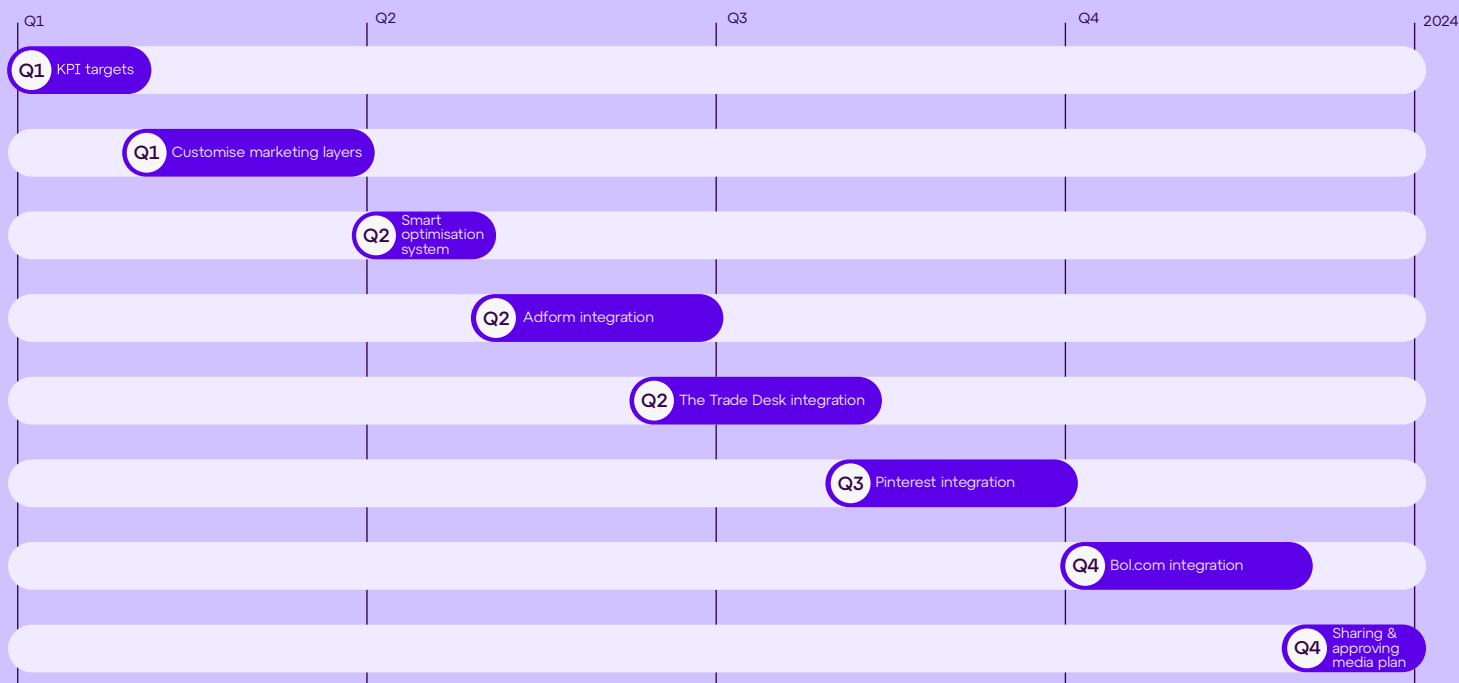


Roadmap 2023

2023 will be a very productive year, we plan on integrating multiple ad servers into our system. The product features below are our main focus points, ofcourse there will always pop up other features and updates we want to do.



Q1

KPI targets

You will be able to set KPI targets for your media plan in order to track them and get a better grip on the performance.

Customise marketing layers

Change the name of the marketing layer and add up to 5 marketing layers in order to enrich your media plan

Q3

The Trade Desk integration

Import ad products from the Trade Desk into your media plan and see reporting data for these campaigns.

Pinterest integration

Import ad products from Pinterest into your media plan and see reporting data for these campaigns.

Q2

Smart optimisation system

Get notified about campaigns meeting your KPIs or other set targets in your media plan.

Adform integration

Import ad products from the Adform platform into your media plan and see reporting data for these campaigns

Q4

Bol.com integration

Import ad products of the marketplace Bol.com into your media plan and see reporting data for these campaigns.

Sharing & approving media plan

Share your briefing and media plan with your stakeholders.