proceed with that?

10/14/25, 3:31 PM

Payoneer (handle: @payoneer IG)

Wise (handle: @wiseaccount IG)

Rapyd (handle: @@wearerapyd IG)

Stripe (handle: @@stripehq IG)

10/14/25, 3:31 PM

I just finished analyzing the social media posts of our competitors, Payoneer, Wise, Rapyd, and Stripe, and compared them to see what's standing out. The main takeaway is that Payoneer is really focusing on empowering small and medium businesses with tools like cross-border payments, currency management, and global expansion strategies. They're also hosting events and sharing real-world case studies to build credibility and engagement. On the other hand, Wise is taking a more casual, relatable approach, targeting students, travelers, and expats with content that highlights cost savings and everyday experiences. However, some users have raised concerns about their reliability and customer support.

I've also noticed that Rapyd and Stripe haven't posted in the last 30 days, so there's not much to compare there right now.

Take a look at what I found and let me know if it looks good or if you'd like to dive deeper into any specific area. If you're ready, I can move forward with the next step, which is to ask you anything you want about the competitors and their top posts.

10/14/25, 3:33 PM

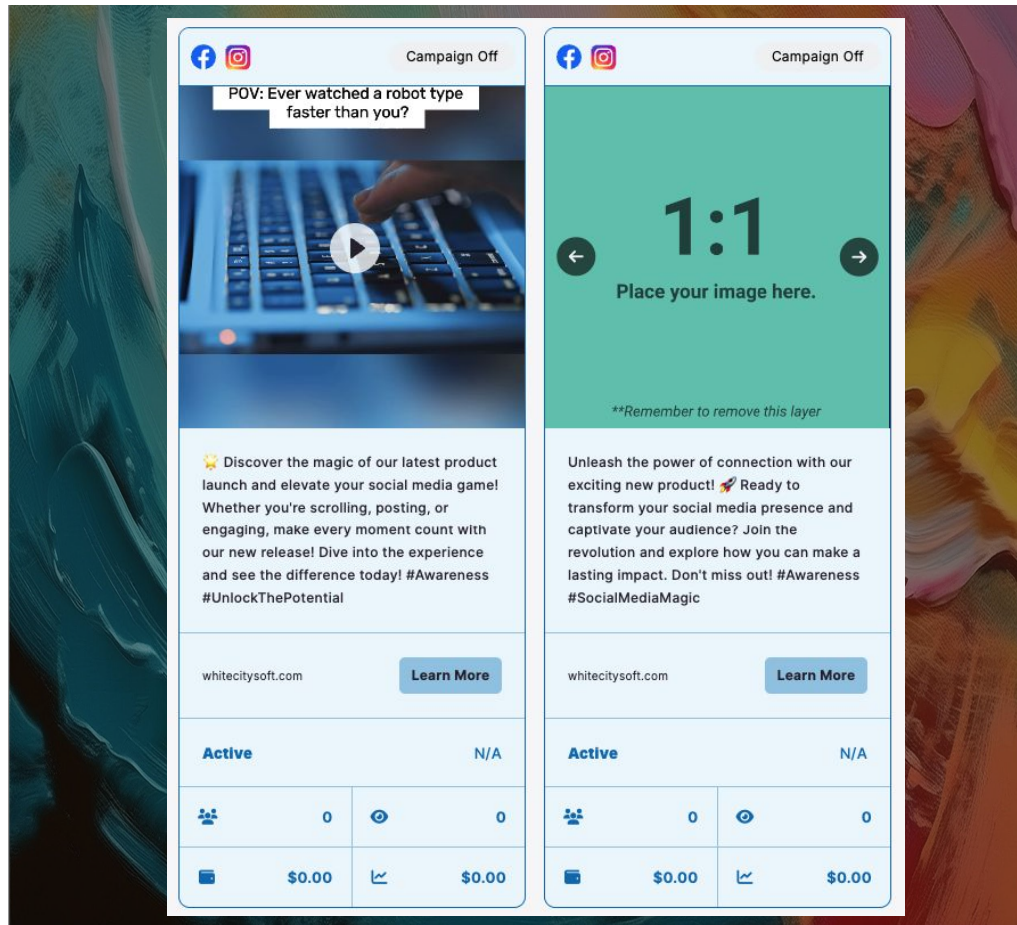
Type a message...



New Post/carousel type (img + video) in madSocial paid.

What is updated:

Following recent updates from Meta, our platform now supports carousel posts combining both images and videos. Internal validation was adjusted, and testing confirmed successful campaign activation. This enhancement enables more flexible and engaging ad formats across supported campaigns.





madSense

Platform UI & UX Upgrades:

- **Catalog selection based on connected pixels;** We've implemented a smarter way to surface only relevant product catalogs during campaign setup. The system now automatically retrieves catalogs that are both accessible to the ad account and actively linked to pixels with recent data activity—ensuring a higher likelihood of successful campaign delivery.
- **Streamlining architecture for network flexibility;** We've removed hardcoded Meta references from core services and data models to better support future expansion to other ad networks (e.g., TikTok, LinkedIn). This structural refactor improves maintainability and paves the way for a more flexible, network-agnostic campaign setup.
- **Exposed company Alt ID in super admin panel;** The Company Alt ID is now visible in the Edit Company view within the madSense Super Admin dashboard. This allows internal teams to easily reference and copy the ID when managing operations—no need for additional lookups.
- **New visual for neutral sentiment;** We've updated the neutral sentiment icon to better reflect its meaning. The old “thumbs up” graphic has been replaced with a more accurate visual for neutral feedback. This improves clarity in sentiment-based insights across the platform.
- **Meta Ad account closure detection;** The platform now detects and clearly notifies users when a Meta Ad Account has been permanently closed. This includes a dedicated dashboard alert and email notification to help distinguish permanent closures from temporary connection issues.



Edit company

Alt ID: 8050306

General details

Name *

80 Acres Farms

Email *

80@80af.com

Roles *

Company Admin, Social Campaign Manager, Social Campaign Viewer, Ins...

Country

Country

City

City

State

State

Zip

Zip

Phone

Contact name *

Insights

mad|Data

Back

Posts

Clicks 35,443

Impressions 1,196,208

CPA 60.00

CTR 1.34

Date range: 12/06/2024 - 12/10/2025

Saint Sava in Hilander Tipic
Hilander Monastery and Saint Sava News U...
newsletter sign-up

Best performing
logos



Best performing
posts



Start Using the New Features

Jump in, try them out, and let us know how they're working for you.

Stay tuned—version 4.1 is already in the works!

madSense.com