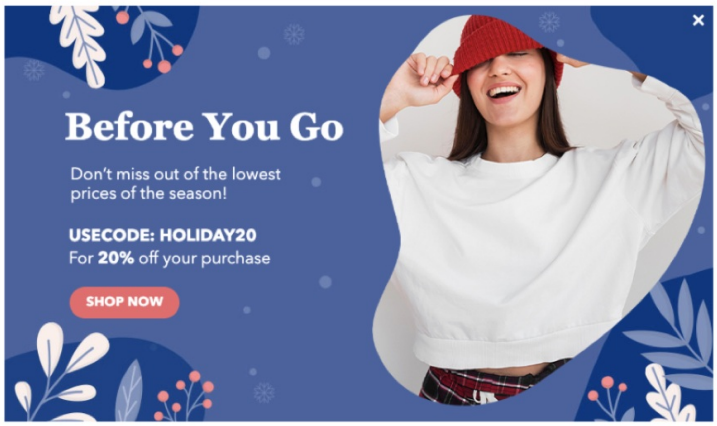
Q3: August 1 - October 31, 2021

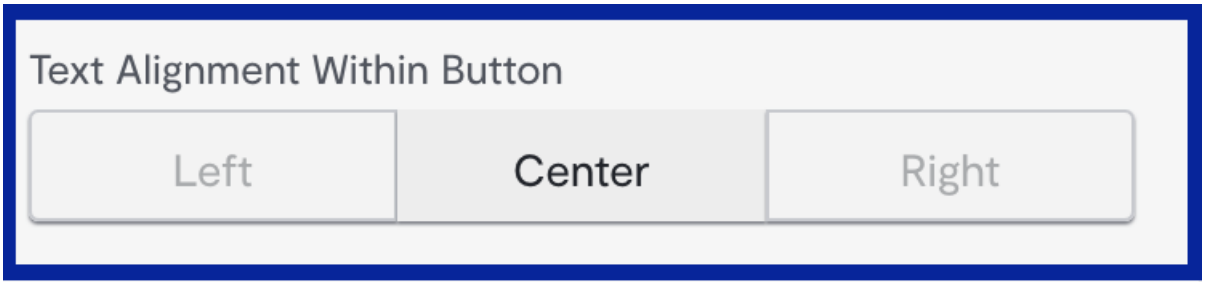
09/19/2025 3:48 pm EDT

- **Site: Pre-Built Holiday Templates** (October 28)New holiday-themed fully customizable pre-built starter Site™ templates are now available in the Template Library of your Site™ campaigns. Launch campaigns quicker with a selection of pop-ups and banners to drive engagement, inform your shoppers of shipping cut-offs, or drive urgency with countdown timers etc. All pre-built templates can be customized to match your brand guidelines with our Visual Template Editor.

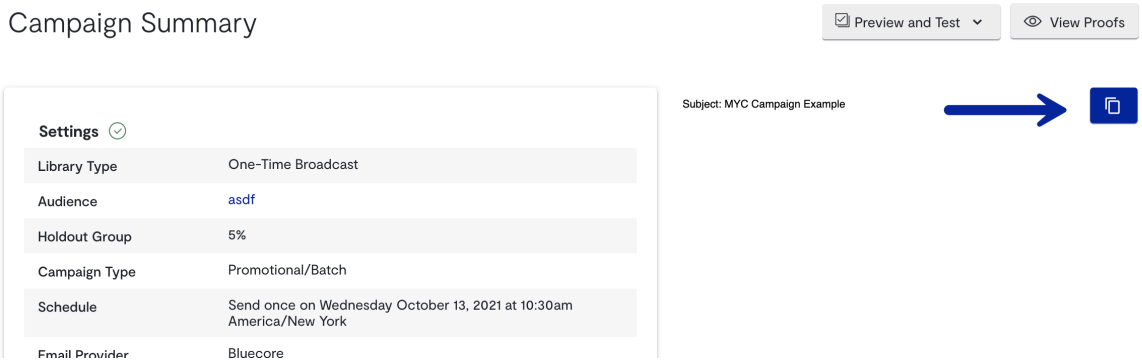




- **Communicate: Updated Error Messages for Previewing Templates** (October 19)We've updated the error message that appears when previewing a template with an error when using a global widget. Gain a better understanding of why the widget cannot be saved and how to fix it.
- **Communicate: Button Text Alignment in VTE** (October 15)You can now adjust the alignment of text within a button in VTE. Previously, you could only adjust the alignment of the button, now you can control the button alignment and if the text should appear left, center, or right within the button.



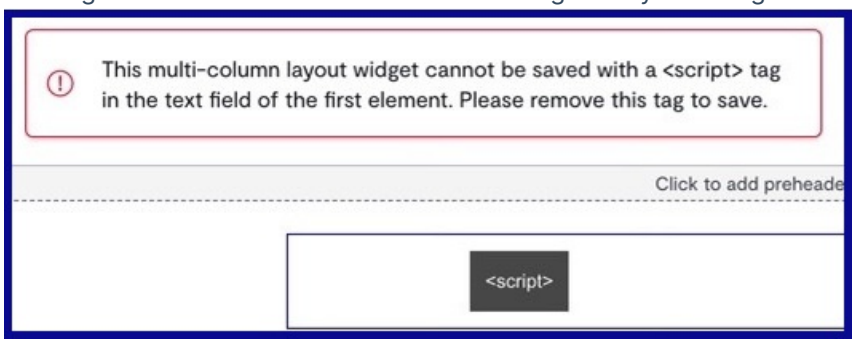
- **Communicate: Copying Email Templates** (October 14)Save time when creating templates by copying an existing template from an email campaign. Templates can be copied by two methods. A campaign that has previously been sent:



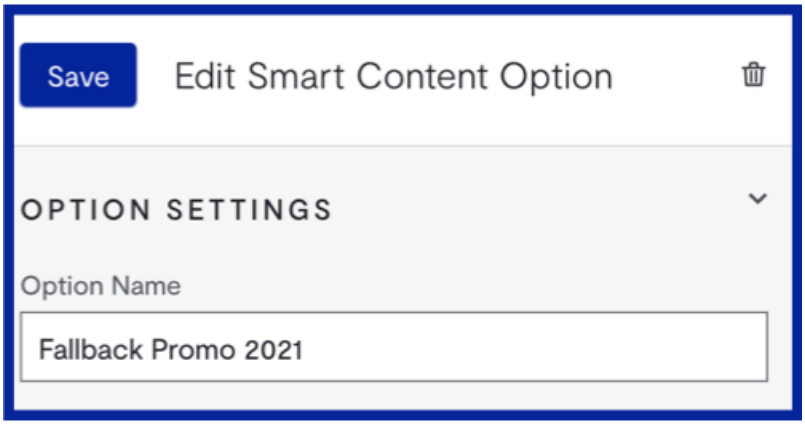
Or when creating a new campaign and selecting a template on the*From Campaigns* tab:



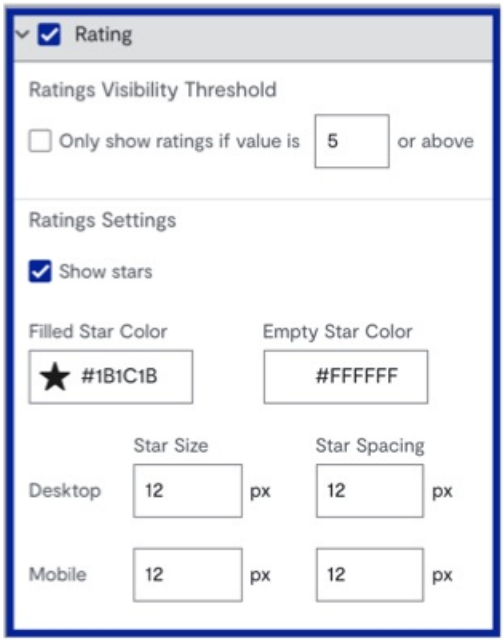
- **Communicate: Updated Error Messages When Saving and Deleting Widgets** (October 14)We've edited the error messages that appear when widgets are saved or deleted in VTE with incorrect or missing elements. Gain a better understanding of why the widget cannot be saved and how to fix it.



- **Communicate: Change the Fallback Name for Smart Content™** (October 14)You can now change the name of the fallback option when configuring a fallback for Smart Content™ in email VTE. Give the fallback a meaningful name that can be easily identified when reviewing Smart Content™ analytics or link tracking.



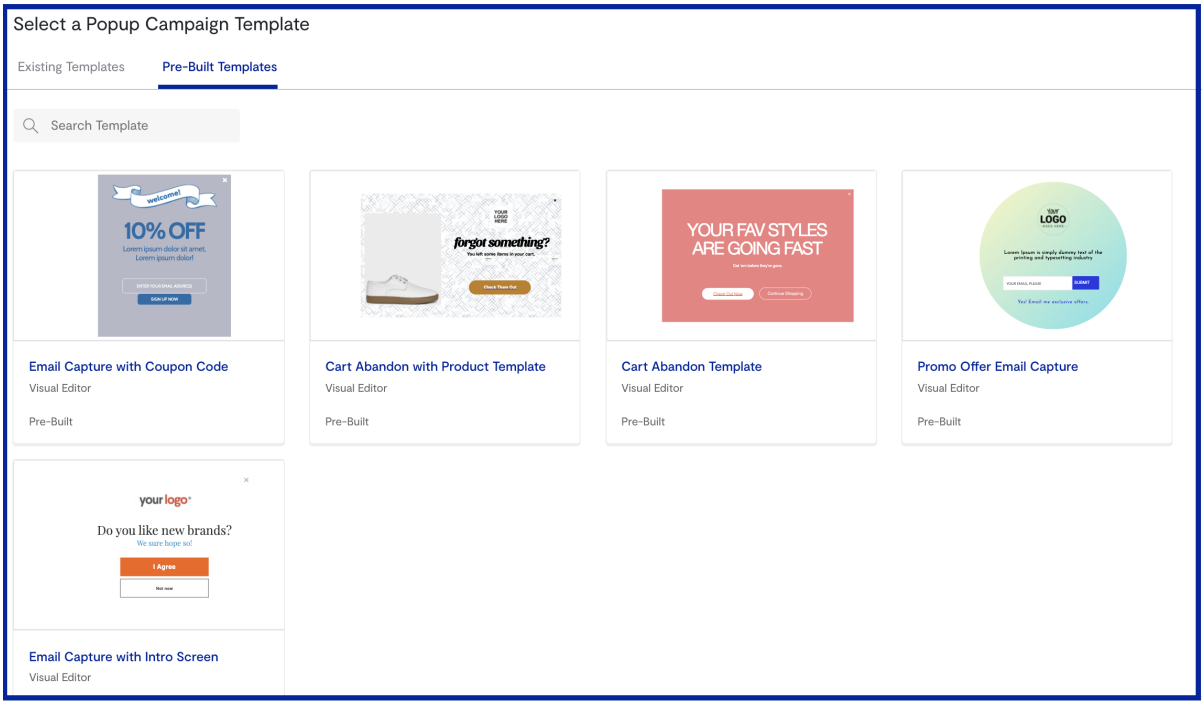
- **Communicate: Increased Number of Navigational Links in Email VTE** (October 12)You can now add up to eight navigational links when configuring a navigational widget in VTE! ≣ ≣ ≣
- **Communicate: Additional Email Testing Support** (October 7)
  We've added additional email testing support for the following devices: iPhone 11 iOS 15 (light and dark mode), iPhone 11 Pro iOS 15, and iPhone SE (2nd Gen) iOS 15.
- **Communicate: Additional Email Testing Support** (September 30)
  We've added additional email testing support for the following devices: iPhone 12 iOS 15 (light and dark mode) and iPad Pro iOS 15 (11 and 12.9 inches).
- **Communicate: Additional Email Testing Support** (September 27)
  We've added additional email testing support for the following web clients: T-Online Windows 10 (Chrome, Firefox, Edge), Libero Windows 10 (Chrome, Firefox, Edge), Free.fr Windows 10 (Chrome, Firefox, Edge), and Freenet.de Windows 10 (Chrome, Firefox, Edge).
- **Communicate: Removed Email Testing Support** (September 21)
  The following programs will no longer be supported for email testing: T-Online Windows 7 (Chrome, Firefox, IE11), Libero Windows 7 (Chrome, Firefox, IE11), Free.fr Windows 7 (Chrome, Firefox, IE11), and Freenet.de Windows 7 (Chrome, Firefox, IE11).
- **Communicate: VTE Star Ratings** (September 13)
  Add a visual or numerical representation of a customer product satisfaction directly within an email built with VTE. Configure this setting when configuring a dynamic product block.



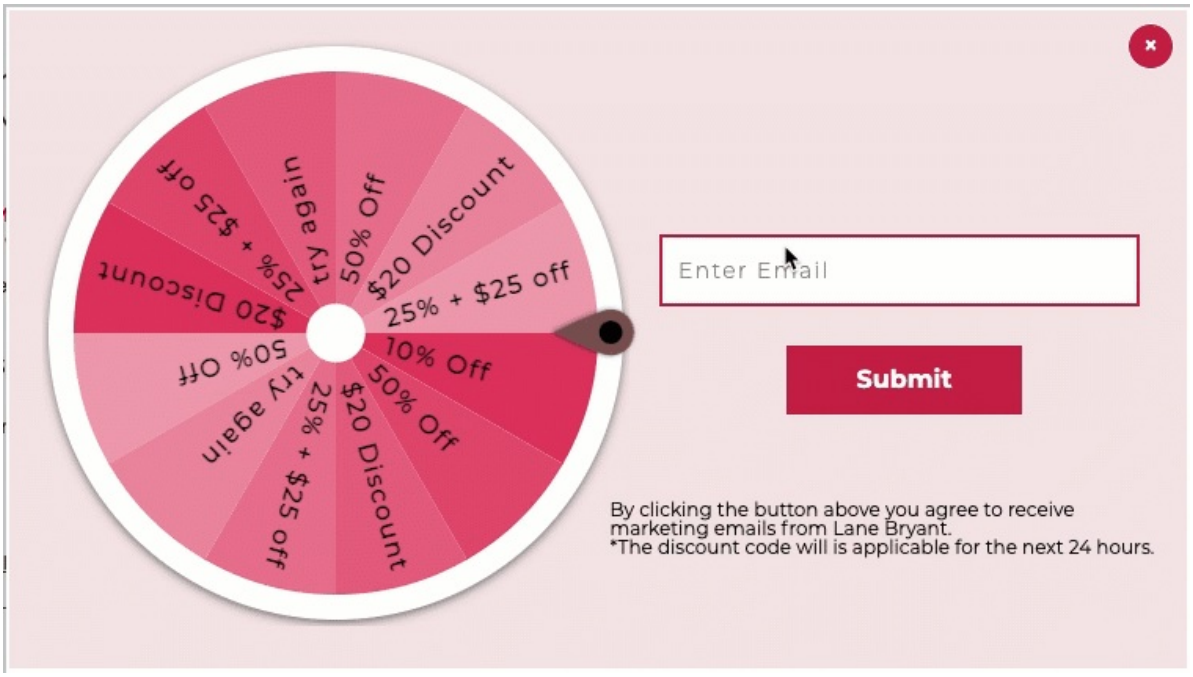
- **Communicate: Link Tracking for Smart Content** (September 13)
  View link tracking data for campaigns with Smart Content. Each block of Smart Content displays a rolled-up view of total desktop clicks and total unique desktop clicks.



- **Site: Template Library** (September 13)
  Quickly and easily get started with a Bluecore Site™ campaign by using a template from our suite of fully customizable pre-built templates for desktop and mobile campaigns.



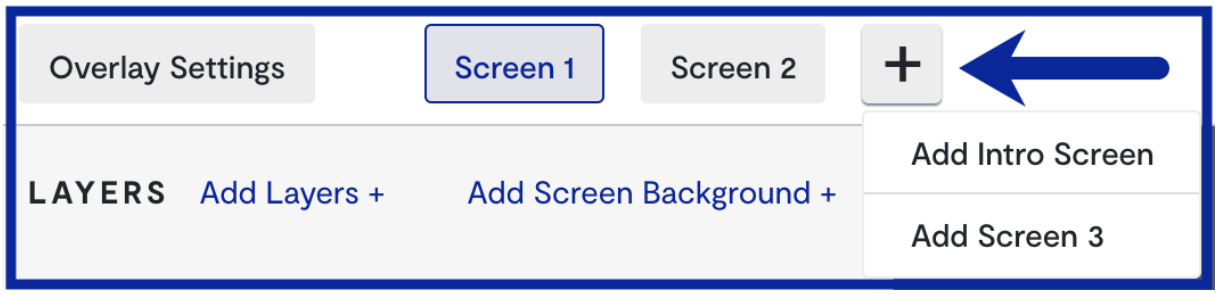
- **Site: Spinner and Timer Widgets** (September 13)
  Gamify your website and drive urgency with our two new widgets that are available in Bluecore Site™: Spin-to-win and countdown timer! The spinner can be used to encourage shoppers to enter their email address for an opportunity to spin the wheel for a prize!



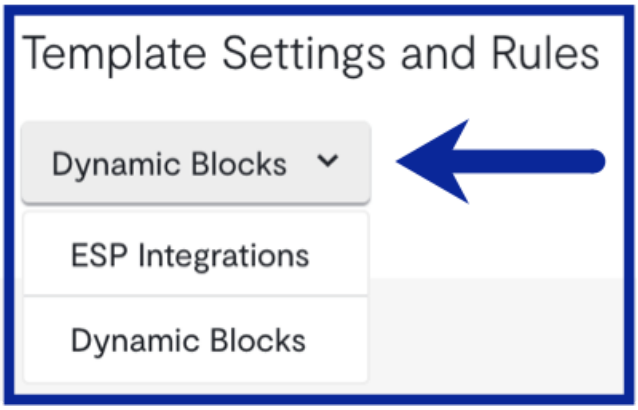
The countdown timer can be used to drive urgency for an offer or promotion that you are running.



- **Site: Enhanced Analytics** (September 13)
  View a suite of analytics reports for Bluecore Site™ to provide a holistic view of the shopper experience based on campaign engagement. The following reports are now available: Advanced Analytics, Campaign Comparison Report, Campaign Performance Report, and Lead Capture Stats.
- **Communicate: Additional Email Testing Support** (September 9)
  We've added additional email testing support for the following web clients: Web.de Windows 10 (Chrome, Firefox, Edge), GMX Windows 10 (Chrome, Firefox, Edge), and Mail.ru Windows 10 (Chrome, Firefox, Edge).
- **Communicate: Removed Email Testing Support** (September 7)
  The following programs will no longer be supported for email testing: Outlook 2016 OSX10.8, Outlook 2013 and 2010 (120 dpi) Windows 7, Lotus Notes 85 Windows 7, Thunderbird Windows 7, Web.de Windows 7 (Chrome, Firefox, IE11), GMX Windows 7 (Chrome, Firefox, IE11), Mail.ru Windows 7 (Chrome, Firefox, IE11), and Telstra Windows 7 (Chrome, Firefox, IE11).
- **Site: Updated UI/UX for VTE Campaign Creation Workflows** (August 5)
  A few visual changes have been made to the Bluecore Site™ VTE builder. When building a campaign, you now have the flexibility to add up to three screens and an introduction screen. Add screens by clicking the **+ icon** at the top of the builder.



Previously, if a dynamic product block or coupon was added to a campaign, it would need to be configured by using the settings icon outside of the builder. These settings (dynamic products, coupons, and ESP integrations) are now available in the same place, but accessible from a drop-down menu.



- **Communicate:** **Additional Metrics Added to Smart Content Report** (August 2)
  View overall email performance metrics for campaigns that are using Smart Content Widgets. If the same Global Widget was used across multiple Smart Content Widgets in different campaigns, you can view rolled up reporting by Global Widget Name or Smart Content Option Name here. Previously, this report only displayed the overall Smart Content Widget performance.