

TECHNOLOGY NEWS



Over the past month one of the main focuses of the R&D team was improving and optimising the new major feature - the Creative Manager in Wise.Blue, our Twitter advertising solution. Other milestones have been achieved throughout Wise.Blue, such as improved export options, charts, statistics and more.

- ✔ The Creative manager now loads faster, is more robust, and has numerous small tweaks. Keep an eye out for further improvements next month.
- ✔ January brought a new round of breaking changes for our Facebook integration, which were successfully implemented without downtime or disruptions.
- ✔ New features were introduced in the Wise.Blue reporting tool, which now exports the set tags of accounts and campaigns.
- ✔ Finally, notifications in Wise.Blue have an option “mark as read”, which gives the user more insight into notifications she/he has already read in the past.