

# TECHNOLOGY NEWS

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December went by very quickly, nevertheless the R&D team deployed an important Wise.Blue feature - the Creative Manager. Also, AppNexus campaigns are no longer available in the AdPlatform since we switched to a new programmatic provider The Trade Desk <https://www.thetradedesk.com/>

- ☑ For creating and organising all of your Twitter ads, creatives, media files, tweets, cards and more, we have a creative manager in Wise.Blue. It represents a special section in the system and includes different statistical breakdowns with many filtering options for better data slicing. Creating Twitter ads and analysing the performance is as easy as ever. Expect to see additional updates in the next newsletter..
- ☑ Countless smaller UI improvements were done throughout the Wise.Blue Twitter Ads solution. New features to the notifications and updates to multiple components are worth mentioning the most.
- ☑ Moving to the new programmatic provider, The Trade Desk marked the end of the AdPlatform integration with AppNexus, hence campaigns and publishing fallback are no longer available.