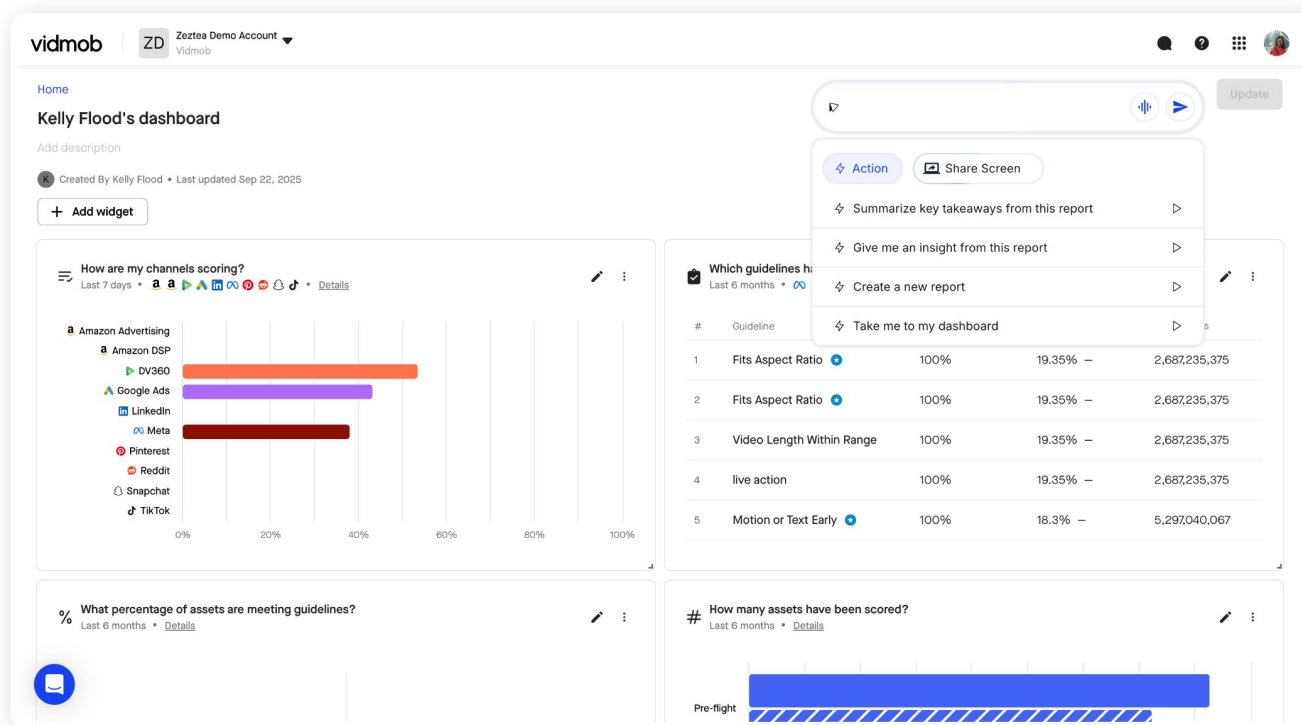
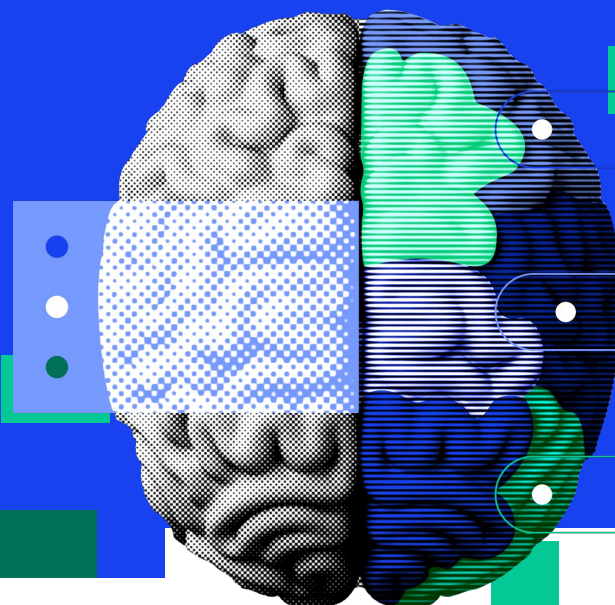


Meet Maddie

Your creative intelligence assistant is now available throughout the Vidmob platform to get instant answers on what to do next to improve performance.



Navigate to the right report using prompts (e.g. "How are my ads performing this week?").



Analyze data directly on the page, summarizing creative performance and highlighting what's working (or not).



Load reports with filters set so you can start analysis with less friction.



Get help instantly, drawing from Vidmob's documentation and product guidance.



Wherever you are in the platform, Maddie is just a question away.

Why Use Maddie?

1. **Save time** by navigating directly to reports and tools with a simple prompt
2. **Spot opportunities fast** with on-screen data interpretation and performance summaries
3. **Enable more teams** to use creative data—no dashboards or technical expertise required
4. **Accelerate decisions** by surfacing specific recommended actions

Pro Tip: The more context you give, the better the answer! Try:

- "Where do I go to connect ad accounts?"
- "Are my influencer assets ready for next week's campaign?"
- "Which markets in EMEA saw the biggest drop in engagement?"
- "Based on my Ramadan campaign, what creative themes are resonating most?"

