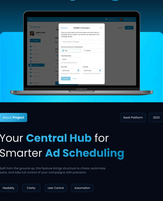
Campaigns



Web3 Project | Saas Platform | 2020

Your **Central Hub** for Smarter **Ad Scheduling**

Built from the ground up, this hub brings everything together in one place: automation, pace, and take full control of your campaigns with precision.

Flexibility | Clarity | User Control | Automation

Strategy

A **Timeline** that built more than a **Feature**

Discover | Define | Ideate | Design | Develop | Define

Ideas & Market Research

System Architecture

UI Strategy

Dev Collaboration

Campaign Scheduling

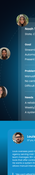
Testing & launch

> *As an experienced user, I want to schedule my campaigns with a certain amount of impressions on a schedule*

Target Audience Analysis

Demographics

Age Range 25- 45 years old (Professionals/Gen Z)



Personas Analysis

Design Principles Formulation & Value-driven

To build a scheduling system that scales, we prioritized multi-modal UI research techniques.

Stakeholder Interviews

- We prioritized pace, pacing, expectations, and platform guides
- Engineering helped define what logic was feasible

User Interviews

- Conducted 5 interviews with platform power users
- Identified recurring friction points

- Interviews revealed a common theme: teams are slow adopters of automation tools, but once they trust a system, they become its most vocal advocates.

Survey (Temporary)

- 60% of Ads Managers use Meta Ads Manager
- 40% use third-party scheduling tools
- 35% spend more than 2 hours per week on manual pacing tasks

Competitor Benchmarking

- Analyzed Madgicx and Revealbot to identify UI patterns and feature gaps
- Compared logic flows, feature priorities, and mental models

Market Research

- Analyzed 50 Reddit threads
- Reviewed 10+ Madgicx and Revealbot reviews
- Identified recurring pain points:
  - Inconsistent Madgicx rule execution without proper logging
  - Lack of transparency in automation
  - Automation is expected to maintain campaign health
  - Proper reporting flexibility is forgotten campaign KPI

System Architecture Design

Which Platform tests campaign logic supports? Lead by defining the core modules.

Create Campaign | Pacing Logic | Budget Monitoring | Reporting

Choose Scheduling Frequency

Define impressions per interval

Set Start and End Dates

Automate Status Changes

Log All Tries & Outcomes | Dashboard | **Alerts** | Create Campaign | Select Frequency

Submit | Preview Campaign & Status Rules | Set Start and End Date | Input Impressions Amount

Customer Journey Mapping

This is where everything comes together. Let's map the journey from **Lack of Control** to **Peace of Mind**.

Trigger: Luck is stuck in a **manual pacing** cycle, fearing budget overspending.

Discovery: Luck finds **Madgicx** and sees the automation potential.

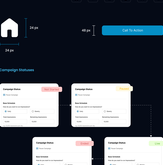
Onboarding: Luck sets up her first **automated rule** and sees it in action.

Core Value: Luck gains **control over her campaigns**.

Mastery: Luck **trusts the system** and uses advanced features.

Advocacy: Luck becomes a **vocal advocate** for the tool.

Let's **WIRE** it out because before pixels, comes the plan



Design Systems

Brand Color

#058FC6

Innovative | Intelligent | Refreshing | Trusting

Special highlights and primary brand colors used sparingly for maximum impact. It conveys clarity, trust, and innovation, aligning perfectly with our brand's core values of intelligence and smart action. Use liberally.

Poppins

Regular | Medium | Semi Bold | Bold

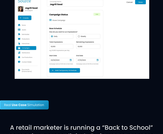
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#%&()[]{}?

Heading 48 22 px | Heading 32 | Heading 24 | Heading 20

Aa

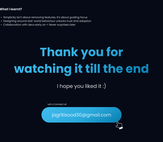
24 px | 24 px | 48 px | Call To Action

Campaign Statuses



Final Web Interface

Final Mobile Interface



A retail marketer is running a "Back to School" campaign across digital platforms to promote backpacks and supplies.

Campaign Setup

- Start Date: August 15, 2025
- End Date: September 30, 2025
- Total Impressions: 500,000
- Pacing Method: Even (distribute impressions across 31 days)

Key Impressions per day: 16,129

Real-Time Scenario: Week 2 (Aug 22-28)

- Pacing Logic:
  - Target Daily Impressions: 16,129
  - Actual Impressions Delivered: 14,500
  - Deficit: 1,629 impressions

A system monitoring pacing would detect a deficit and automatically increase bid aggressiveness to recover pacing.

Temporary Pacing Adjustment

- Daily Adjusted Budget: $3
- Rule Set:
  - Pacing exceeds 110%: Pause campaign for 24 hours
  - Pacing falls below 90%: Increase bid by 10%
- Lowers bid, adjusts daily pacing to 4,000 impressions

KPI: Campaign Change (Aug 22)

- Your client wants to add a flash promo:
  - Frequency Schedule Added:
    - Days: Aug 22
    - Hours: 10 AM - 2 PM
  - Impression Allocation: 10,000 impressions during this window

A system monitoring pacing would detect the change and automatically recalculate the remaining pacing.

Final Week Summary (Week 5 - 6)

- Regular weekly pacing resumes
- Total Impressions Delivered: 499,875 (99.975% of goal)
- Campaign Success:
  - Reached 0 impressions before the end date
  - Maintained consistent pacing throughout

Results (Post-Campaign)

- Total Delivered: 10,000
- Impression Allocation: 100% within campaign dates
- Pacing Adjustments: 0
- Client Feedback: "I did like the system through-out the campaign."

Results & Reflections

Successfully managed a pacing campaign using Madgicx API.

Enabled 100% verified ad delivery with dedicated monitoring.

Maintained scheduling accuracy via real-time feedback and UI clarity.

What I learnt?

- Simplicity isn't about removing features. It's about guiding focus.
- Trust in automation grows when users can see what the system is doing.
- Collaboration with dev teams is critical for feasible design decisions.

Thank you for watching it till the end

(hope you liked it.)

www.linkedin.com/in/
jaydeesoo55@gmail.com