

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 CreatiAlthough February was short, many features and improvements for Wise.Blue were completed by the R&D team. The most important are the default performance dashboards for every Wise.Blue account, live campaign statistics display and the ability to copy campaigns to different accounts.

- ✔ Wise.Blue performance dashboards are an extensive visual representation of the campaign performance with the focus on predefined KPIs. Now, to showcase the campaign performance indicators and statistics no setup time is needed, since every account has a default dashboard enabled.
- ✔ Further improvements for the creative manager have been completed, including additional statistics segmentation options and faster loading of all creative entities.
- ✔ We have enabled copying of campaigns across Wise.Blue accounts. With this functionality it's now possible to quickly copy best performing campaigns to new accounts, which can also be used as a templating option by the power users.