May 2025: Release Notes

09/19/2025 2:11 pm EDT

Communicate

Email

- Coupon codes distributed to known customers can now persist across sessions until redeemed. This helps maximize coupon promotion budgets by ensuring each customer only receives one code until it is redeemed or falls outside the set distribution timeframe.
- A dummy coupon code will appear in proofs, such as "TEST10PERCENT." Live campaign sends will show the code as expected.

SMS/MMS

- You can now create and add contact cards to SMS/MMS campaigns.
- The Mobile Analytics reporting dashboard now displays two decimal points for rate-based metrics.

Other feature releases

Data

- You can now streamline your data workflows by exporting email service provider (ESP) and eligibility data from Bluecore directly to an SFTP integration.
  - Overview of export data
  - Creating an export job
  - Understanding export job and run statuses
  - Setting up export notifications
- If you are using a parent Namespace, you can now send file exports to your parent Namespace.
- You can now export data to Google Cloud Storage.