

# TECHNOLOGY NEWS

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## WISE.BLUE IS LAUNCHED

Our Twitter solution that earned the Official Twitter API partner status, has been introduced under the Wise.Blue brand. Its visual identity reflects the new Httpool's brand colors of navy blue and gold. Our R&D department reached all the milestones related to the backed Reporting Initiative system. Some bigger features for Wise.Blue continue to be developed and will be released soon. The Autopilot remains smart as ever following a batch of updates that prevent overspends in specific situations and make CPI correction faster.

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## FACEBOOK APIS

Another win of our R&D team was a successful integration of Facebook invoicing API and Insights API into the Httpool system. This will significantly facilitate Facebook reporting. Drilling down in invoices, matching them with

the delivery data and downloading everything in Excel just became much simpler. Integration of this tool with CRM is expected at a later stage, further simplifying our reporting automation.